



How immersive technology can make your pitch more captivating, more compelling, and more convincing

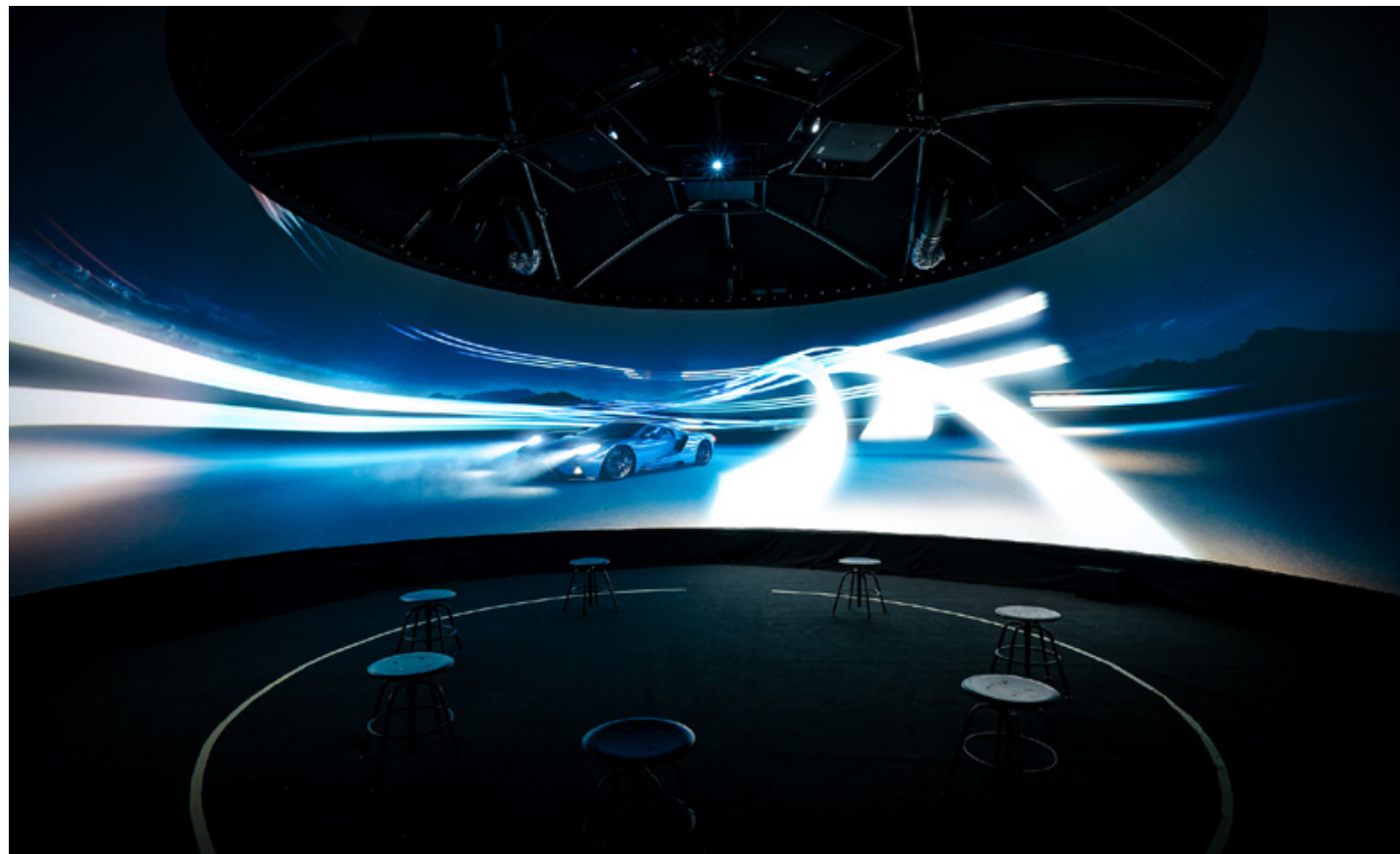


Whatever your message is, you want it to make a lasting impression on your audience

Whether it's a sales pitch, a demonstration, a public service announcement, whatever - you're trying to get something across to your audience. And you need that message to resonate with them.

We give you four ways that immersive workspaces can elevate your pitches - and make your message stickier.

But first, here's an example of how powerful showing (rather than telling) and engaging with an audience (rather than presenting to them) can be.



A pitch that changed the world (quite literally)



These days, we take tall buildings for granted. And one of the things that makes them possible is elevators - with the fastest able to zip upwards at a speed of 40 feet per second.

But back in the 1850s, elevators were viewed with fear.

Snapping cables were a problem. So, people thought of elevators as death traps. And this, in turn, limited the height that buildings could reach.

Inventor Elisha Otis came up with a solution - a guaranteed safety mechanism.

He pitched it day-after-day, to property developers and construction companies, but couldn't convince them.

So, he came up with a different kind of pitch.

At the 1853 New York World's Fair, he built a 50-foot gantry, suspended an elevator from it, and got inside.

Then, when a crowd had gathered, he cut through the cable with an axe.

Instead of plummeting to the ground, the car dropped only a few inches, a perfect demonstration of his safety mechanism. He repeated the demonstration over months to come.¹

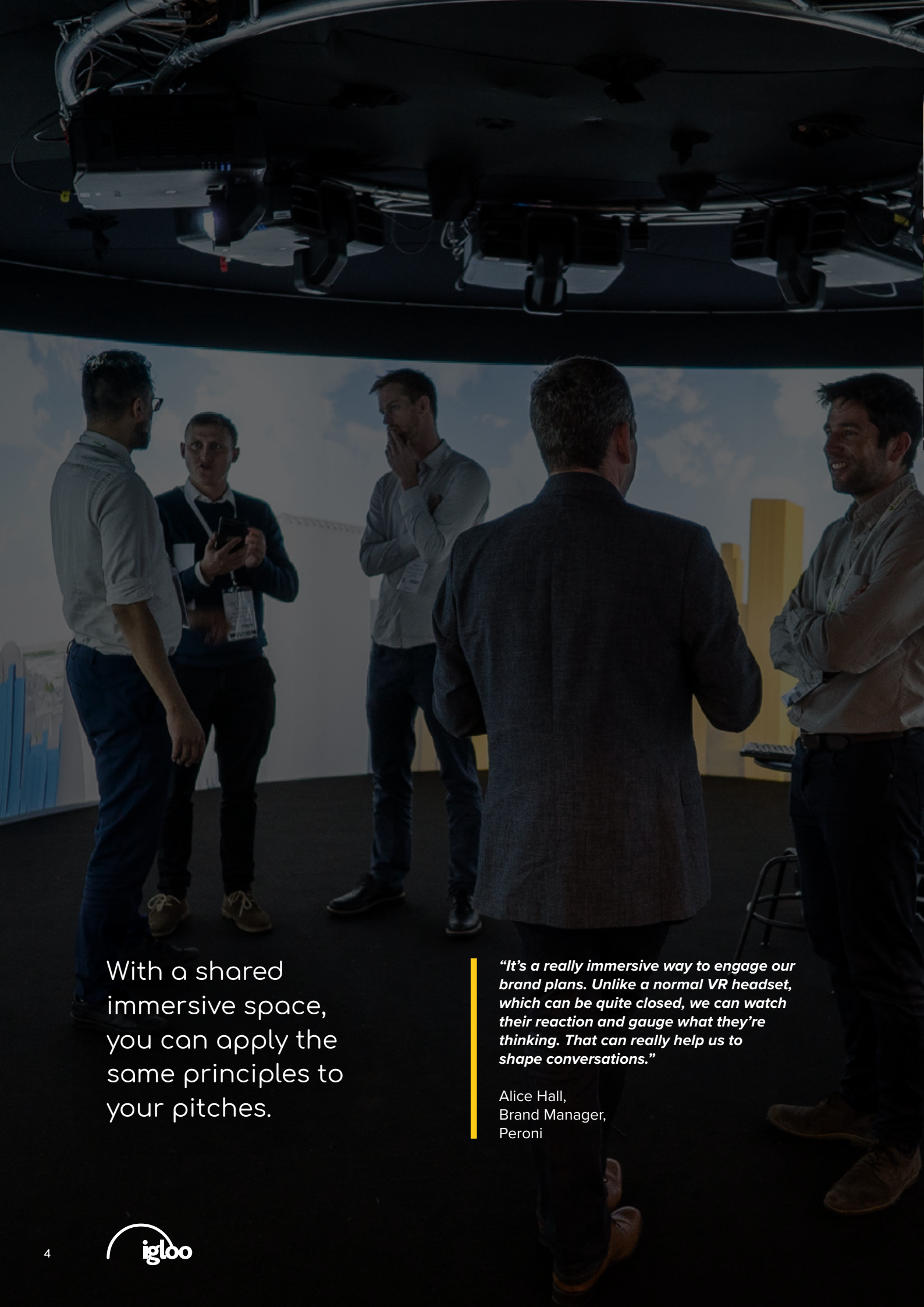
How shared immersive spaces can help you get your message across

Otis's pitch was incredibly effective.

For the first time, elevators were seen as safe, which meant that buildings could become taller. The face of the world's cities soon changed and, today, skyscrapers reach the heady heights of 2,700 ft (or 800 metres).

Instead of telling people about his invention, he demonstrated it, right in front of them. Instead of a simple presentation, he engaged the audience. And he took them by surprise too, which made for a far more memorable experience.

¹ [A short history of the elevator, CNN](#)



With a shared immersive space, you can apply the same principles to your pitches.

"It's a really immersive way to engage our brand plans. Unlike a normal VR headset, which can be quite closed, we can watch their reaction and gauge what they're thinking. That can really help us to shape conversations."

Alice Hall,
Brand Manager,
Peroni

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Stop presenting - and start engaging

Many of us will be all-too-familiar with the 'pitch' that's more of a drone: a slog through a 50-odd slide deck (or maybe even longer), presented from sharing a screen via video conference, or a large flat panel at one end of the room. If sales is a 'transfer of enthusiasm', this method sucks enthusiasm dry.

But with an Igloo immersive workspace, you can go way beyond presenting - you can engage and immerse the participants in the points you want to get across, and give them a whole new experience.

Instead of laboriously clicking through a monstrous deck, you can turn your presentation into one that wraps right around your audience. Detailed graphs, infographics, figures, timelines, all become far easier to understand when they're visible all at once. You could go as far as specially-commissioned 360° reels and stingers - or, thanks to web-based tools such as Google Slides or Microsoft Sway, easily create your own immersive presentations. You can provide a visceral sense of a strategic theme, a brand value, a new proposition, and more.

And you can go beyond a simple presentation, video, or animation. With the flexible, layer-based, content-agnostic Igloo Immersive Media Player, you have access to so much more content and so many more tools at your fingertips in your meeting room.

By incorporating online interactive whiteboards and ideation tools that surround your audience, you can turn the pitch into a collaboration session. You're putting your prospects into the driver seat on a journey to discover how your solutions will help with their business challenges.

Or with content such as interactive, real-time game engine simulations or visualisations, you can immerse prospects in situations where your solutions can make a real difference - for example, in a hospital scenario, a self-driving car, and so on.

And, most importantly, it's all really easy to create content, and really easy to use. Our technology is pitched, not at an AV aficionado but at everyday users of digital tools. If you can operate a smartphone, you can operate an Igloo, thanks to intuitive interfaces such as Igloo Home, and easy control methods like Igloo Touch.

"The great thing about the Igloo platform is that it's so easy and smooth to work with. I didn't have to worry about what button to push next, and I could focus on presenting."

Grant 'Axe' Rawlinson,
Team Decision Making Coach,
Explore Performance

2 Leave a lasting impression

Research from Imago and Loughborough University has shown that meeting attendees retain more information when it's face-to-face - participants in their research retained information for two-to-four weeks after a face-to-face meeting, longer than other forms of communication.²

Imagine just how much more they'll retain when they're literally immersed and surrounded by your pitch. With this kind of immersive technology, you can get across your position as a forward-thinking, innovative company, by demonstrating innovation in every bit of your pitch. As industries become more-and-more competitive, it's hard to differentiate on features alone - you need something else to help you stand out.³

Wraparound sound and vision are the ideal way to get any message across, and make it stick. It's why Igloo technology has been used by all sorts of brands for experiential marketing, empathy-building, brand activations, and more. And that power can be made available to you in your offices.

So, when your prospects are later considering their options, you can bump up your standing by ensuring your solution is at the very forefront of their minds.



² [Does the future have space for face to-face communication? Imago & Loughborough University](#)

³ [Poised for Profit: Execs Reflect on Digital Customer Engagement, MarketingProfs](#)



"I don't think you could find a better technology or better space to communicate compelling stories about what you do as an organisation."

Andrew Dunnett,
Director,
The Vodafone Foundation



"Igloo technology was a great way to emotionalise certain topics and figures that otherwise could be a bit dry."

Sandra Hallaschka,
Senior Communication Manager,
SIG

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Create a destination for building connections

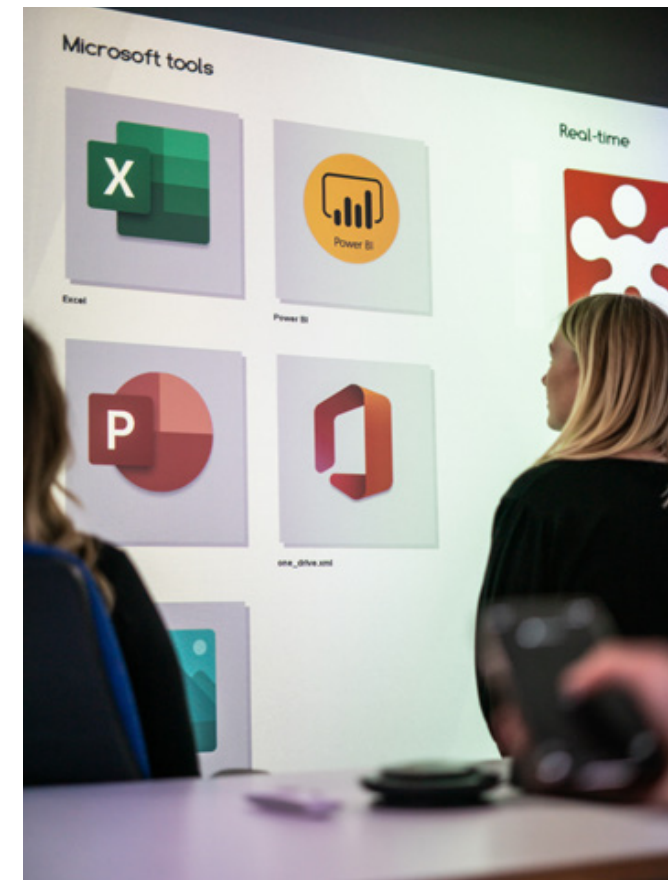
It's becoming ever-easier for buyers to find all the information they need about a product or solution online. So, it's becoming more-and-more important for sellers to adjust their role into one that's more about building a relationship and providing insights, than purely striking deals.⁴

And that's all done more easily via in-person meetings that provide 'a sense of intimacy, connection, and empathy that is difficult to replicate via video'.⁵ They create space for the kind of informal small talk that can foster stronger business relationships.

But, for all the talk about how much more effective in-person and face-to-face meetings are, it's clear that many business people won't be rushing to make every meeting a physical one.

So, you need a very good reason for your prospects to make the trip to you - and an immersive workspace is an ideal way to do that.

Whether it's turning an existing meeting room into an immersive one, installing an off-the-shelf Igloo solution, or designing something totally bespoke from scratch - we can create something truly outstanding that will have your prospects lining up to visit.



⁴ [Thriving in 2021: the top trends for sales and marketing leaders, B2B Marketing](#)

⁵ [The science of being there: Why face-to-face meetings are so important, Washington Post](#)

Use immersive technology to wow your audience wherever they are

Of course, it's not always possible to hold meetings in-person, and that's only more true in the wake of Covid-19. But for all the convenience of virtual and video meetings, attendees aren't always attentive - in fact, they might only pay attention 23% of the time, with the rest spent emailing, surfing the web, checking phones, and so on.⁶

The beauty of an Igloo immersive workspace is that it's a tool that can engage an audience whether they're physically in the space, or connecting remotely.

As the host, you can see your remote audience (in the form of a montage of faces across the Igloo's screen), and can share any content, from any source in any format.



And your remote participants get a real sense of presence. They can see and interact with you and onsite participants, as well as the other remote participants, have a ringside view of the data and docs that are shared, and can refer back to a recording of the whole session.

Plus, online collaborative tools facilitate ideation and deeper thinking that everyone can get involved with, however they're joining the meeting. By providing this kind of equitable experience, you can engage with decision-makers wherever they are based.

"Really cool to see how Igloo Vision is using Miro to work smarter and more collaboratively. I'm excited to see how teams use technology as more companies shift to a hybrid work environment."

Mark Wilkinson,
Strategic Account Manager,
Miro

⁶ [Bringing The Value Of Face-To-Face Interactions Into Virtual Meetings, Briefings And Events, Forbes](#)





For more information

Igloo Vision is the shared immersive space company

**From bases in the UK, USA, Canada, and Australia, we work
with clients worldwide.**

Increasingly, companies and institutions are turning to Igloo
to create outstanding immersive installations, including:

- Accenture
- Microsoft
- The University
of Adelaide
- NTT
- Lanes Group
- Cushman &
Wakefield
- CapitaLand
- Extell
- And many,
many more

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