



Technophobia

A beginner's
guide to overcoming it

Our Journey

- The Sea Change :
- 1981 6000 euros
- 2010 600 euros
- Cost Benefit Analysis



There's no right answer

- Consider what's important to you
- Operating in a new climate
 - Demanding Clients
 - Speed of Response
 - Rising Costs
 - The Competition



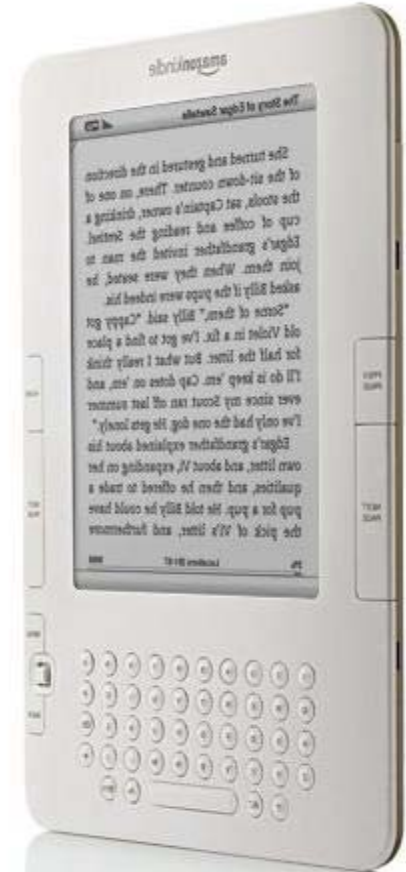
What's available

- Video Conferencing
- Voice Recognition
- Document Management Systems
- Electronic Marketing
- Social media



The Future

- Social Media
- Smartphones
- Tablets and E-book Readers
- Facebook Location Finder
- 3 D & Holograms



Let's share ideas

- IPG is the ideal forum
- Create an online community
- Getting to know each other between conferences
- Building strong deeper relationships

Let's Talk

- Through the Secretariat
- Or just call or e mail us at this stage
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