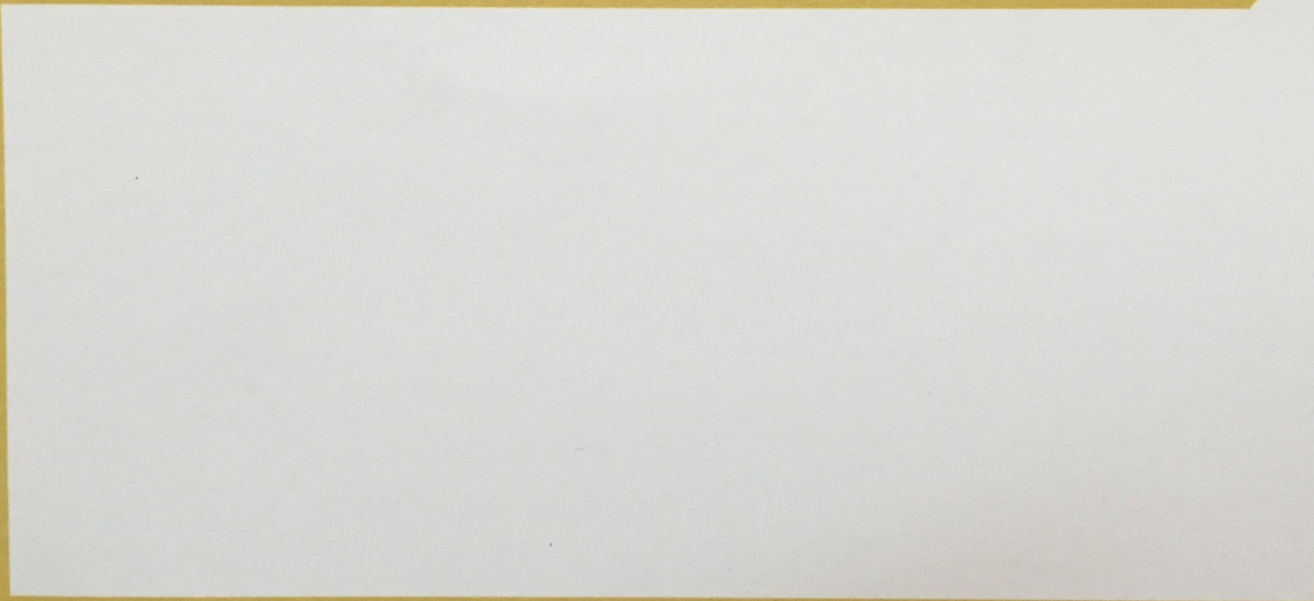


UNLOCK THE STORY

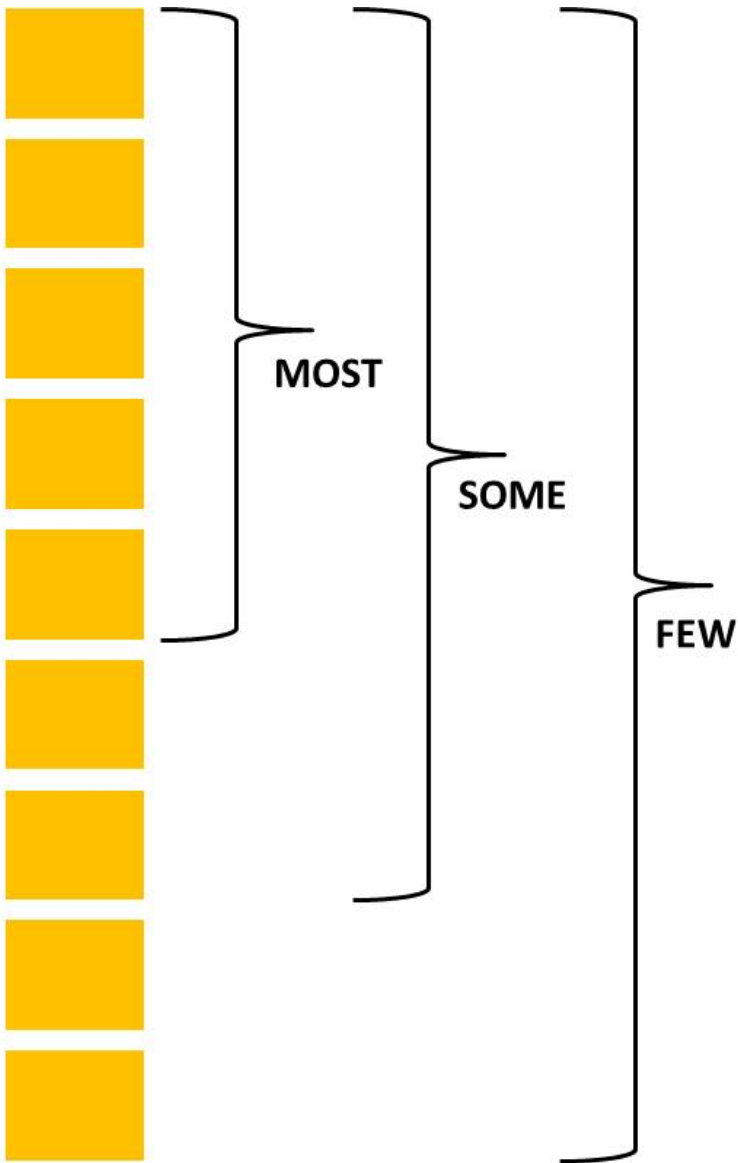
Finding, creating and bringing stories to life from visitor data



WHAT STORY WOULD YOU LIKE
TO PASS ON FROM YOUR VISIT TO
SOUTHBANK CENTRE TODAY?



“STORIES MATTER TO THE FUTURE OF OUR INDUSTRY. IF DONE WELL, THERE CAN NEVER BE TOO MANY OF THEM. GOOD STORIES THAT STICK IN THE MIND OFFER A GOOD RETURN ON INSIGHT INVESTMENT – IN TURN DRIVING THE GROWTH OF OUR SECTOR”



The Magical Number Seven, Plus or Minus Two,
George Miller

“Information consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention”
Herbert Simon, Nobel Prize Winning Economist



“The key to powerful insights has been their willingness to immerse themselves in our organisation and our culture, as quirky and bizarre as that sometimes is! It’s because they know our work, our people and our vision so well, that when they’re analysing either quantitative (which is often perceived as boring) or qualitative (which is often seen as unfocussed) outputs, they intuitively know the story that will be the most impactful and interesting to our in-house audiences. It’s about taking that time to get to know us and the ability to be iterative and creative that makes the most of “boring numbers and statistics”. As many of our Board members also chose to see the staff presentation, it meant that when it came to the Board meeting, they didn’t want a presentation, they wanted Opinion Leader to offer insights and provoke facilitated discussion – a much more valuable use of their time to create impactful actions for us to take away. So much so, that next year’s Board meeting will be longer, to allow a longer discussion! A request not often heard!”

Sam Horsman, Wellcome Collection

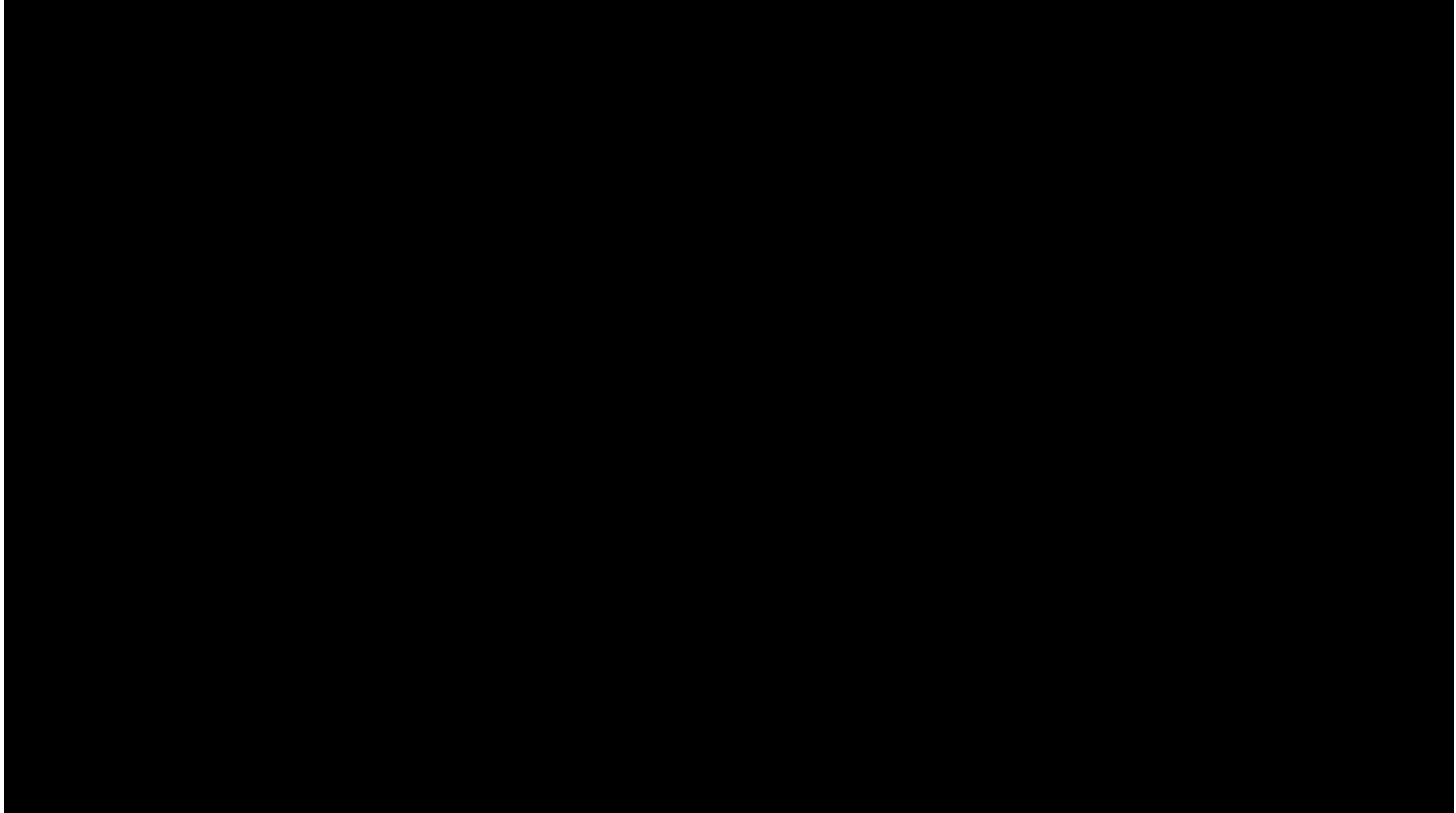












Now It's Your Turn

