

Clocknews/Powerpoint presentation for the clock

Do you have any interesting news for purchasing customers of Royal FloraHolland? Then Clocknews, which is being sent by e-mail, or a Powerpoint presentation on our projected clocks are a great means of communication. Would you like to make use of this option? Then it is important to pay attention to the following rules:

Your Clocknews or Powerpoint presentation is newsworthy for customers

The content of the Clocknews/the Powerpoint presentation must have a link to the clock supply and/or contain news of interest to the customers in the auction room.

Tip! Auction information, like a change to an auction group, is always announced promptly by the auction itself. You do not have to make your own presentation about it.

Your Clocknews or presentation must be supplied ready for use

Clocknews or your presentation must be supplied in PowerPoint format, so this can directly be distributed by e-mail or showed on the clock. Each week, many presentations are displayed in the various auction rooms of Royal FloraHolland. Thus, it is not possible for the auctioneers to create Clocknews or the presentation for you.

Your presentation....

- Is a maximum of 1 sheet in case of Clocknews
- Is a maximum limit of 3 sheets in case of a Powerpoint presentation on the clock, given the limited time (for display) and attention of purchasing customers.
- Does not contain sound fragments or moving images (videos)
- Contains the right photos or logos

Tip! Try to limit the amount of text as much as possible. Is it impossible to squeeze all your news into just one or three pages? Then Clocknews or a PowerPoint presentation may not be the best means of communication. Consider another option, like a brochure.

Your Clocknews or presentation is delivered on time

Your presentation must be delivered at least one work day before display (by 09:00 at the latest) to one of our auctioneers.

Charge

Currently, this service is offered free of charge, and therefore no rights can be derived from it.

The auctioneer

Naturally, your auctioneer will take your wishes into account as far as possible. Your presentation may have to be adjusted or even rejected, but always in consultation with you. You will always receive feedback from the auctioneer in that case. They will also decide when and for how long your presentation will be displayed:

- For flowers, your presentation will run for at most five work days
- For plants, the limit is ten work days.

You have followed all the rules. Now what?

Clocknews will be sent automatically, every working day, around 4:00AM (in case there is news to distribute). Your Powerpoint presentation will be displayed in the appropriate auction room before the start and during the breaks in the auction process. Only purchasing customers in the auction room can see the presentations.

Tip! Are you planning to use your presentation again at a later time? Then save it securely. Royal FloraHolland does not save any presentations after displaying them.

More information?

Contact your auctioneer(s) by email: clocknews@royalfloraholland.com!