

DASHE & THOMSON

PROJECT OVERVIEW & SKYLINE PROCESS

presented by

Skyline[®]
exhibits • graphics • services

AGENDA

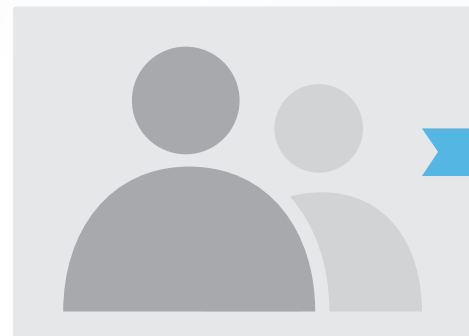
- Creative Process
- Methodology
- Why Skyline?
- Project Overview
- Case Study (Precorp)
- Case Study (Medtronic)
- Timeline

CREATIVE PROCESS



PHASE 1

DISCOVERY I



CLIENT

Company History
Business Overview
Industry Insights
Competition
Project Overview



CREATIVE

Ask Questions
Learn
Listen
Observe
Take Notes

Q & A

In the first meeting of the creative team with the client, the team will listen intently and learn the Why, How & What of the client's business and discuss their creative needs.

PHASE 1.5

DISCOVERY II



CLIENT

Listen
Learn
Question
Comment



CREATIVE

The Process
About Us
Project Review
Research
Timeline

1st Steps

After a little incubation time, internal discussions and some initial research the creative team presents their design process, recaps the project directives, reveals early research findings, seeks feedback on design inspiration, presents ballpark pricing and fulfillment timeline.

CLIENT APPROVAL NEEDED TO PROCEED

PHASE 2

INITIAL DESIGNS

Creative* Direction

The creative team assimilates all information and feedback from Phase 1/1.5 to craft a unified visual direction for the brand. Initial concepts/recommendations may include preliminary visuals for the following:

- Icons
- Business cards
- Web Site
- Brochures
- Patterns
- Letterhead
- Exhibit
- Colors

Objective Feedback

The team will need sincere objective feedback, whether positive or negative, to take it to the next phase. Our desire is to make this as collaborative as possible so that in the end the client feels a strong sense of ownership and is proud to have been part of the process.



*This phase is still highly conceptual and may require another revision or minor tweaks before implementation.

PHASE 3

IMPLEMENTATION

Rollout

Following approval of Phase 2 concepts the creative team will now begin to produce the final production-ready deliverables. The team will continue to work as closely with the client as possible to ensure the finished pieces are completed and produced on time and to expectation.

Production priorities will need to be established where impending deadlines are crucial.

Maintenance and future phases

Due to the ease and immediacy of Web-based content delivery we highly recommend keeping digital content as relevant and up to date as possible. This can be achieved by scheduling a review/update of content on a quarterly or biannual basis. Ongoing visual maintenance of the brand could include aspects of social media but would primarily be related to the company's web site.

We encourage discussions on how to continue to take your brand to the next level.

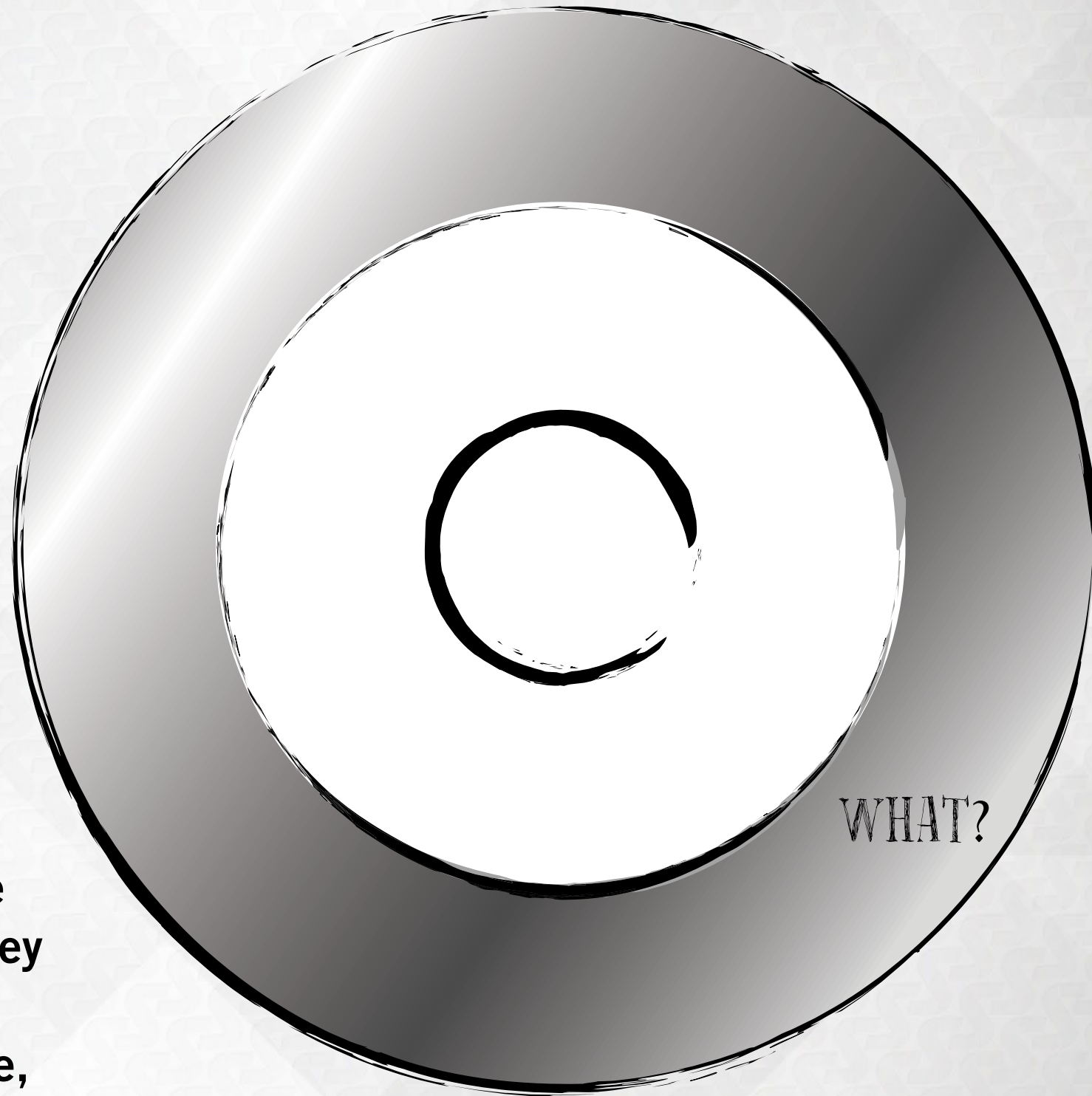
METHOD- OLOGY



THE GOLDEN CIRCLE

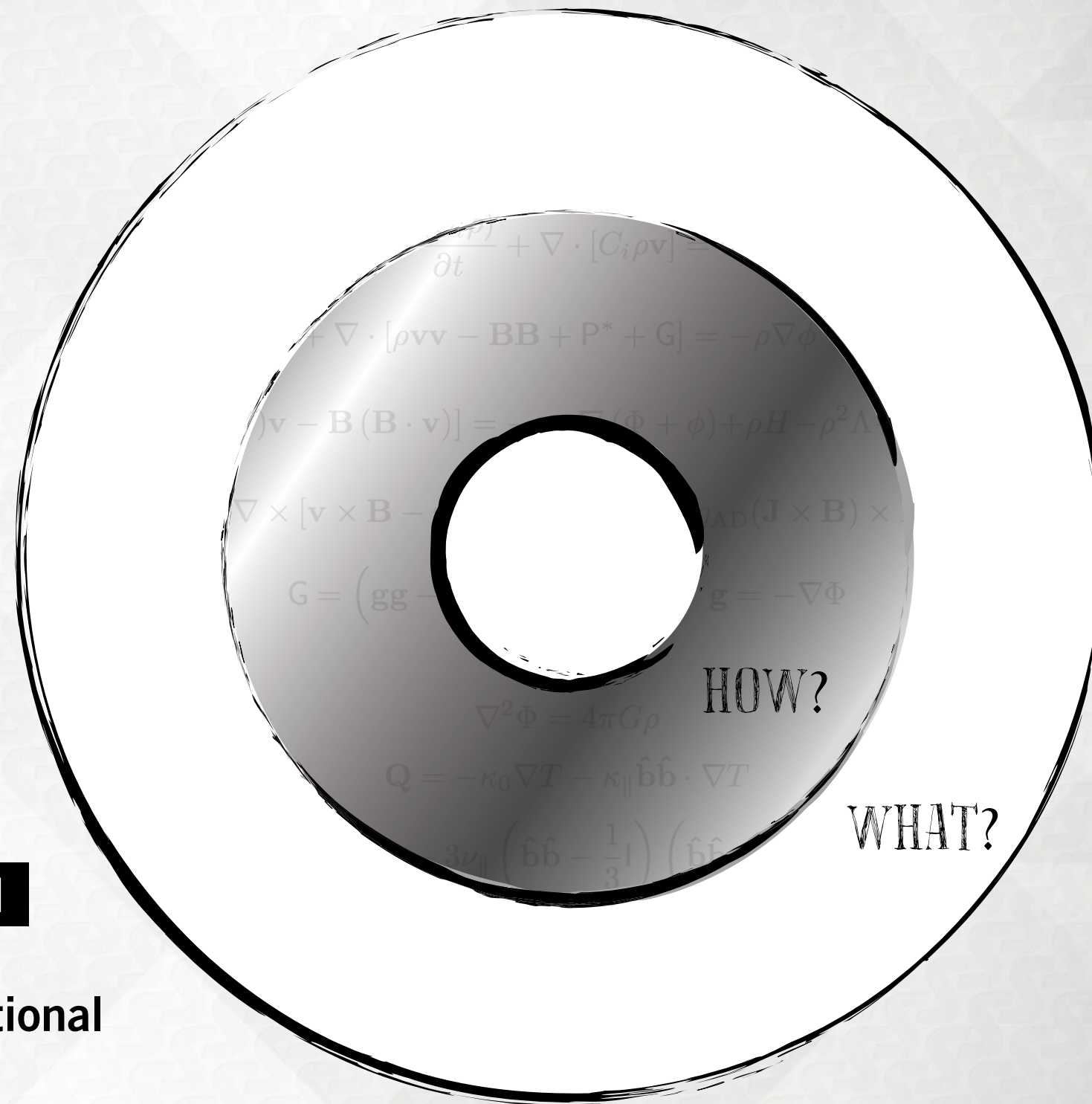
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Companies often communicate
by first telling people **WHAT** they
do, and **HOW** they do it then
expect behavior like a purchase,
a vote or support.



THE GOLDEN CIRCLE

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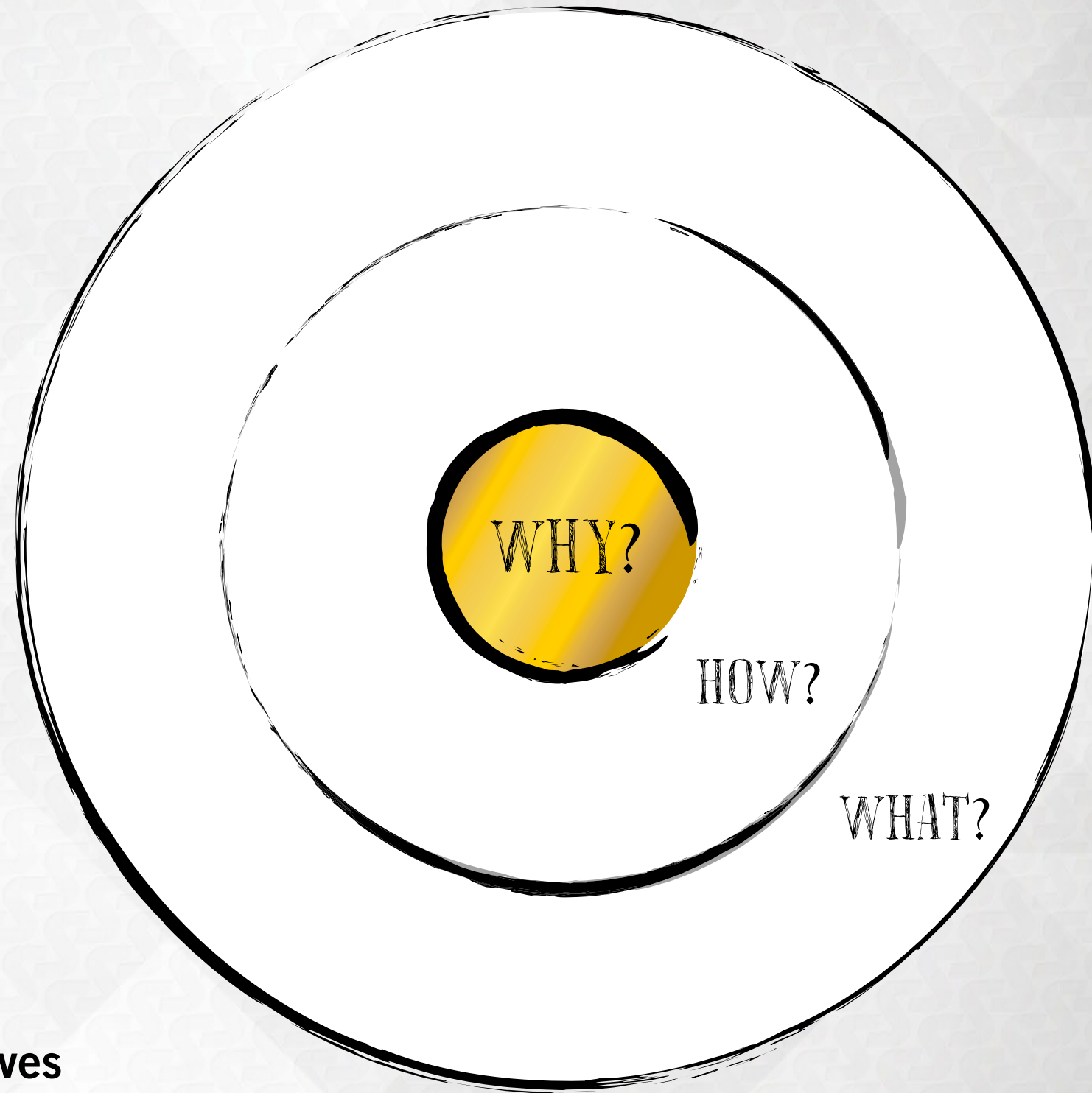


The problem is that WHAT and HOW rarely inspire action.

Facts and figures can make rational sense, but decisions are rarely made purely based on facts and figures.

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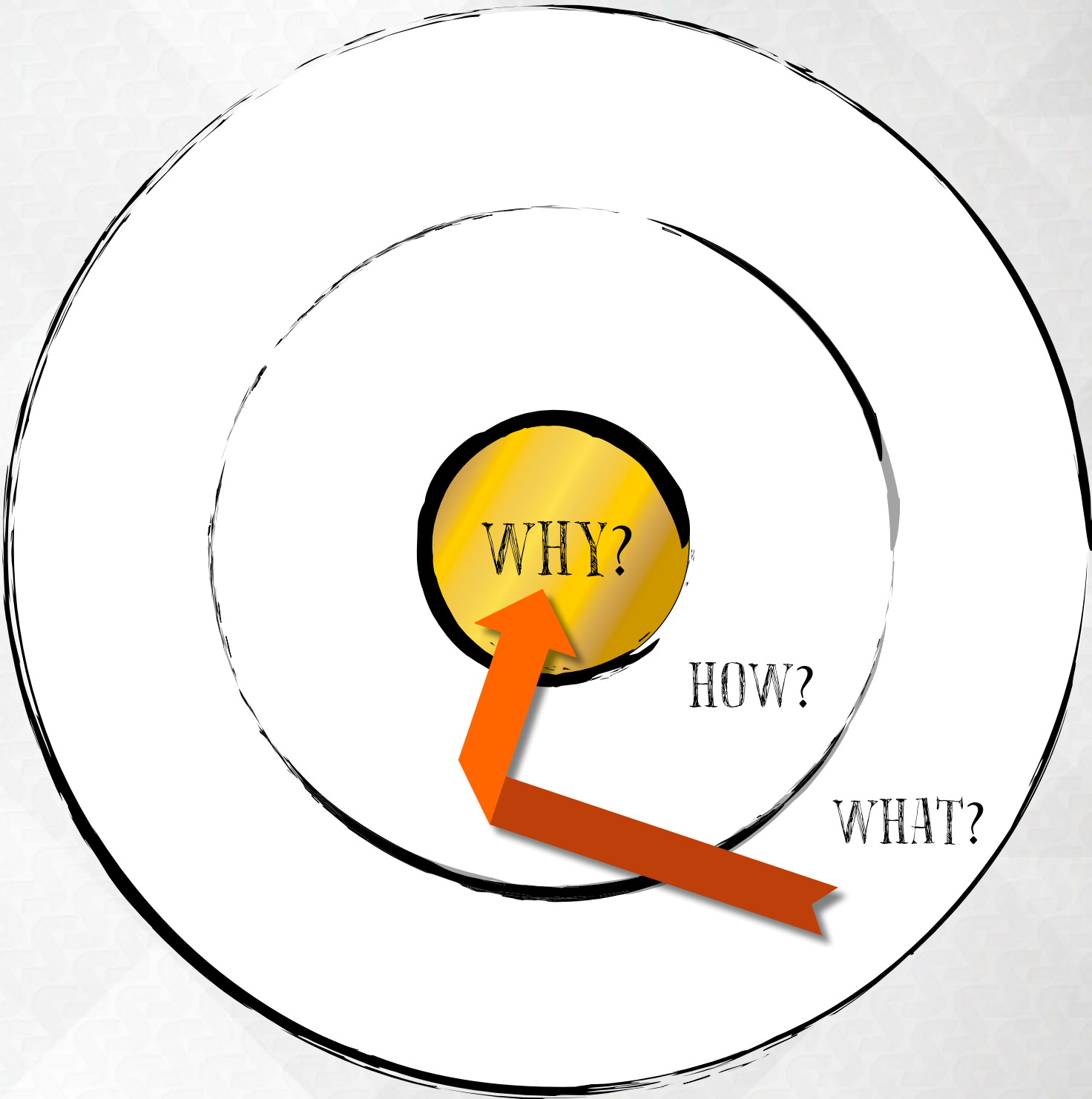
The Why is what inspires us.

When we communicate our purpose or cause first, we communicate in a way that drives decision-making and behavior.

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“START WITH WHY”



**WHY
SKYLINE?**



SKYLINE®

“YOU CAN HAVE EVERYTHING IN LIFE YOU WANT, IF YOU WILL JUST HELP OTHER PEOPLE GET WHAT THEY WANT.” - Zig Ziglar

HELPING THE WORLD TRADE®

Skyline® is in the business of helping other businesses... do more business! When our clients succeed, we succeed and with continual success the entire economy grows right along with us.

Skyline® has been fortunate enough to have worked with some of the largest companies in the world. In fact, Skyline has worked with nearly 70% of all current Fortune 100 companies. No other single company in the trade show industry even comes close to that.

For over 30 years, Skyline® has taken great pride in the products, solutions and services we have been able to provide to our clients, just as we know that our clients take great pride in the products and services they provide to their clients, and so on. From the smallest companies to the largest, we don't take the task of representing your brand lightly, because we know that if we do our job right, we can help even the smallest company grow to become one of the largest.



On July 10, 2013 Skyline revealed to the world a revolutionary new exhibit system that was the culmination of over 4 years of relentless R&D and countless hours of marketing and business planning. The fruits of our labor were not only rewarded in above-plan product revenues and acceptance, but also with industry recognition and praise. **The Exhibit Designers & Producers Association (EPDA) awarded Skyline® with the highly coveted Eddie Award in early 2014 for excellence in new product marketing.**

Skyline's Creative Services Group was heavily involved in the entire marketing process of launching that new product and subsequent industry recognition.



HELPING THE WORLD TRADE™

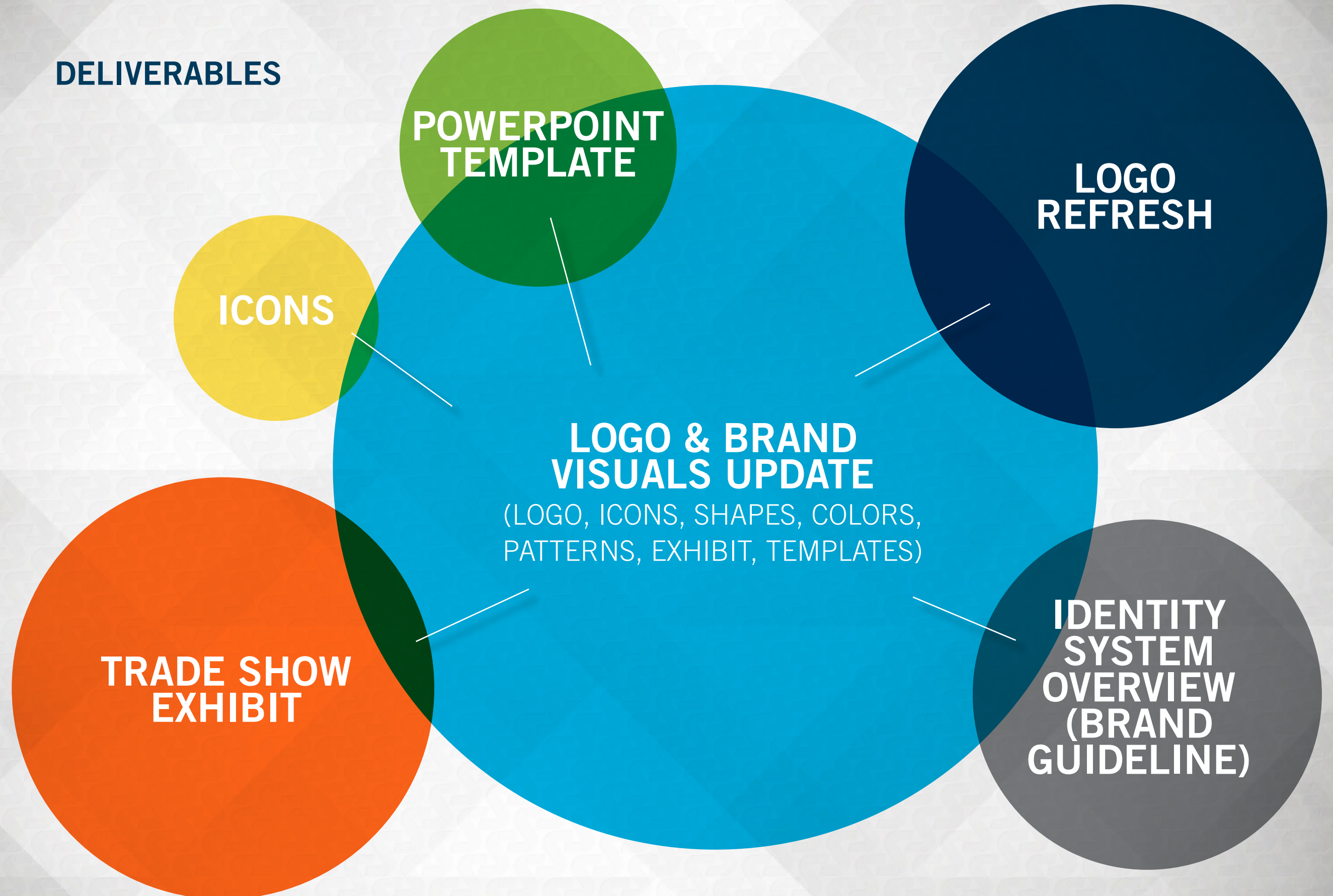
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PROJECT OVERVIEW



DELIVERABLES



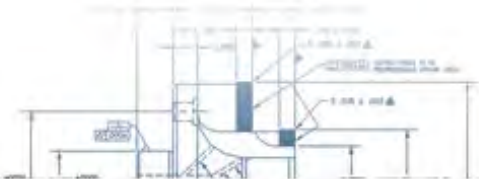
BRAND REFRESH CASE STUDY

// PRECORP



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SOLUTIONS

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MEDIA

COMPANY

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QUOTES



Solid Carbide Solutions for Composite Stacked with Aluminum

Precorp offers a full line of custom Polycrystalline Diamond (PCD) and Carbide tools including drills, reamers, end mills, port tools, and micro tools to meet the requirements of high speed machining of die cast aluminum, carbide parts and the machining of advanced composite materials as well as many other materials.

COROMANT COOPERATION

Sandvik Coromant and Precorp Inc. join cooperation with the aim of a being a joint solution provider for composite machining.



[Sandvik Coromant »](#)

LITERATURE



[More Literature »](#)

NEWS



**Sandvik acquires
remaining shares
in Precorp Inc., USA**

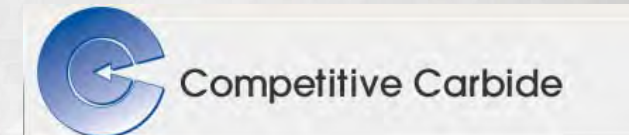
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HOME | SOLUTIONS | MATERIALS | TECHNOLOGIES | MEDIA | COMPANY | CONTACT | SITE MAP

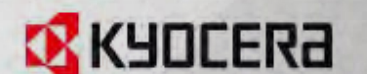
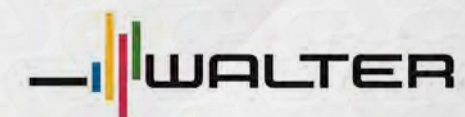
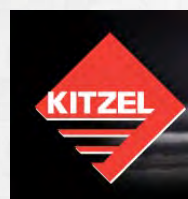
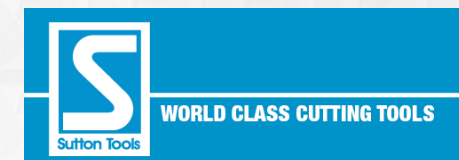
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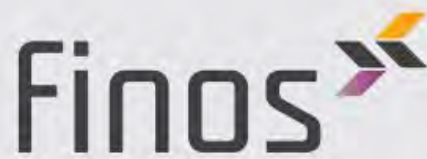


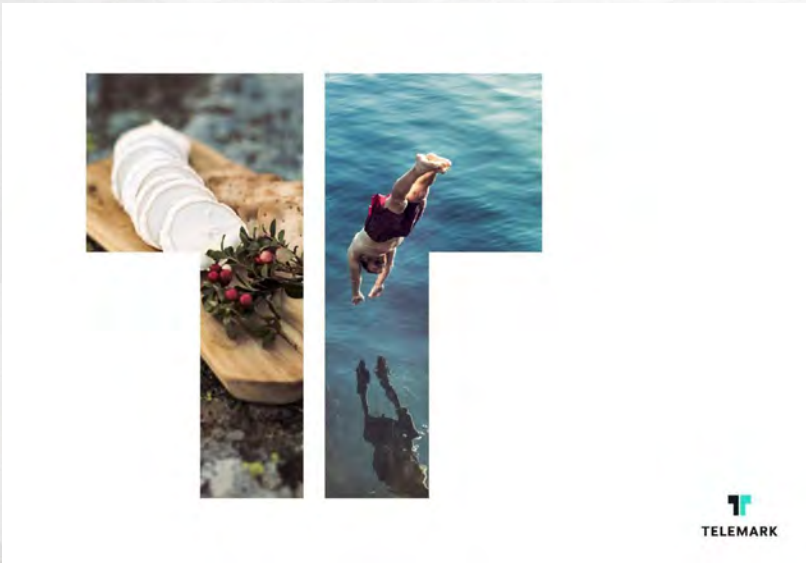
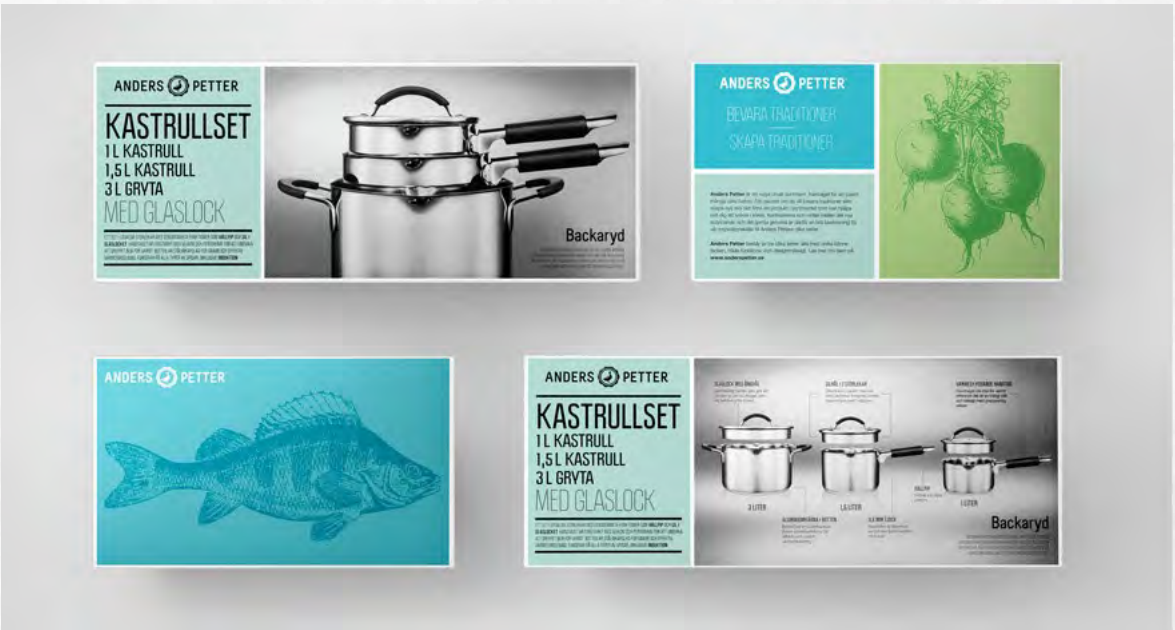
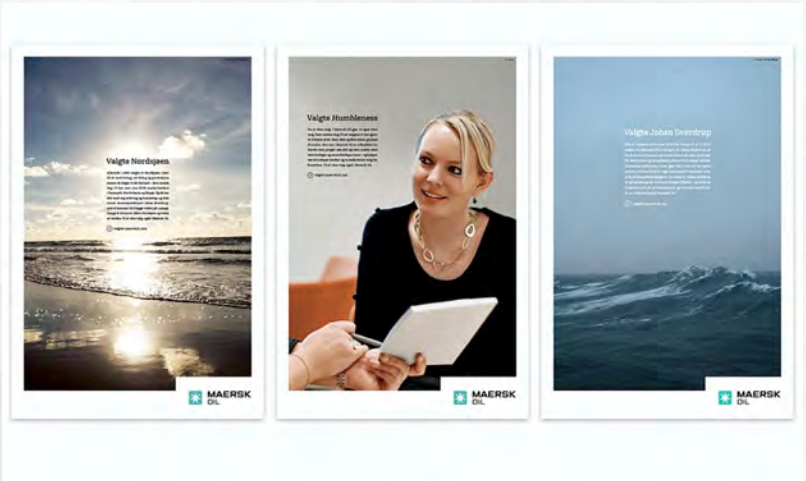
Power. Precision. Performance.



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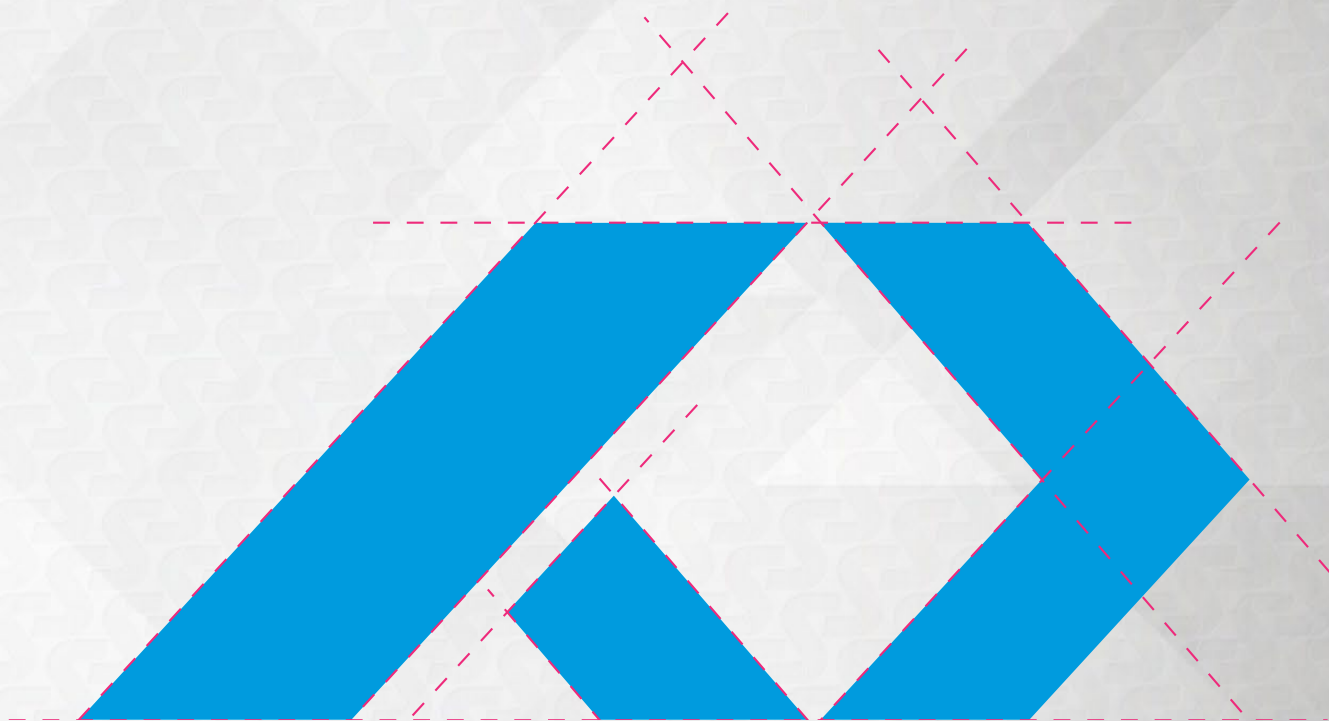








CURRENT ICON



REVISED ICON



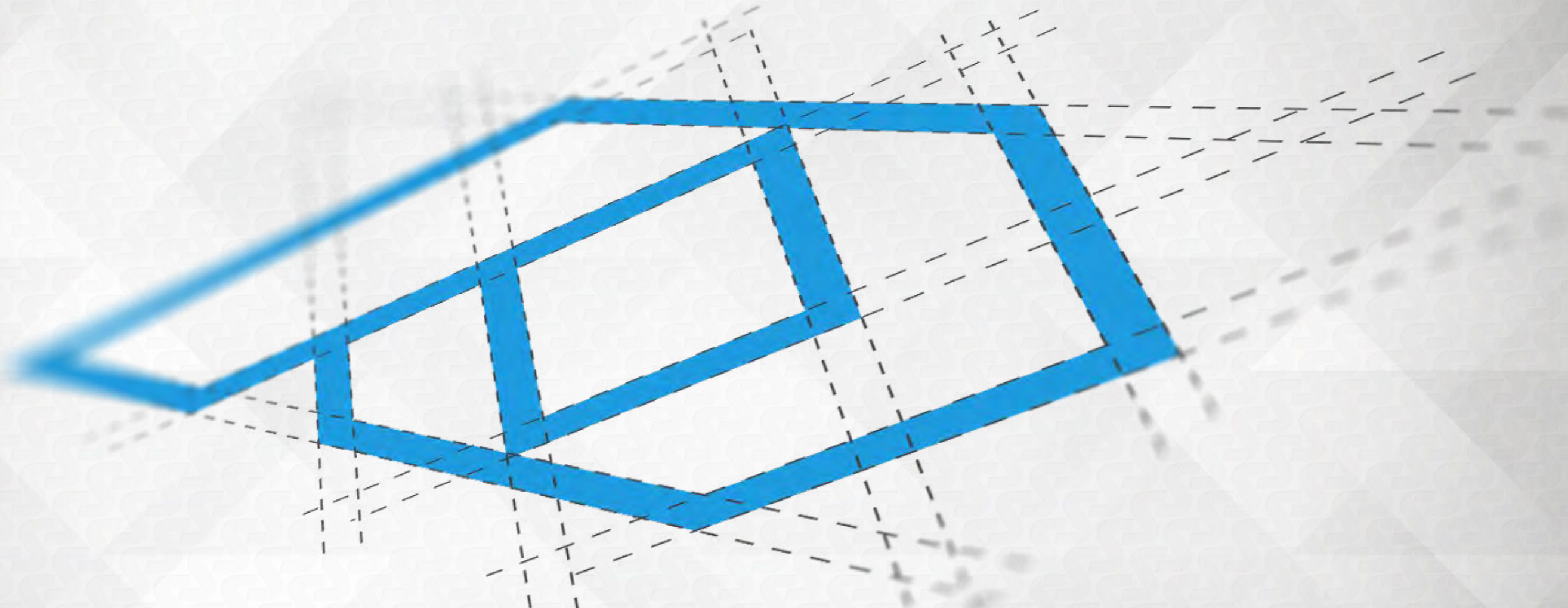
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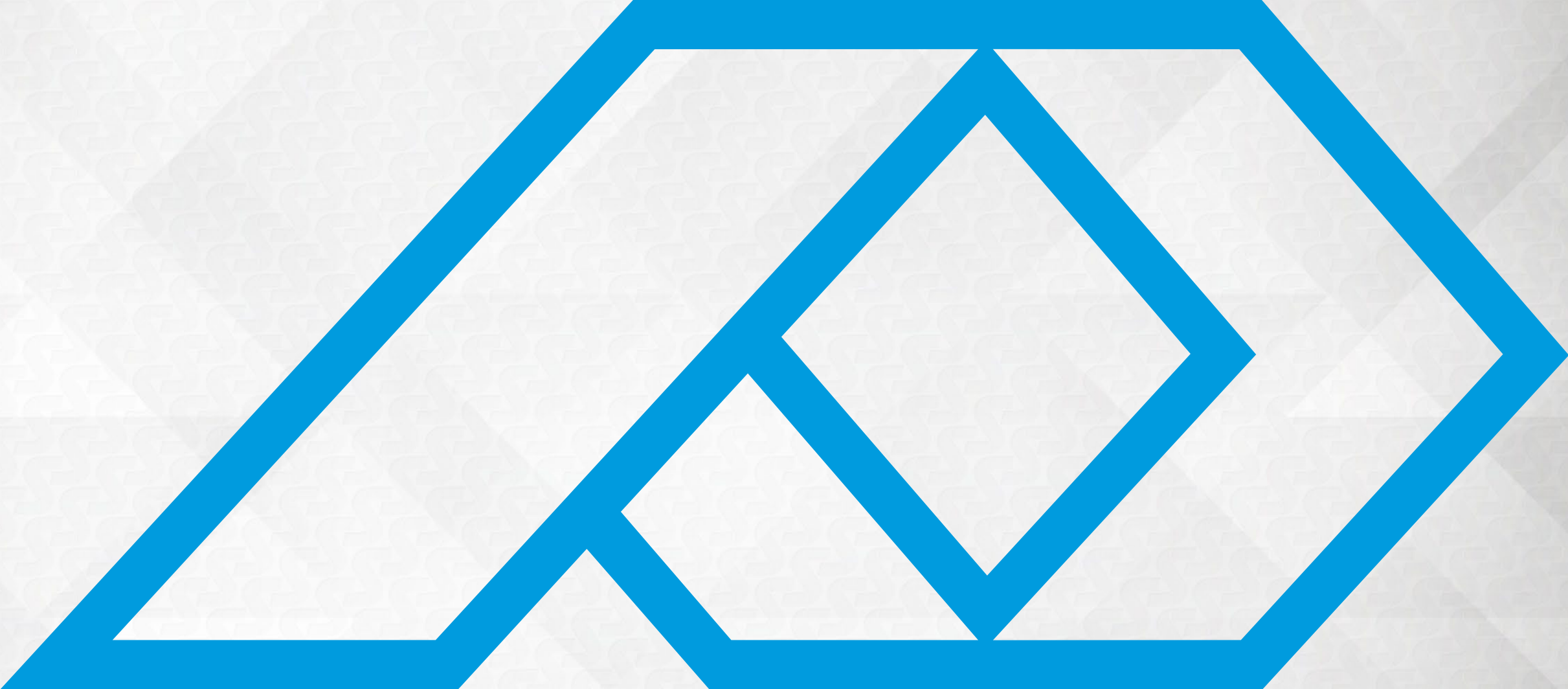
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2014 BRAND
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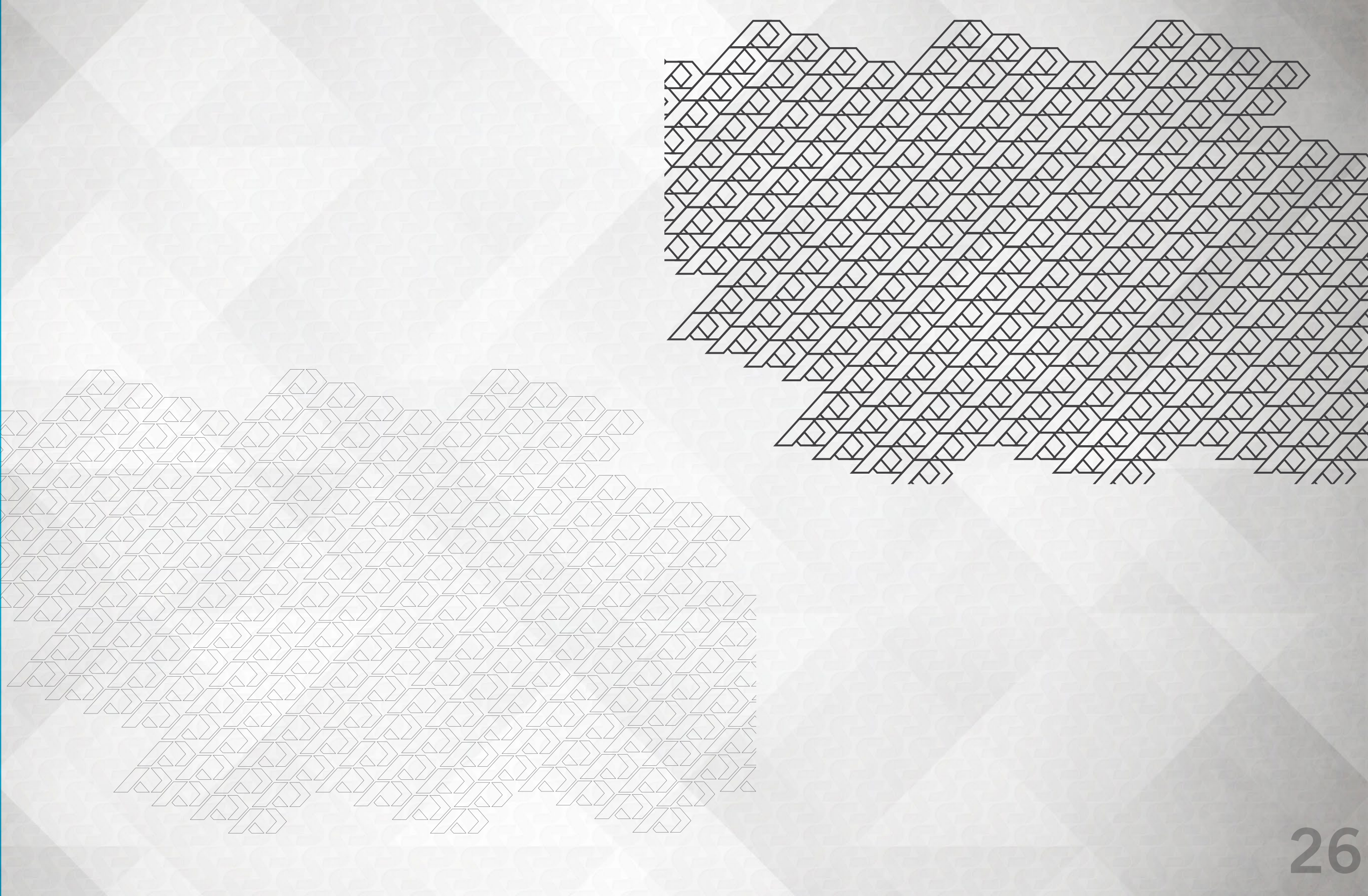
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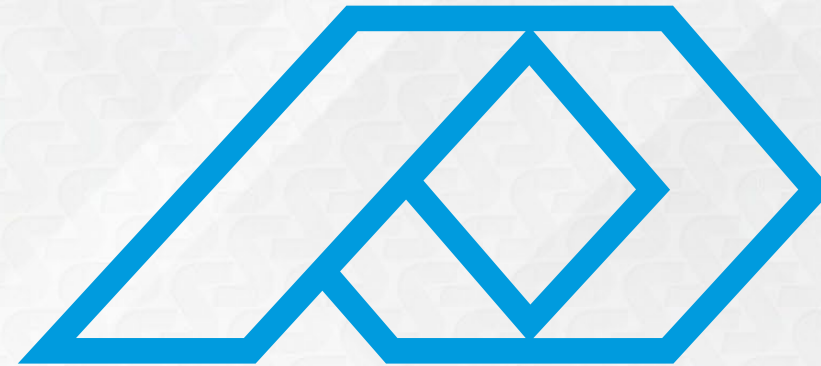


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ENGINEERED CUTTING TOOL SOLUTIONS

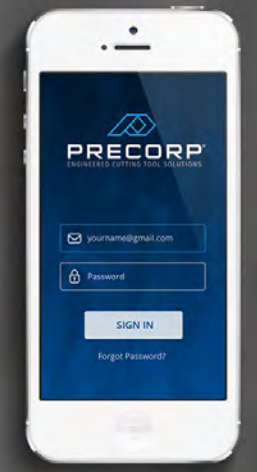
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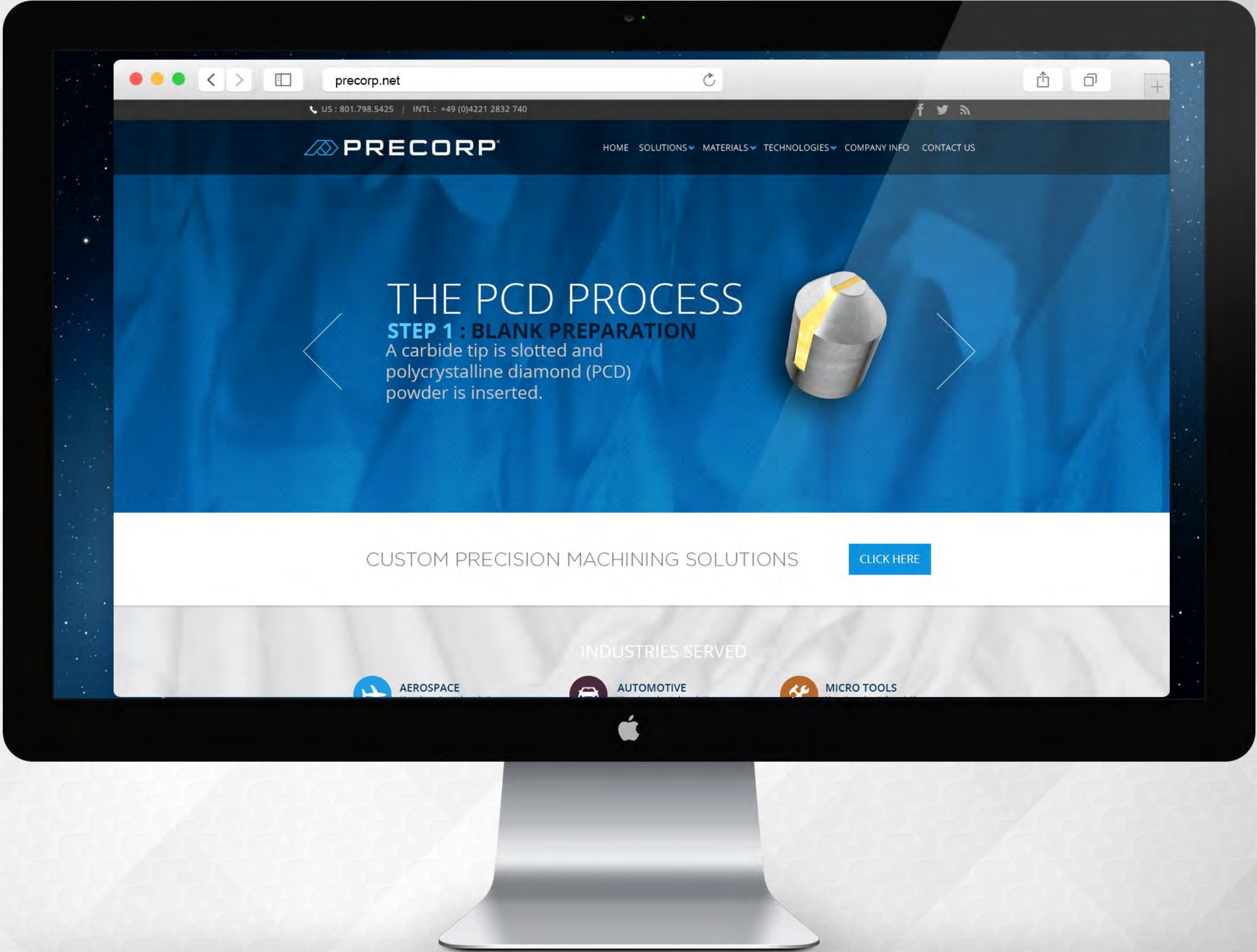


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AEROSPACE

2925



AUTOMOTIVE

5125



MICRO TOOL

124



FLUID POWER

7474

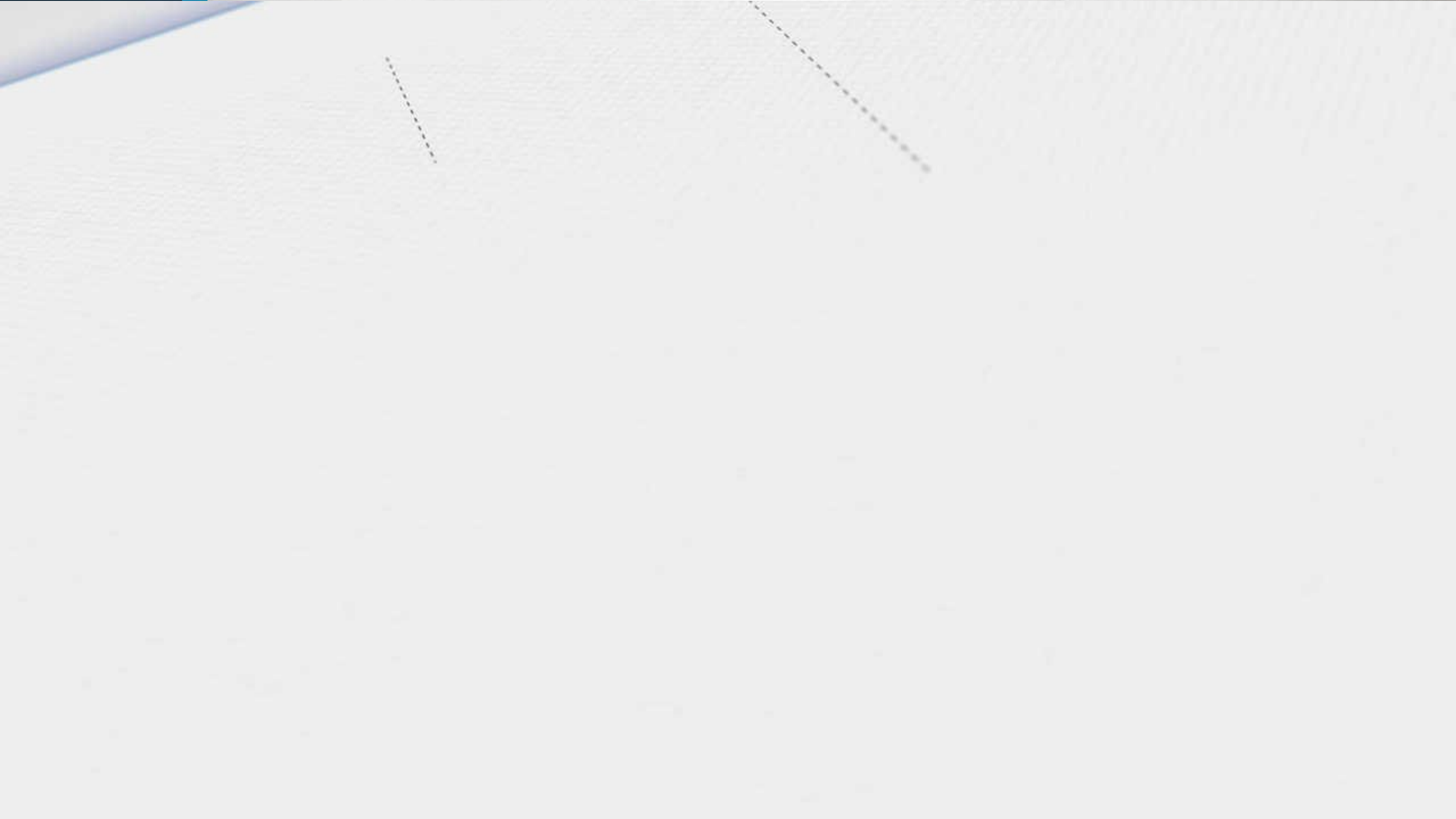


MISCELLANEOUS

431









LOGO & PRESENTATION CASE STUDY

// MEDTRONIC





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PROFESSIONAL SOCIETY &
GLOBAL THIRD PARTY MEETINGS

FY15
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STRATEGY

Prepared by JCM, June 2014



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SECTION
TITLE 1

SECTION CONTENTS

XXXXXXX
XXXXXXX
XXXXXXX



PROFESSIONAL
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PROFESSIONAL SOCIETY &
GLOBAL THIRD PARTY MEETINGS

STRATEGIC
VISION

KEY
POSITIONING

RESPONSIBILITY

RESOURCES

FINANCIAL
PLAN

GLOBAL
PARTNERSHIPS

MEASURABLE
ADOPTION

FUTURE
OUTLOOK


SECTION TITLE HEADLINE

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PROFESSIONAL SOCIETY &
GLOBAL THIRD PARTY MEETINGS

CONTACT INFO



Jasmine D. Curtis Moore
Manager | Medtronic Spinal

Professional Society & Global Third Party Meetings
2600 Sofamor Danek Drive | Memphis, TN 38132, USA

901-399-2965 (Direct) 763-367-3366 (eFax)
jasmine.d.moore@medtronic.com



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PROFESSIONAL SOCIETY &
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WHERE TO START



ESTIMATED TIMELINE

