



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.

