EU OPPORTUNITY PROMPTS CHANGING OF THE GUARD AT UK'S LEADING PRESENTATION DESIGN CONSULTANCY

Tuesday 14 June, 2016

Eyeful Presentations prepares for next stage of growth through European expansion and partnership strategy

Leicester, UK, June 9, 2016– Eyeful Presentations (http://www.eyefulpresentations.com), the UK's leading presentation design consultancy and the people behind the internationally acclaimed book 'The Presentation Lab', announce the appointment of Rob Bailey as new Managing Director to spearhead further growth of the business over the coming years.

Eyeful's founder, Simon Morton, said of the appointment:

"I'm delighted Rob has agreed to take the reins at 'Eyeful Towers' and know that his experience as a business leader coupled with a passion for our people and clients will further establish Eyeful's position as the most innovative, exciting and influential consultancy in the sector.

We anticipate unprecedented growth both domestically and overseas over the coming years as a result of Rob's appointment."

The appointment supports the company's ambition to expand its footprint and influence over the coming years through a strategy of formal partnerships, M&A activity and European expansion. In his new role as CEO, Morton will be responsible for taking Eyeful's unique 'Presentation Optimisation methodology' to a wider audience, notably in mainland Europe. Bailey explains the move

"Simon is recognised as one of the World's leading authorities in the field of business presentations so it is logical that we focus his attention on the exciting opportunity Europe poses alongside implementing a global partnership strategy."

It would seem that the uncertainty around the EU Referendum has not stalled their growth strategy. Bailey continues:

"Despite the inevitable question mark surrounding the EU Referendum, we are committed to bringing Eyeful's proven expertise and methodology to mainland Europe. No matter what the result on the 23rd June, we will be executing an aggressive strategy to maximise the impact on business presentations and sales conversations across Europe."

About Eyeful Presentations

Since 2004, Eyeful Presentations has built an enviable reputation as a world leader in business presentations.

Through expert research, testing and innovation, they help blue chip clients across the globe get the very best from their business presentations. This is achieved by implementing their proven Presentation OptimisationTM and Blended PresentingTM methodologies to ensure that every presentation has a clear, engaging story, a strong call to action and stunning design.

Their UK HQ is the home of Eyeful Labs, Europe's only dedicated centre of presentation excellence and is the base for Eyeful's consultancy and training practice alongside Europe's largest team of dedicated presentation designers and digital practitioners.

# # #

If you would like more information about this topic, please contact Olivia Walsh at +44 (0)1455 826 390 or email at owalsh@eyefulpresentations.com

Media:





Related Sectors:

Business & Finance :: Government ::

Related Keywords:

Advanced PowerPoint Training :: Presentation Designers :: PowerPoint Presentation Design :: Presentation Design Company ::

Scan Me:

Company Contact:

Eyeful Presentations

T. 01455826390
E. mroper@eyefulpresentations.com
W. https://www.eyefulpresentations.com

Additional Contact(s):

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.eyefulpresentations.pressat.co.uk