

Bytes People Solutions:

Making the message matter



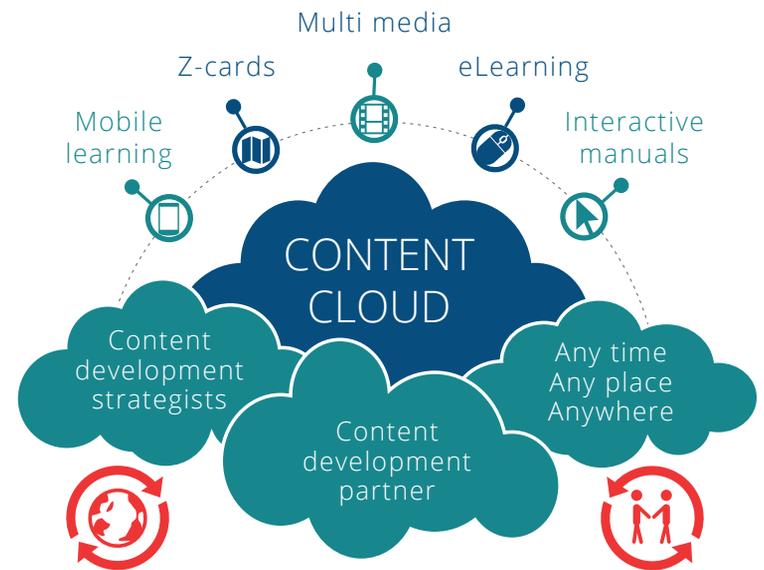
Clear, concise and meaningful content can be the very thing that differentiates your business from your competitors'. The material that you disseminate needs to be dynamic, captivating and interactive if it is going to represent your organisation effectively and make it sustainable.

The content development business unit at Bytes People Solutions offers solutions that are designed to develop new content and revamp existing content in line with your unique communication requirements. The execution of a simple content development strategy that assesses your current content and rejuvenates its core fundamentals can transform the way in which your organisation is represented. Our holistic approach guides this process from consultancy through to implementation, and our multiple services – from assessments through to authoring, editing, proofreading, typesetting and designing – ensure the production of rich and engaging content that is cost effective and technologically appropriate.

Our content can be published either on paper or made available on various digital platforms, ranging from e-books, static PDFs, agile presentations, games and web-based applications.

We also believe in creating content for internal up skilling and training purposes that are relevant to your organisation and easily accessible to all employees. Our highly skilled instructional designers focus on the development of learning content that articulates your unique message and assesses the level of engagement on an ongoing basis. We acknowledge that everyone learns in different ways and therefore offer our learning options through a number of different channels, including:

- **Traditional learning**, which includes material for training and change management interventions;
- **E-Learning**, which is engaging and interactive, making use of gamification and scenario-based learning to enhance the experience; and
- **Mobile learning**, which allows the content to be accessed on any mobile device, anywhere, any time.



OUR SERVICES INCLUDE:

- Assessments
- Authoring
- 'Facelift' existing content
- Graphic design
- Typesetting
- Proofreading and editing

We incorporate mobile-based QR code technology, as well as video, audio, flash presentations and 3D animations, to enhance the content developed and improve the learning process.

Whatever your needs, Bytes People Solutions ensures that the message communicated and the medium utilised are appropriate, effective and executed in line with the organisation's strategy and visual identity. We ensure that you say what you need to say in the best possible way, and that this message is consistently conveyed throughout your organisation.

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