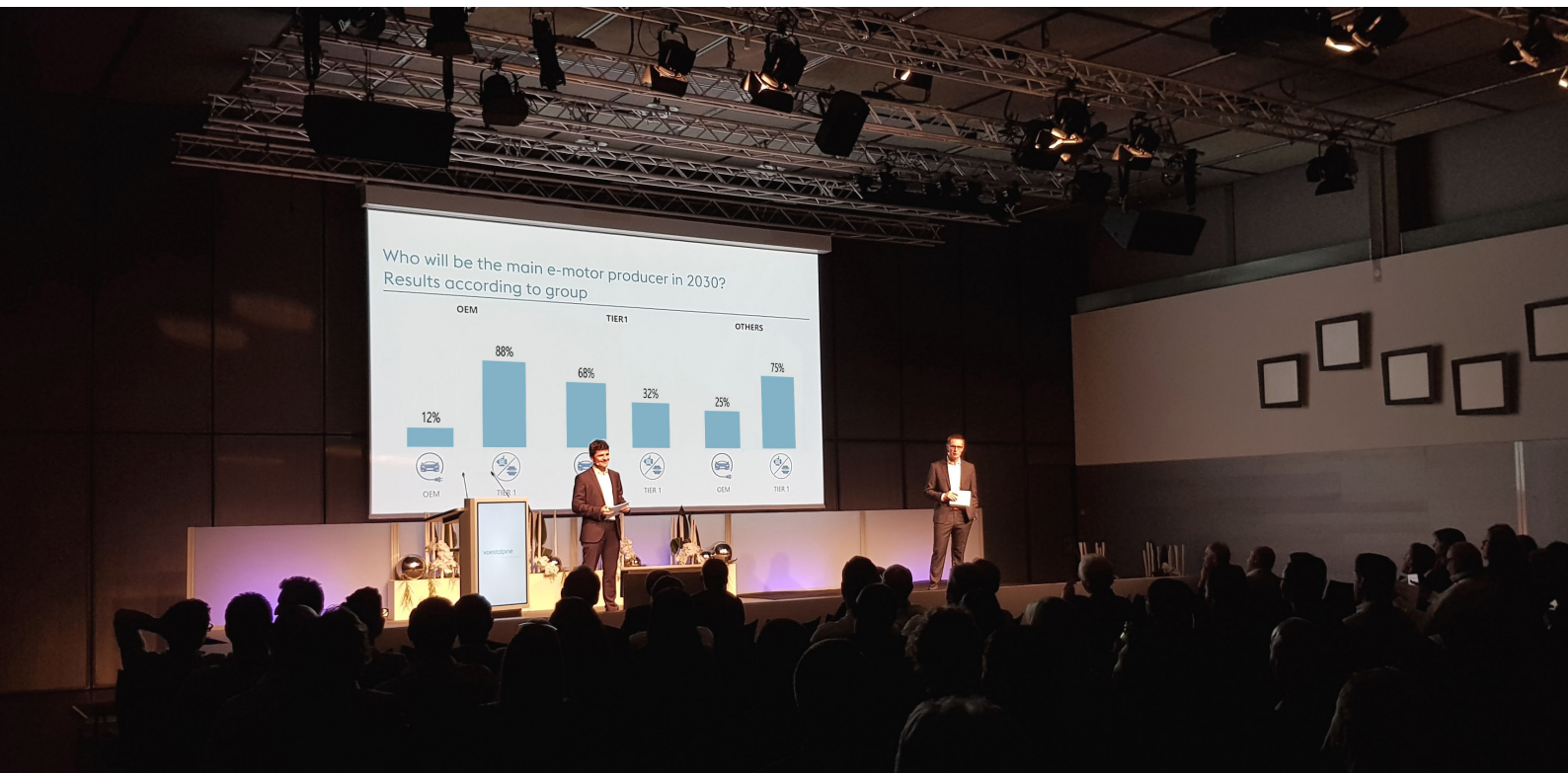


Success Story

SlideLizard & voestalpine



How voestalpine let their audience interactively participate in their customer symposium

With more than 11,000 employees and a total sales revenue of 4.8 billion euros in 2018, the voestalpine Steel Division has attained global quality leadership in highest quality steel strip production. It is also one of the largest suppliers to the European consumer goods and white goods industries, as well as to the mechanical engineering and oil and gas sector.

The Challenge

The voestalpine steel division invited their customers, who are all leading experts in their respective industries, to an event in September 2018. The organizers wanted to share new valuable information about “Orchestrating Light Electrical Mobility” through a captivating and entertaining presentation in a new and innovative format.

The Solution: SlideLizard

To achieve this ambitious goal of voestalpine, SlideLizard collaborated with the advertising agency Reichl und Partner to create an interactive and thrilling presentation. Using SlideLizard as a live polling tool to boost audience participation unlocked numerous new possibilities for the organizers to design the whole event.



Custom branded SlideLizard poll slides and participation link

Custom Branding

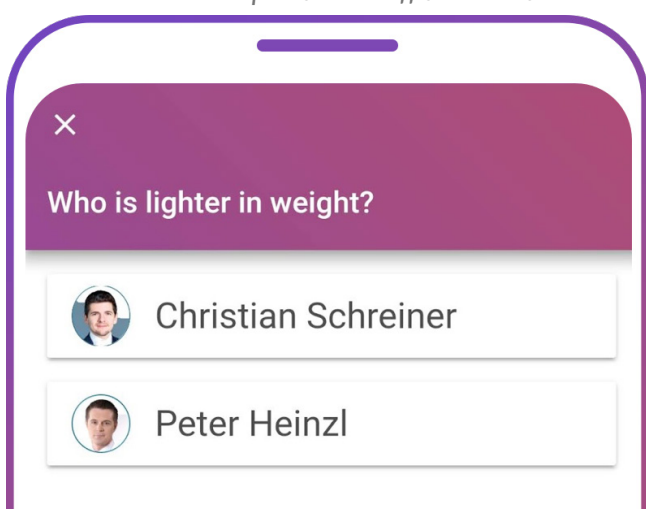
The design and layout of the slides plays an important role in delivering a professional presentation. For large companies like voestalpine, aligning with the corporate identity (CI) is a crucial factor when it comes to PowerPoint presentations. Therefore, voestalpine decided to purchase the SlideLizard Custom Branding package. It includes a completely customizable design (e.g. for the poll results slide) as well as a custom audience participation link. To ensure a consistent style in line with the CI of voestalpine throughout the entire presentation, the background image, the colors and fonts as well as the slide layout were adapted. In addition, the SlideLizard participation link, which people in the audience enter on their mobile phone to join the event, was custom-

ized. Usually the link contains a random presentation code (e.g. *attend.sl/e3sw*), however, in order to create a consistent look and feel, *cbe.attend.sl* was selected by voestalpine, which stands for the slogan “Connected by Excellence”.

Breaking the Ice

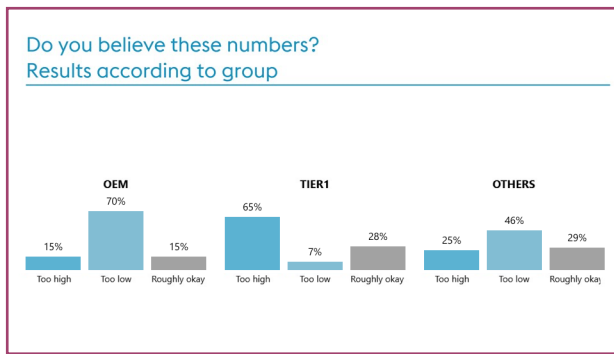
SlideLizard live polls can be powerful ice-breakers to kick off any event and quickly engage all attendees at the same time. It's also a perfect measure to ensure that even the people in the last rows take their mobile phones and join SlideLizard for maximum participation. Referring to one of the two speakers, the question “Who is lighter in weight?” was chosen by voestalpine as an entertaining introduction. Even though it was just about a random guess, the audience visibly enjoyed it and got comfortable in using SlideLizard.

Icebreaker poll to kick off the event



Giving the audience valuable insights through polls

Gathering the participants' opinion on a topic and conducting a live analysis of the outcome on stage is an excellent technique to gain the audience's undivided attention.



Poll results by industry of the voter (data changed)

However, it can be even more insightful, when the poll results are split by the different industries present in the room.

For the event, customers from primarily two industries were expected by voestalpine. However, in order to ensure that everybody can participate, a third category for all remaining industries was added, resulting in the following three groups:

- OEM (Original Equipment Manufacturer)
- Tier 1
- Others (non-automotive industries)

At the beginning of the presentation, the attendees were asked to select their industry through a single-choice poll via SlideLizard. In case somebody joined late or missed the categorization poll, they were automatically classified as “Others”.

In the five following polls, grouping the poll results by industry allowed the speakers to conduct an interesting analysis of the outcomes live on stage.

Additionally, to achieve an even more dramatic effect, some voting results were initially discussed without grouping - showing the detailed results only a few seconds later to increase the tension in the audience.

Customer research through polls

Knowing the customer is rule number one for every company. Getting statistically evaluable insights via SlideLizard live polls enables companies to immediately gain crucial information about their customers. SlideLizard offers a convenient data export for poll results, allowing an in-depth analysis with Microsoft Excel or any other analysis software. Likewise, voestalpine received a detailed report, containing all relevant info about the attendees, votings and feedbacks of the presentation for further evaluation.

Remarkable Feedback

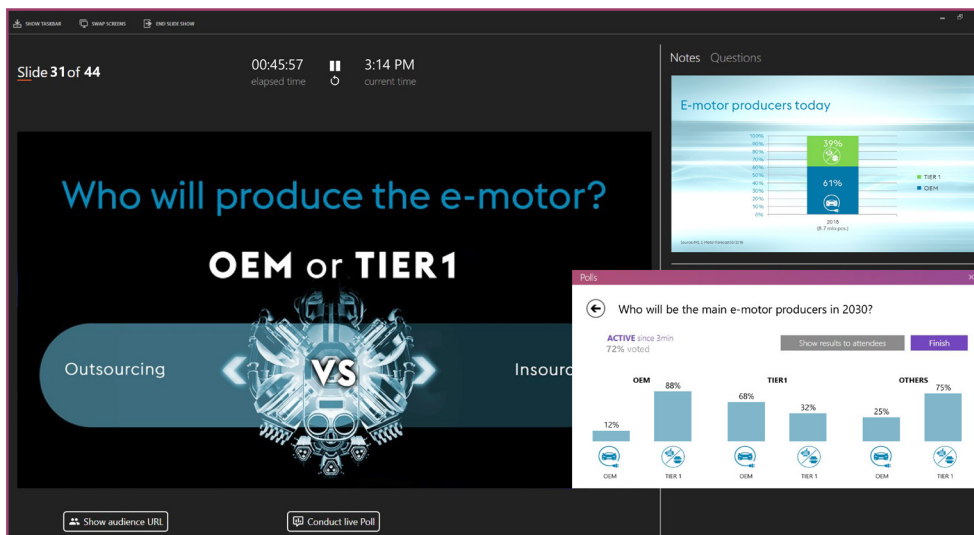
With SlideLizard, people in the audience have the opportunity to give anonymous feedback about the presentation. With a mandatory rating (1 - 5 stars) and an optional comment, providing feedback via SlideLizard is as simple as it gets. This simplicity along with the performance of

the speakers from voestalpine

lead to a more than twice as high feedback rate as usual¹. The average audience rating of 4.9 out of 5 clearly demonstrates that

Feedback via SlideLizard

¹ <https://www.surveymzmo.com/resources/blog/survey-response-rates>



SlideLizard presenter screen integrated in PowerPoint (data changed)

an interactive and informative presentation is well received by the audience.

Seamless PowerPoint Integration

Even for such big events like at voestalpine, the easier the technical setup, the better. Less complexity means fewer mistakes and fewer unexpected problems during the presentation. This is exactly where SlideLizard shines. Microsoft PowerPoint has already proven to be a reliable software for presentations. Due to the direct integration of SlideLizard in PowerPoint, no additional preparation or presentation software is required. This eliminates all technical complexity, like seamlessly (without the audience noticing) switching between the PowerPoint presentation and an external polling software (e.g. to show the voting

results). This would usually require multiple devices connected to the projector at once and advanced equipment to allow smooth switching.

For voestalpine, using SlideLizard meant that the setup was done in minutes, and also allowed the speakers to observe the poll results live in the PowerPoint presenter screen during the voting. This gave the presenters a few extra seconds to prepare their comments until the final results were shown to the audience.

The great success and excellent feedback from the organizers show that the innovative format of SlideLizard is well received and ideally suited to taking your own events and presentations to the next level.
www.slidelizard.at

"The direct interaction with the audience and the seamless integration of the PowerPoint presentation convinced us to use SlideLizard."

Mag. Helmut Raml

Managing Director at REICHLUNDPARTNER ADVERTISING

