

Purpose of each slide in the presentation:

1. Introductory slide, to have looped video running continuously (until stopped) to keep the attention the audience whilst they wait for the others to arrive. Also spells out the name of the sales manager, which we want them to remember for future purchase orders.
2. Grab the attention of the audience – animation to make them ‘sit up’ with anticipation of what is to happen next. Reinforces sales manager details.
3. animation
4. animation
5. Present the first image of the new ‘trainer’. This is designed to arrive with impact, using a ‘spiral’ animation and the sound of applause.
6. To inform of the rest of the ‘Mikey Marathon’ range and reinforce the perception of a successful company with more mages to show the depth of the range (i.e. not just a ‘one-off’)
7. as for 6. above
8. as for 6. above
9. Technical information (price chart) to create impression of commercial professionalism
10. Contact details to finalise the deal. If delegates like what they see on the video, they need to know how/ where to spend the money.
11. Background information about the factory. Music to ‘wind down’ the presentation.