

# Media firm at the forefront of interaction

A BOLLINGTON media company has invested £250,000 to be at the centre of 'ask the audience' conference sessions.

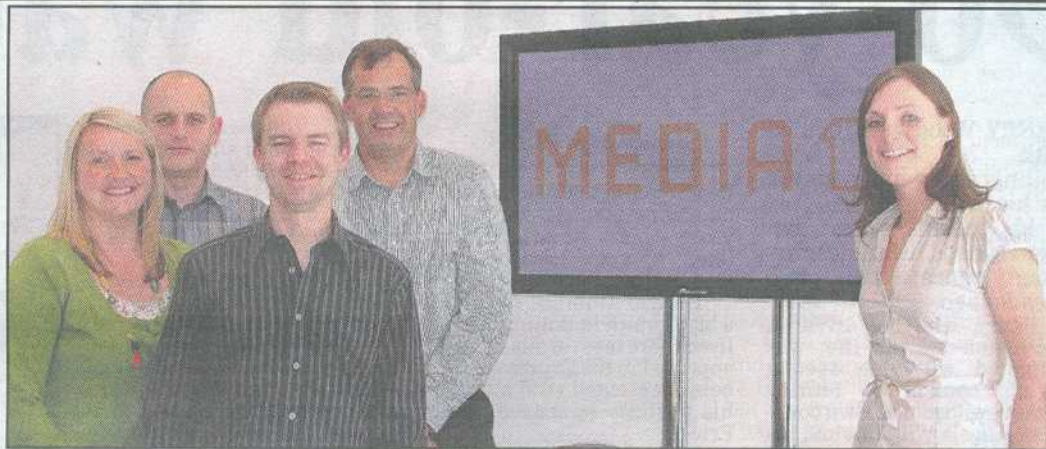
Media 1 Productions has purchased state-of-the-art video and interactive audience response technology.

It allows conference organisers to gain feedback from their audience via interactive keypads and can be used in any industries, at events from small meetings to major international seminars.

Carl Howe, director at Media 1 Production, said: "The conference and event market is continually evolving and we are proud to be leading the way in terms of the technological ability we provide to our clients.

"As a result we are winning business from around the globe all of which is managed from Bollington. This new investment is designed to strengthen our position further, placing us at the forefront of the event industry.

"The company has also bought an Apple Mac-based



**The Media 1 production staff**

video-editing suite to allow it to produce high-quality DVDs in house."

Founded in 2000, the firm became an international producer of events around the world and has organised productions everywhere from Washington to Manchester and Shanghai.

Events include annual meet-

ings, awards ceremonies and product launches for small and large companies in a number of sectors such as manufacturing, pharmaceutical, financial services and motor industries.

In 2001, Carl Howe joined founder Steve Bindley at the company and they have since developed the business further

into a £1m enterprise that employs six full-time members of staff, together with a range of freelance technicians.

Media 1 Productions customers include IAS Smarts and Focal Exhibitions, as well as being a preferred supplier for pharmaceuticals giant AstraZeneca.