

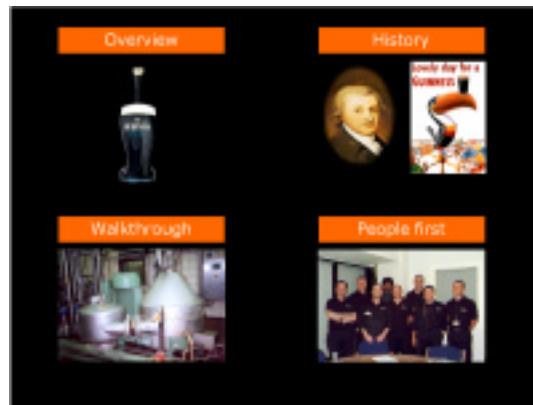
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# Introducing your organisation

## Case study

- **Client** Diageo
- **Requirement** To provide staff, visitors and suppliers with an overview of the organisation and process at the Guinness Park Royal Brewery.
- **Solution** Multimedia Design created a multimedia presentation containing information on the structure of the company, how the brewery fits into the group, the history of brewing on the Park Royal site and human resources information including health and safety.

Users can take a virtual tour of the manufacturing processes – following the raw materials from *grain to glass*, finding out about each element of plant and learning how it works.



The presentation is used both as a support tool for trainers and also as an exploratory medium which enables users to find out about those parts of the organisation and process which specifically interest them.



It is also used to support the company's ever-popular brewery tours. It is very difficult to follow a technical explanation against the background noise in the production area, so the presentation is used to brief visitors on what they are about to see from the quiet and comfort of the training suite. They can then make sense of what they see when they are taken on the conducted tour.

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● **Related projects**



Trade Partners UK provides a wide range of services to encourage and support the development of export trading. Multimedia Design created a CD-ROM in which we developed the analogy of a journey in which the key stages in the process including Planning, Research and Overseas visits are represented by marker buoys on-route.

The presentation which contains text, graphics, animations and video has been used successfully at exhibitions, on consultants' laptops and to support Business Link's popular breakfast presentations.

Similar presentations with voiceover have been commissioned by two Business Links.

● **About Multimedia Design**

Multimedia Design is a specialist developer of training and communication materials.

We have been helping world-class organisations to get their message across since 1995.

● **Clients**

BG Group, Bournemouth Water, Cambridge Consultants, Cambridgeshire Business Services, Carlsberg Tetley, Cussons International, Department of Trade and Industry, Diageo, ExxonMobil Chemical, Guinness UDV, Minerva SA, Müller, Organics Online, Norfolk Business Link, Reuters, Trade Partners UK, Walkers Crisps.

● **Contact us**

If you would like to know more about this or related projects, please call:

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