

Introduction

My presentations are process driven and research based. By achieving a solid understanding of the audience, context of the presentation and its content, I am able to craft the presentation in a way that is appealing, desirable and memorable.

My approach is my way forward in creating a persuasive presentation and delivering a product that is always well received.

PRESENTATION - Approach

Context of presentation

- Presenter / Audience / Profile / Expectations

Objectives of presentation

- Presentation Organization / Short Term Objectives / Long Term Goals

Scope of presentation

- Time / Content Boundaries / Content Focus

Desired Outcome

- Objective / Measurement Metric

Content Development

- Existing Content / Organizing Content / Synthesizing Content / Key Points

Image Development

- Existing Content / Creating Engagement

Main Points

- Essentials / Presentation Thread / Metaphor

Closing

- Review / Call to Action

Collateral

- Presenters Narrative / Presentation Exports / Leave Behinds

PRESENTATION - Keys to Success

1. RESEARCH YOUR AUDIENCE

The audience's needs, interests, motivations and aspirations should be considered first.

2. GENERATE INSIGHT

The objectives of the presentation must be in alignment with the needs of the audience.

3. DISTILL YOUR CONTENT

Make every effort to distill complex data without diluting it.

4. PROVIDE STRUCTURE

A presentation needs to include a map of where we going, interesting points along the way and our destination.

5. SUBSTANCE NOT SIZZLE

Professionals are looking for information and insight. Provide astute solutions to tough problems.

6. KEEP IT ELEGANTLY SIMPLE

It's takes time and effort to simplify, but it is worth every minute.

7. MAKE IT MEMORABLE

A unifying, memorable theme inspires further reflection and with it - comprehension.

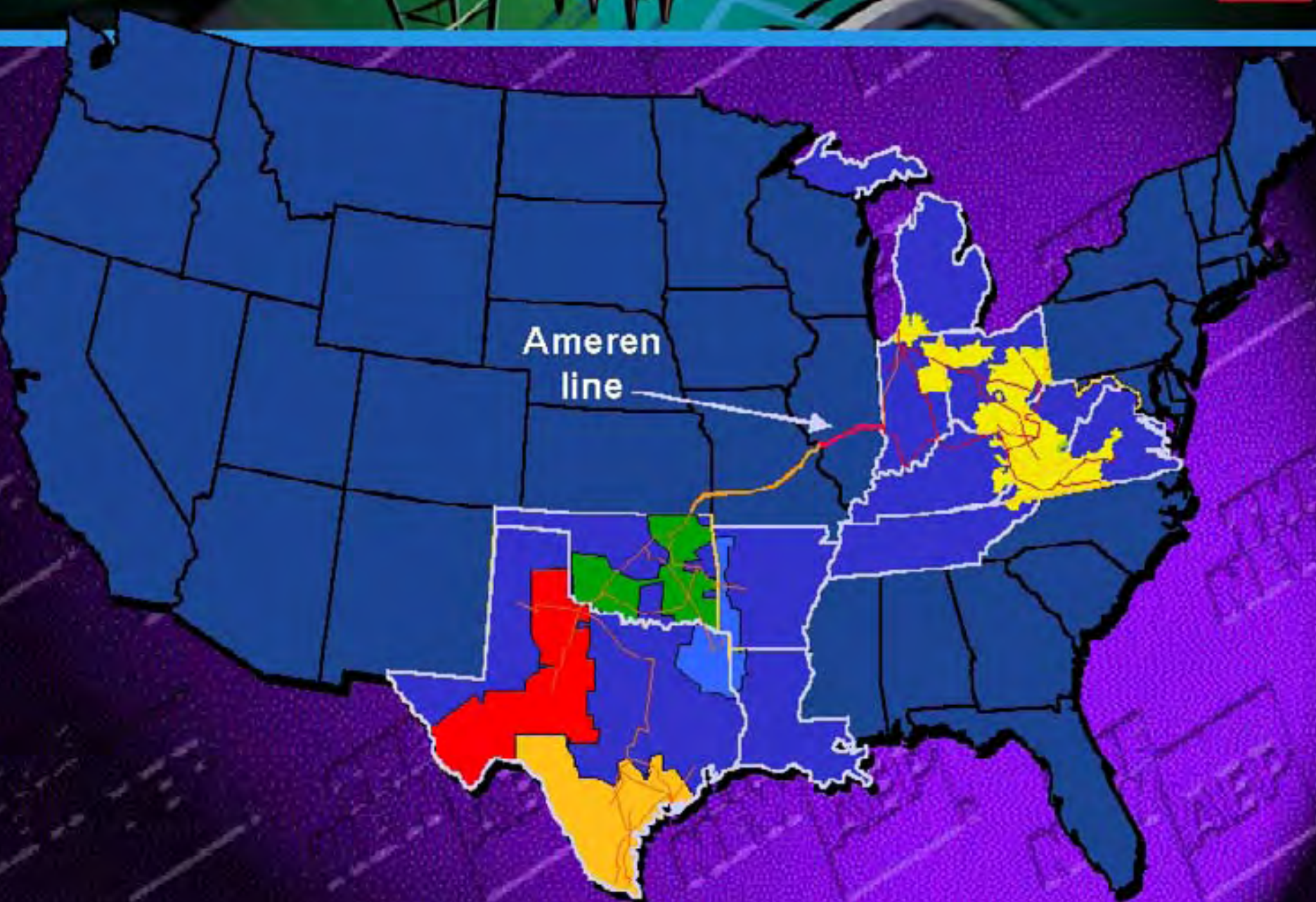
Clients:

I have had the pleasure of working with many clients on creating and producing Presentations: AEP, CRANEL, HARMAN INTERNATIONAL, IBM, MARK LEVINSON, MILLS JAMES PRODUCTIONS, OWENS CORNING, PHARMION, REVEL, ROSS LABS. I am not able to show all of the work I have done for my clients due to non-disclosure agreements.



Service Territory

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NEW
AEP



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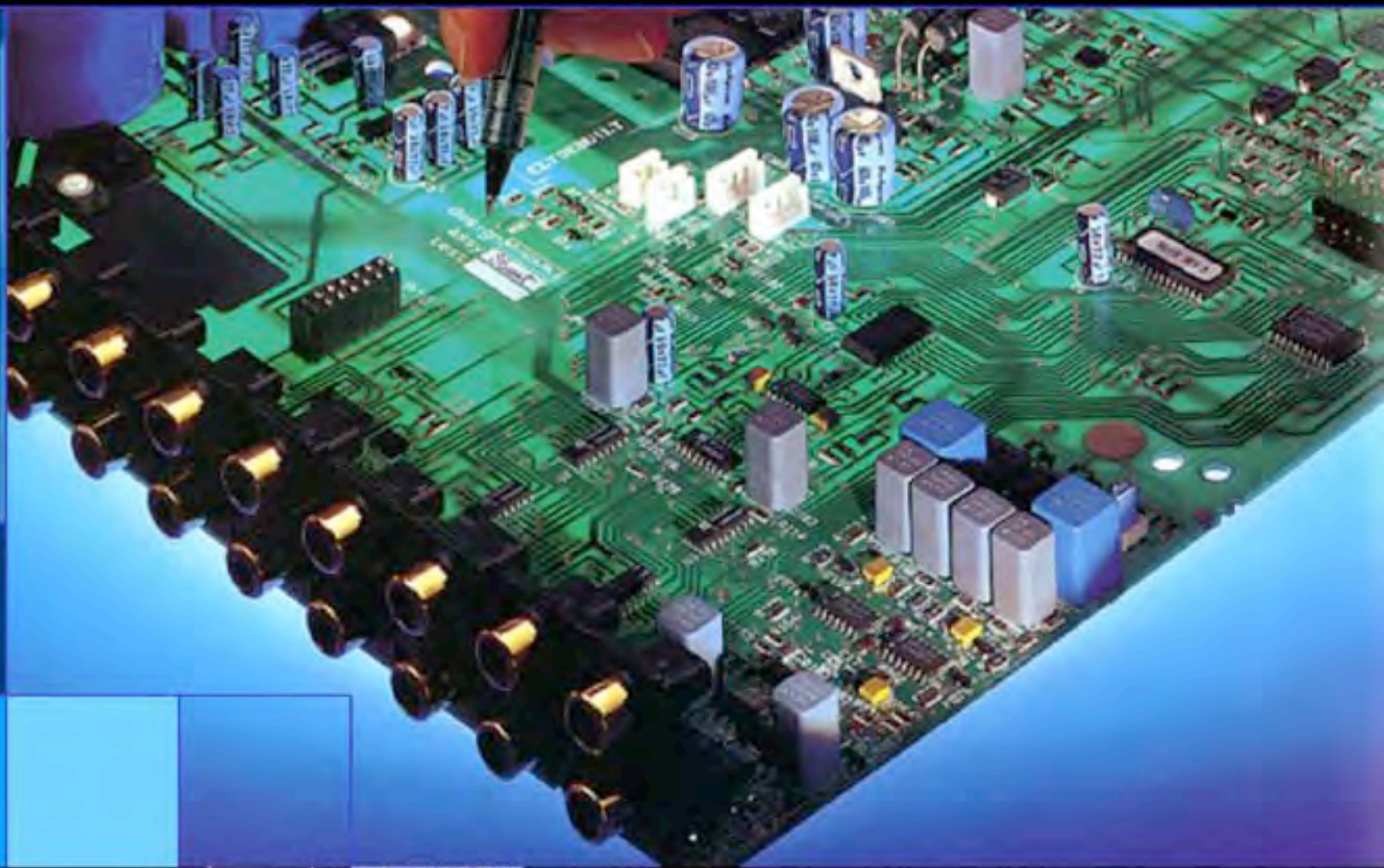
Never before have we experienced such an acceleration of technology



Technology

DefinitiveAudio

We continually research the industry for the best products



Expertise



DefinitiveAudio

Graham Cliv Lowe



THE RIGHT THING

for the *family*



*“Set the bar high
for your children.
Then teach and
lead, don’t drive.”*

- Jim Wallace

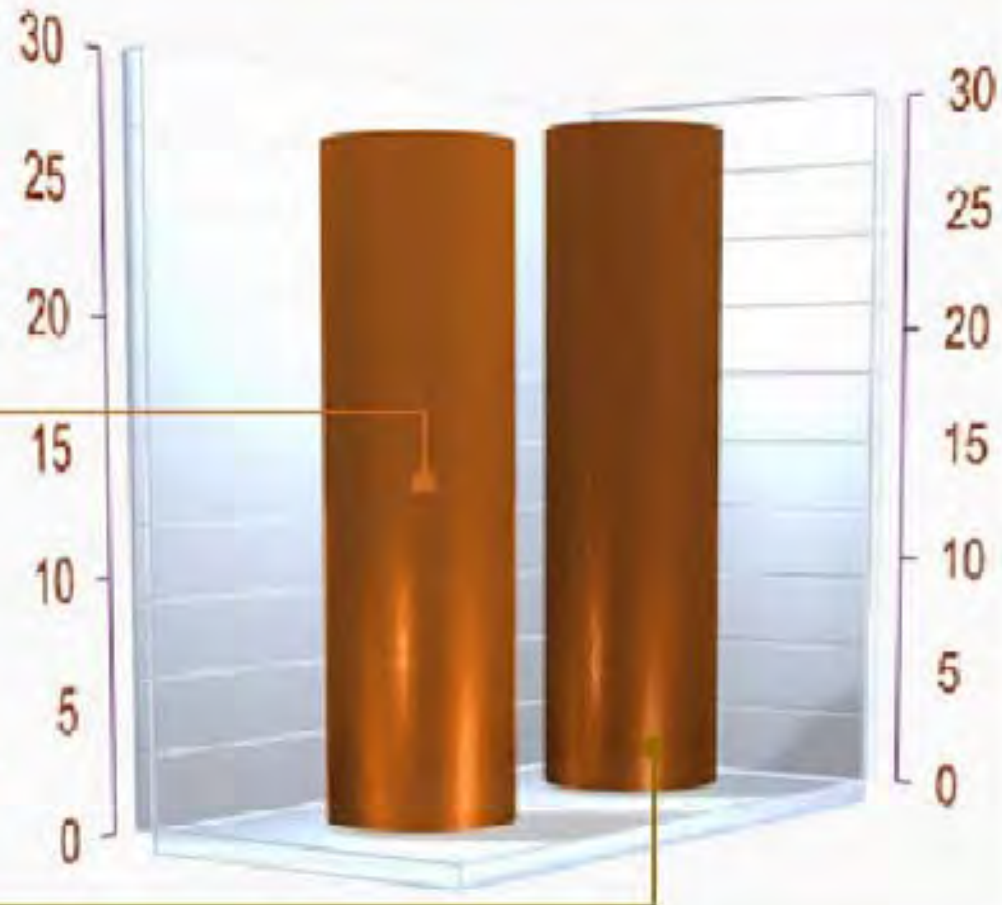


Via Profitability

Datalink 1st 3 quarters of CY 2010 had a gross profit of 26.4%. This was up from 26.0% for the same period in 2011.

Obtained from SEC filings

“They have had quarters with average gross profits of 28%.”





The background of the slide is a composite image. The upper right portion features a close-up of a vintage compass rose with a wooden frame and a scale marked from 0 to 60. The lower left portion shows a sepia-toned map of Rome, with the word 'ROMA' and 'ROME' clearly visible. The main title text is overlaid on the compass rose area.

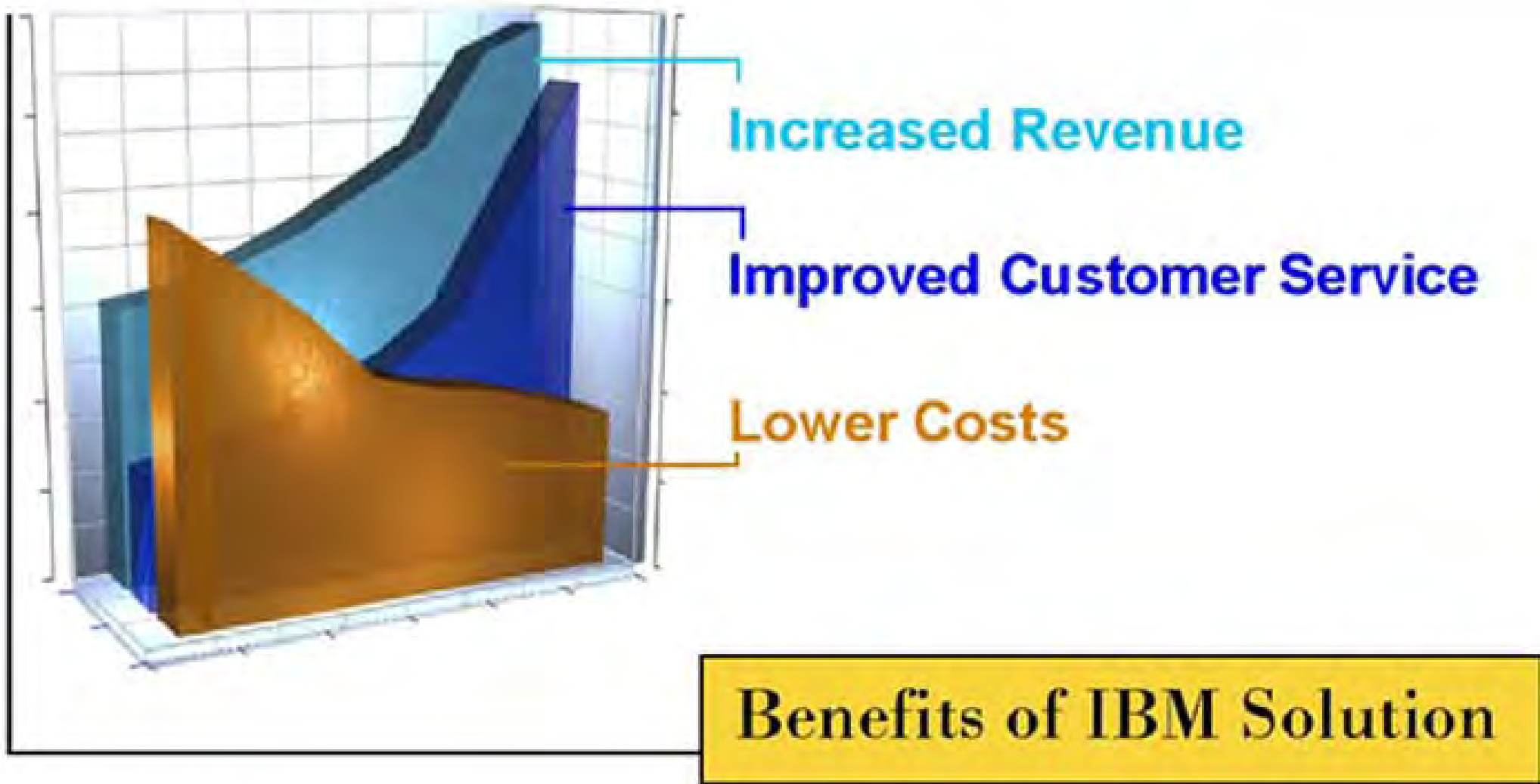
Building Trust and Confidence in the @ Age

Ginni Rometty

IBM Global Insurance Executive Conference

Rome, Italy

How Can IBM Help You Get There



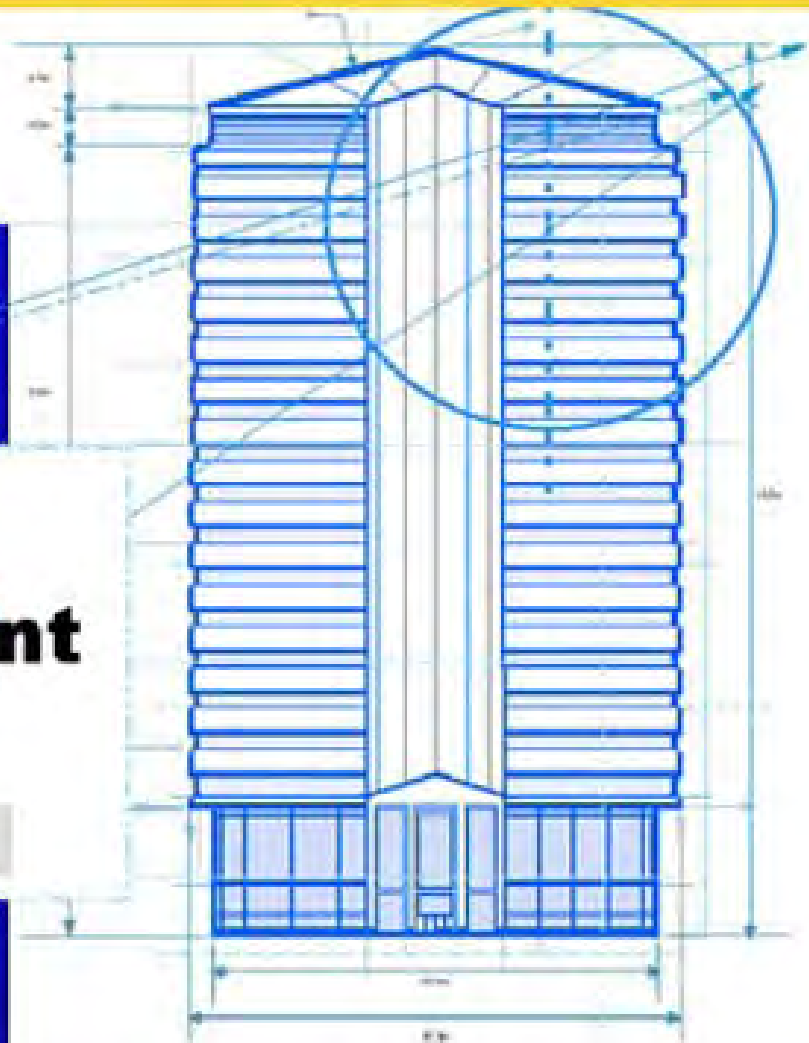
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Leading the Insurance Industry Transformation



e-business

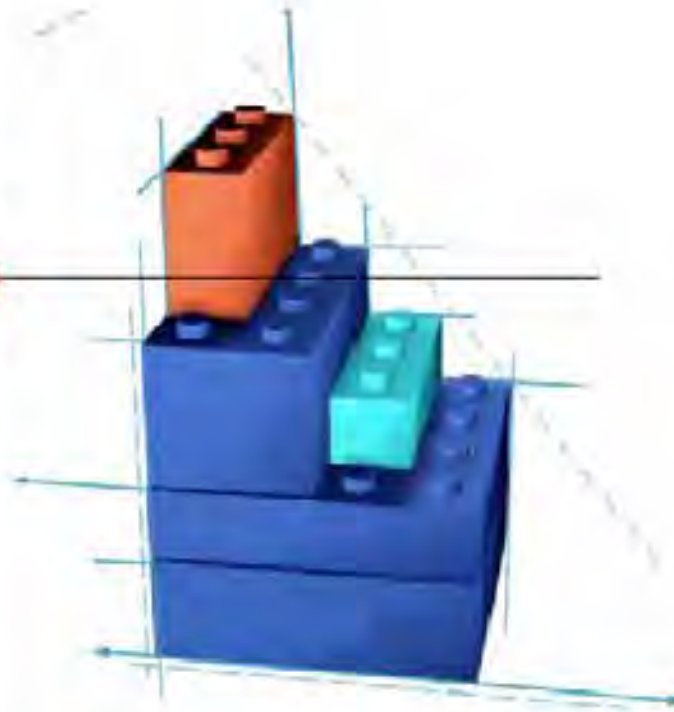
channelpoint



IBM Claims Solutions

single
point
of
contact

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IBM

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Reaching an **Understanding**

Grown-ups love numbers. "When you tell them that you have made a new friend, they never ask any questions about essential matters. They never say to you, What games does she like best? Does she collect butterflies?"



"Do you *know* me?"

IBM

Your World Today

Business Processes

- Human interventions mask inefficiencies
- Paper based
- Slow-flow



e-business 

Generating Customer Loyalty

Know your
customer...



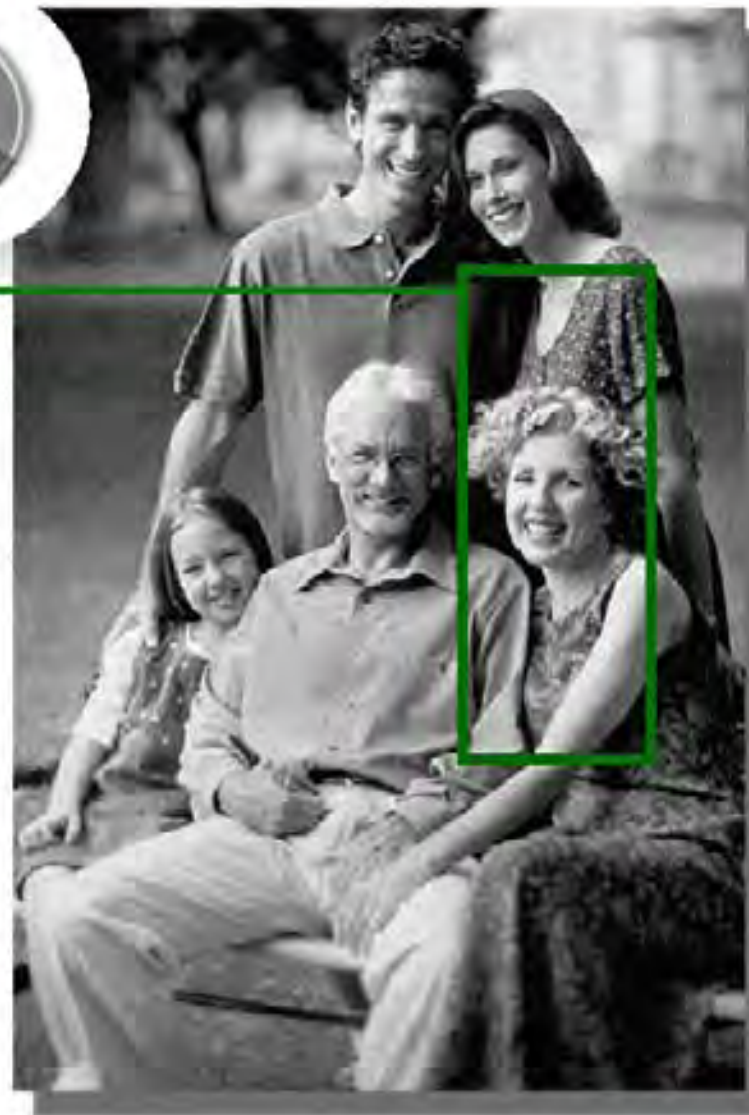
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Generating Customer Loyalty

Every time you contact your customer you should know:



- Their name
- What products: past & present
- Who their family is
- How old they are
- How profitable they are
- Their salary
- Their personal preferences: nicknames, e-mail vs mail
- Their contact history including: inquiries, complaints, claims, etc...



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LEAD



Leadership in
Epigenetic
Advancement and
Development



THE ASSOCIATION FOR RESEARCH AND GROWTH IN EPIGENETIC THERAPY

MOTIVATIONS

- Leveraging knowledge
- Standing on each others shoulders
- Feedback Loop



REVEL

R

World leader in Research

Dr. Floyd Toole

Director Product Development

Harman International

Focuses primarily on the **acoustics** and **psychoacoustics** of sound reproduction.

Pioneered the now established methods of subjective and objective evaluations.

Ph.D from Imperial College of Science, London

Senior Research Officer, NRC

1988, 1990 AES Publication Award

Member of ASA, Fellow of AES

Past president of the AES



REVEL **H**istory Research Resources Manufacture Products Multi-channel Summary

Wait...

“if it
measures
right,
it will sound
right”



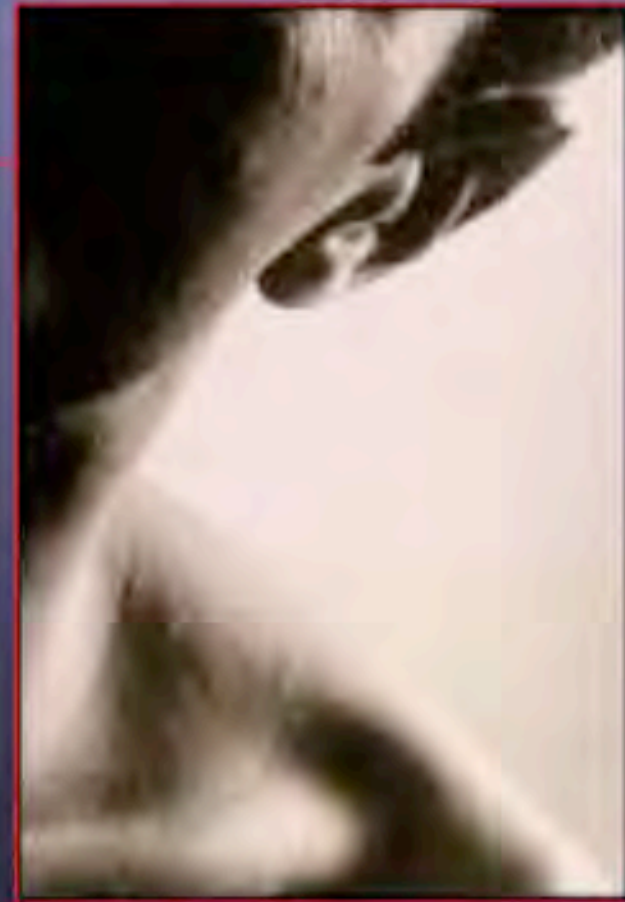
“if it
sounds
right,
it will measure
right”

Objectivist

Subjectivist

Fact

“The importance of reflected sound on the perception of live and reproduced sound is unquestioned.”



Sean E. Olive and Dr. Floyd Toole, “The Detection of Reflections in Typical Rooms” *Journal Audio Engineering Society*, Vol. 37, No. 7/8

REVEL History **R**esearch Resources Manufacture Products Multi-channel Summary

mark
Levinson.

Luxury Buyers

- Mercedes-Benz taxis are common in Europe.
- Snap-On tools are commonly used by professional mechanics.
- Reporters may choose Leica cameras for their performance and durability.



Luxury products
may
fill a practical
need.

Luxury Goods

AZ



- Ferrari -it's all about style
- Salvatore Ferragamo -shoes
- Fendi -furs
- Gucci -fashion
- Godiva -chocolates
- Hinckley -classic yachts
- Hasselblad -cameras