

TELECINE OFFERS DIGITAL SIGNAGE WORKSHOPS

Comprehensive Workshop Program for Business Communicators Built from 30+ Years Experience and Extensive Client Feedback

MONTREAL - Telecine Inc., an award-winning digital signage pioneer, has developed and launched a Digital Signage Planning Workshop program to help corporate communicators and marketers build successful networks, or re-tool and re-energize existing ones.

With more than 100 successful digital signage network launches to their credit, these Telecine workshops will guide company stakeholders through the process of building an optimal network for their companies. Through a series of carefully planned activities and exercises, workshop participants will emerge equipped to identify and compile their business goals and determine how best to achieve them.

“Each company is unique, with its own set of business criteria, goals and constraints,” says Telecine founder James Fine. “There is no “off-the-shelf, one-size-fits-all” formula that will work for everyone. However, with all the knowledge, software and hardware tools now available, there will always be a path to an effective solution. These workshops are designed to help find the best path”.

Workshop participants are offered considerable flexibility and can choose the best format, components, locations and schedule for their workshops. Some modules can be done online while others are best done on-site. Program schedules range from a few hours for simple implementations, to multiple days for more complex projects. Telecine also offers an on-line introduction module at no cost.

Fine notes one client – a global financial services company – had tried building a digital signage network over the last 15 years, but had very limited success. “Every few years, they’d invite vendors in to show their latest technologies. They tried one technology after another, never achieving the successful communications tool they envisioned.”

Then they did something different, he says. They asked for help. “You’re the expert,” they told us, recalls Fine. “How should we do this?”

Telecine took the company through an informal workshop process as a first step. Today, that firm, has a robust enterprise deployment, with digital signage seen every day by employees in 100s of offices around the world. It runs smoothly, and most important, the senior management is fully engaged and looking to do more.

“The digital signage industry has seen more than enough wasted opportunities and resources. There is a need for workshops that provide companies with the tools to fully

think through goals and plan out digital signage networks, long before technology is sourced, and commitments made.” “A small investment in time now”, Fine reasons, “can prevent lots of frustration and wasted investment down the road and ensure a successful implementation that everyone can be proud of.”

The end-game with these workshops, says Fine, is to set clients up for success – with networks that are properly planned and budgeted (day 1 AND day 2), designed to run smoothly, and showing content that is not only relevant, but engaging.

To inquire about designing and scheduling a workshop or a free on-line introduction module, please contact info@telecine.ca. To learn more about Telecine www.telecine.ca

About Telecine:

Telecine is a 30+ year old Montreal based company focused on creating great digital signage. Clients from around the world rely on Telecine to elegantly solve their communication challenges by leveraging and combining the best creativity and technology.