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Meeting Magic Method - new book by Katherine Woods and Kevin Holligan.

Meeting Magic Method is a new book by Katherine Woods, Managing Director and Kevin Holligan also from Meeting Magic Limited. The company helps large enterprises and government organisations to deliver better results from meetings. Within the book, Katherine describes a seven step approach to successful and productive meetings.

The book is designed to help busy managers hold successful meetings themselves. The methodology described in the book is used by Meeting Magic with their clients, including Microsoft, Coca Cola and Mars.

Each of the seven sections contains an introduction and a blank template. There are guidelines that take the reader through the meeting design process. The 'Method' emphasises the importance of pre-work ahead of the meeting, and follow-up work afterwards to support subsequent actions. Each book includes a 30 minute coaching session with Meeting Magic.

According to Katherine Woods: "Too many organisations waste time holding unproductive meetings. Time frittered away in meetings is a drain on resources that no organisation can afford. We know that plenty of day to day meetings may not warrant hiring in an external facilitator. The Meeting Magic Method has been designed with these everyday meetings in mind; it shows managers how to design productive and inspiring meetings. The coaching session is included to ensure best possible results from this powerful tool."

Katherine Woods is a published author and an authority on meeting design. Meeting Magic Method is one of several activities planned throughout 2009 to celebrate Meeting Magic's 10th anniversary in business.

EDITORS NOTES

Meeting Magic facilitates participative and productive meetings. From strategic planning with leadership teams, to large group meetings and conferences, the company helps participants to deliver better results. Meeting Magic works with organisations worldwide. Clients include Mars, Microsoft, Coca Cola, Department of Health, Metropolitan Police and Big Lottery. The company has affiliate partners in Australia and the USA.

Contacts for media enquiries:

Katherine Woods, Managing Director, Meeting Magic.

Tel: 01628 471114

katherine@meetingmagic.co.uk

Lindsey Potter, Press Office, Meeting Magic

Tel: 01628 471114

lindsey@meetingmagic.co.uk