Real time illustration for trade booths

Why?

The benefits of Real Time Business Sketching:
• original attention-grabber and conversation-starter
• promote interaction and engagement
• highlight clarity, adaptivity and simplicity
• express value for the human factor
• flexible level of content preparation or improvisation
• on paper, whiteboard, blackboard or digital screen
• photo opportunity
• Instagram/social media moment
• create memorable follow up materials
• multi media experience - balance high tech and low tech
• visual capture of short presentations, feedback, questions

Who?

Susanne van der Meer is a visual facilitator and strategic illustrator with a background in law. She combines her analytical skills with an intuitive and creative approach. She is a good listener and quick synthesizer of new information. Susanne is from the Netherlands and lives in Denver, Colorado, USA since 2005.

How?

I help you plan with the end in mind: backwards from the Instagram moments and the visual results in your booth - via the storyboard for the visual conversations that best support your brand experience - to the early design phase of the wall space. So, engaging me early in the process is key.