



Meetings are beneficial:

- To build relationships
- To share information
- To solve problems

...if they are productive

Businesses have tried various methods to make meetings more effective:

- Flipcharts
- Whiteboards
- Projectors

And have experienced the frustration of searching for blu-tack, typing up flipchart notes, taking a photo of a whiteboard, death by Power-Point and technology glitches at the start of a critical meeting.

...and don't required lots of travel

Businesses have invested in tools to reduce the time, cost and carbon footprint associated with travel for meetings:

- Audio conferencing
- Web conferencing
- Video conferencing

But have seen that there is still a need for people to 'be in the same room' to write and draw on the same 'page' to solve problems.

...and still give the interaction necessary to creatively problem solve

SMART takes meeting effectiveness up a level, whilst reducing time, cost and environmental impact a step further.

What are the challenges that you currently need everyone 'in a room' to solve?



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