



Presentations:

The aim of market research projects will only be achieved if the relevant internal and external entities are aware of the results, believe in them and are willing to work with them.

A presentation held by an external project manager provides:

- Information concerning which results are of particular importance or which provide an insight into other interesting aspects - explained in a short period of time, if necessary.
- Background information or reasons discovered, or at least a well-founded explanatory hypothesis.
- If arranged: Comparison standards in time series: Presentation of any interesting and significant shifts
- Additional transparency concerning research methodology and security-relevant data quality.
- Immediate answers to questions which arise in the in-company discussion.
- If desired: creative input for finding solutions and action plan recommendation
- All of this with a wealth of analysis and consulting experience and a constant neutral distance.

We also provide relevant data based on the requirements of each specific target group, for instance:

- for the direct initiator/client or the particular department concerned
- for executive management
- for staff
- for external workers and branch managers
- at company events (i.e. client events)
- at press releases