

TRAINING PRESENTATION ON THE GSA AIMS SCHEDULE

PROJECT OVERVIEW:

Design and program a multimedia powered Power Point presentation used to provide education (CEU) on GSA's AIMS Schedule.

THE CHALLENGE:

GSA wanted to create some excitement in their existing Power Point presentation by incorporating "talking" testimonials of AIMS clients, given their tight budget constraints.

THE TRACK SOLUTION:

After reviewing GSA's needs, Track offered an innovative solution for the presentation. The first step in the process was for Track to use their online survey expertise to gather information from a large pool of interested contractors, from which ten finalists were selected.

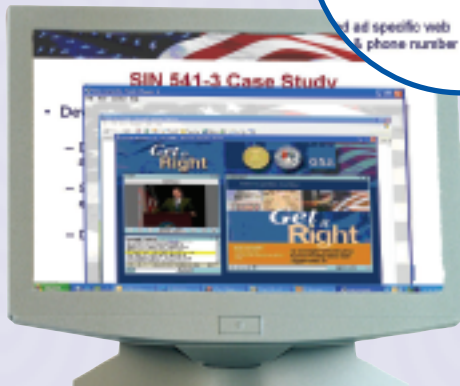
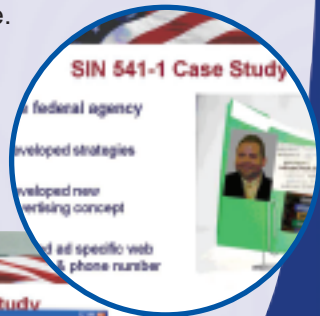
Next, Track gathered images of the selected projects and conducted phone interviews using recording and editing equipment to produce the final audio testimonials.

To make the presentation more engaging, Track thought outside the box and developed the concept of a "call in" radio show on a fictitious station "WGSA". Track provided a

professional narrator who created a variety of radio station DJ introductions (e.g. "Go ahead caller, you're on the air with WGSA").

From these final audio tracks and the images collected, Track developed multimedia slide shows for the testimonials. Custom transition and case study screens were designed to add to the Power Point as a final touch.

Finally, Track provided technical assistance on-site at the training event. The end result is a unique, engaging, interactive presentation that GSA now uses to educate government audiences on the power of the AIMS Schedule.



See more details at www.trackg.com