**Sample Presentation Outline**

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| **Timing**(per slide) | **Content**(message of slide) | **Visuals**(if known) |
| --- | --- | --- |
| 3 min | **Welcome**Thank hostIntroductionsExpectations for talkMention Q+A | Company logoSpeaker Names |
| 2 min | **Audience Poll** * How many of you currently experience industry challenges?
* How many have experienced increased challenges in last 5 years?

Brief examples from audience | Poll questions |
| 1 min | **State of Economy with Regard to Industry*** + **Economic downturn effects**
	+ **Results of government action (examples A & B)**
 | Historical news clippings, web sites, representative current event pics?  |
| 2 min | **Economic Data Indicators**Chart #1  | Chart #1 |
| 2 min | Chart #2 | Chart #2(maybe stock image of wall st?) |
| 5 min | **Case Study: Company X*** Hard hit by the downturn
* Laid off 30% of workforce
* Moved manufacturing operations overseas
* Now on a hiring spree, but still only at 85% of former employment numbers and primary manufacturing has not returned to US

Is this a representative case study or an outlier? The answers are yes and no, unfortunately. | Image of Company X factory floor +* Laid off 30% of workforce
* Moved manufacturing overseas
* Still only at 85% of former employment numbers
 |
| 1 min | **White House Initiative**President has committed to solution with bill and programs, funding promised | Bill signing? President? Headlines? |
| 1 min | **Political Opposition**Congress could stall workable plan in its tack | ???? |