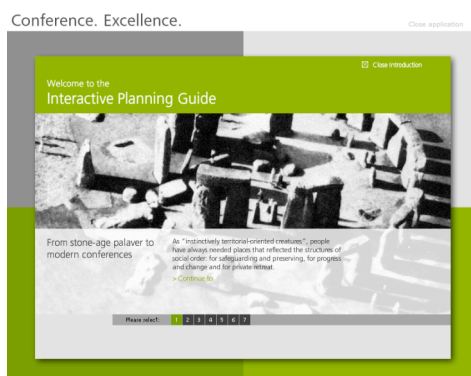


Press release

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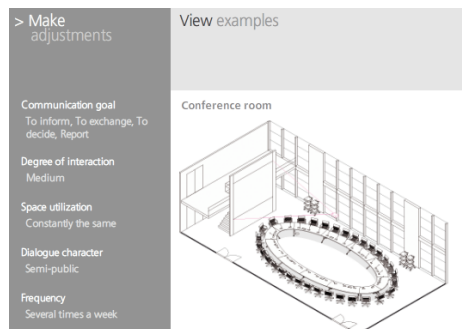
New online tool for planning conference and communication environments



Following on from the “Planning guide for conference and communication environments”, Wilkhahn, the manufacturer specialized in high-quality office and conference furniture, has now prepared this subject for the internet: the “Interactive Planning Guide” can now be accessed on the company’s website. The new online tool can be used free of charge. It provides architects, interior designers and interested non-professionals with a fascinating, interactive guide for key planning parameters.

Bad Münders. Although the “Planning guide for conference and communication environments”, edited by Wilkhahn, has just been published by Birkhäuser Verlag, the manufacturer now follows up with a digital medium as well: since 1 June the “Interactive Planning Guide” has been available on the Wilkhahn website in the section entitled “Conference.Excellence.” This is where all those who are interested in finding out more can discover the most important planning factors and their effects on human interaction in conference and communication environments in a hands-on manner and by using different means of access.

For this purpose, Burkhard Remmers, one of the two authors of the planning guide, has collaborated with the Neue Digitale internet agency to transform and prepare the contents of this encyclopaedia on conference environment planning with over 300 pages in a form that is suitable for media presentation. After the user has registered, the programme starts off with an introduction to the various dimensions of communication processes – particularly in view of the dynamic change in the world of business and work. This is followed by four sections which open up different means of access:



- “Make adjustments” allows the user to define factors interactively: for example, demands made on space flexibility, partitionability, forms of interaction and seating order, including room dimensions and numbers of participants. Suitable specifiers’ options are then shown synchronously in line with the settings selected.
- “View examples” opens up options that are categorized according to environments for conferences, training and other communication goals and for which corresponding planning parameters are presented.
- The section entitled “Know basics” allows the user to find brief descriptions and characteristics of furnishing elements for various kinds of communication environments.
- And last but not least, the fourth box, “Use technology” deals with topics such as space requirements, minimum distances and media technology.

The result is an innovative, informative and entertaining tool that demonstrates the complex interplay of people, communication methods, technology and space in a compact and easily comprehensible way. The “Interactive Planning Guide” makes planners, specifiers, users and decision-takers more aware of the significance of carrying out thorough analysis prior to conference planning. And it shows the host of possibilities for promoting meetings and conferences in a goal-oriented manner. Those wishing to deepen their knowledge of the subject will find that the printed “Planning guide” is a suitable medium that may be ordered quite conveniently from Birkhäuser Verlag via a direct link on the Wilkhahn website – 1,000 copies of this guide have been sold in the first few weeks since being published.

Press link: www.wilkhahn.com/InteractivePlanningGuide

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