

## Medium focus on growth with their reseller partners

*Hayes, UK, October 26th, 2011:* Medium UK, a value-added distributor specialising in audio visual communications, has hosted their second Focus Forum event over two days at the 5\* Palazzo Arzaga hotel, in the stunning surroundings of Lake Garda, Italy.

The event attended by Medium's reseller and vendor partners had the theme of 'growth and collaborative opportunities in a challenging environment'.

Sarah Jones, Medium Marketing Manager explains, "The Medium Focus Forum event is not just about roadmaps and product specifications but about relationships, attitude and confidence. Our aim was to provide an inspirational platform for our reseller and vendor partners to collaborate, share knowledge and strengthen relationships. The agenda included vendor forums, a panel debate and Casper Berry, our guest speaker who delivered content that both educated, inspired and motivated the group to maximise growth opportunities for long term success."

Caspar Berry is a film writer, broadcast media MD and a former professional poker player who was Poker Advisor to the Bond movie Casino Royale, starring Daniel Craig. Caspar presented a key note speech, drawing upon his own experiences and related these to challenges and risk taking in the broader business world.

Kelly Gilbert, AVM Education Director said: "The event was great, Medium have delivered a really informative and inspiring couple of days.

Craig McQueen, Senior Account Executive at Verrex Ltd. said: "The Focus Forum was fantastic. Having the opportunity to speak directly to vendors, who I would otherwise not deal with on a day to day basis, was very beneficial. Also, having the opportunity to spend time with other resellers and discuss the challenges in the market we are all currently facing was very useful."

Darren Clayman, Director of IDNS commented, "Medium have delivered a thought leadership and progressive event which I expect to make a regular appearance on the AV calendar in the coming years - an event not to miss in 2012."

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## About Medium (UK) Ltd

Medium (UK) Ltd is one of the UK's leading visual communications trade distributors. Over the last 20 years Medium has established an unrivalled reputation for customer service, industry knowledge and technical support for its reseller partners. The company's portfolio of products includes projectors, flat panel displays, interactive systems, digital signage and video conferencing. Medium has alliances with top manufacturers including Hitachi, NEC, Samsung, LG and Casio.

<http://www.medium.co.uk>