



To MT deal-making  
Copy  
From  
Date 25 January 2021  
Reference  
Re: Newsletter PPT presentations rules in export auctions and Clocknews for suppliers

If you have some interesting news for customers purchasing from Royal FloraHolland, our projected auctions and Clocknews are great communication channels. PowerPoint presentations can be shown in all the auction rooms. You are welcome to use them! In order to use the auction as effectively as possible, please observe a few simple rules. Your presentation...

**... should be newsworthy for customers**

A condition is that the content of the presentation must in principle have a connection with the supply on the clock and/or be newsworthy for the customers in the auction room. This will be at the discretion of the auctioneer in question. News items are only read carefully if it is truly relevant to customers purchasing from Royal FloraHolland. News items could include the promotion of a new company entering the market, the launch of a new product or an open day/information day at your company. Announcements about the quality of a certain crop supplied to the auction at Royal FloraHolland could also be included. **Tip!** Auction information, such as a change to an auction group, is always communicated in a timely manner by the auction itself. Therefore, there is no need to create your own presentation to communicate this type of information.

**... is submitted ready-to-use**

Each week, a large number of presentations are shown in the different auction rooms at Royal FloraHolland. Consequently, it is not possible for auctioneers to make the presentation for you. Only presentations submitted in the required PPT format can be shown - for Clocknews they should be converted to PDF files.

**Tip!** Not sure how to make a presentation? These days, simple training materials to get you started are widely available on the Internet and in most bookstores. If you don't have time or access to a computer, a presentation at the auction may not be the most suitable communication tool for your company at the moment.

**... has a suitable length**

Your presentation should contain a maximum of three slides. This is due to limited (viewing) time and the limited attention of purchasing customers.

**Tip!** Try to limit the amount of text as much as possible. If your news item cannot fit on three pages, a PowerPoint presentation may not be the most suitable communication channel. Consider another medium, such as a brochure.

**... was submitted on time**

Your presentation must be received by one of our auctioneers at least one working day (no later than 10:00 am) before showing. The auctioneers will check whether your presentation complies with the rules. They will also determine when and for how long your presentation will be shown. For flowers, your presentation will run for a maximum of five working days. For plants, a maximum of ten working days. Clocknews will in principle show similar messages just once, but at the request of the creator of the message, this can be increased to two showings. Of course, we will try to take your wishes into account wherever possible. Please note that your presentation may be modified or refused after mutual consultation. You will always receive feedback from the auctioneer.

**... does not contain any audio clips or moving images (videos)**

Even though the presentations are shown during breaks, sound and moving images can still cause a disturbance - for customers using Remote Buying, for instance. They usually use the break to purchase from a different auction room or another location.

**... contains the correct photos or logos**

Photos and logos of growers or products take precedence in presentations. Logos of breeders or growers' associations are secondary. It is possible for a breeder or association to have their own news items published in the Digital clock newsletter. Please contact an auctioneer about this.

**Pricing**

For the time being, this service is offered free of charge and therefore no rights may be derived from it.

**If you have observed all the rules - what happens next?**

Your presentation will be shown in the designated auction room before the start of the auction and during the breaks in the auction process. Clocknews messages submitted before 10:00 am will be shown the same day - messages received later will be shown the next day. Only customers purchasing in the auction room can view the presentations. Remote Buyer customers cannot view them, and can sign up for the digital clock newsletter instead (Clocknews). If you would like to reach this group as well, please send your presentation/information in PDF format to the auctioneer and/or <mailto:clocknews@royalfloraholland.com>.

**To conclude**

Are you planning to use your presentation again at a later date? Make sure to save the document. Royal FloraHolland will not store the presentation after it has been shown.

**Do you need more information?**

Please contact one of our auctioneers.