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# PresentationLab Checklist

## Executive PowerPoint Presentation: Project Needs

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*For each project, select any or all of your (no obligation) choices. A PresentationLab proposal will be prepared to assist you in making an informed decision.*

**Enhance Existing Presentation**

1. Based on a preexisting PowerPoint program, enhance the look and feel of the program to a whole new level, (or merely a text outline will do) specifically designing it to be engaging, entertaining and educational as it conveys your vitally important message;

**Confer and Write Audience-Grabbing New Content for the Existing Presentation**<sup>1</sup>

2. Confer with presenter re purposes and goals of presentation, concepts to be explained, and objectives to be achieved; collaborate on authoring content and editing content;
3. Confer with presenter re special case studies and proofs to anchor main points;<sup>2</sup>
4. Confer with presenter re special personal stories to inject customized emotional connection with the audience (including custom high road humor)<sup>3</sup> to anchor main points;
5. Based on presenter consultations and preexisting scripted text and/or the client's preexisting PowerPoint program, develop an enhanced custom multimedia program;

**Create New Presentation**

6. Undertake researching and developing a presentation from scratch to be presented by client;

**Organize Presentation as a Resource for Creating Other Presentations**

7. Design, enhance and develop interchangeable custom modules to be utilized in a variety of client's multimedia presentations by a variety of presenters; this may include designing custom templates and/or scripting in the PowerPoint notes pages;

**Professional Coaching / Train-The-Trainer**

8. Study and work one-on-one with presenter to enhance presenter's presentation skills;

**Program Materials, Handouts, Collateral**

9. Enhance or undertake designing program materials to complement the multimedia program;

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<sup>1</sup> Christopher Blunden has prepared and delivered technical presentations that received standing ovations from the National Speakers Association and that earned unanimous perfect score evaluations from business professionals.

<sup>2</sup> Christopher Blunden is an American Jurisprudence Award-winning attorney.

<sup>3</sup> Christopher Blunden has contributed to Jay Leno's opening monologues on the *Tonight Show*.

10. Enhance or undertake preparing promotional copy about the presentation to appear in conference media, including the conference Web site and conference catalogs;

**Hardware Logistics**

11. Assist in or undertake the logistics of transferring the PowerPoint program and any special effects files and software to specific equipment to be used at the event and configuring it for delivering the presentation;

**Professional On-Site Services**

12. Attend the event to:
  - a. Provide on-site direction or assistance with setup, equipment logistics, last minute content changes, and presentation guidance on delivery during rehearsals, etc.;
  - b. Serve as a moderator to provide interactive questions to presenter or serve as M.C. for conference event;
  - c. Network with client's prospective customers, investors, analysts, and strategic partners and report on what they want and expect from the client;
  - d. Evaluate client's performance, gather intelligence about the competition, and report results;
  - e. Assist with presentation logistics for press conference presentations, web-casts, etc.;
  - f. Serve as backup presenter/spokesperson in case primary presenter can't deliver; (a proactive warning to prepare for this understudy role is necessary);

**Create and Deliver New Presentation / Professional Spokesperson Services**

13. Undertake researching and developing presentation from scratch and then delivering the entire presentation as a featured presenter on behalf of the client for keynotes, breakouts, seminars, workshops, customer briefings, employee orientations or elsewhere when highly effective presentations are needed.
14. Provide voice talent for audio promo purposes, web and satellite broadcasts, training tapes, etc.

***A Personal Message from Christopher Blunden:***

*I realize each presentation is critically important to telling your story to potential buyers, investors, employees, and/or partners.*

*The person designing these presentations must have leading-edge multimedia design expertise, sales, marketing and legal savvy, and years of highly rated in-the-trenches street-smart conference presentation speaking experience on highly technical topics.*

*Depending on the choices selected and the current form of any existing presentation (whether in PowerPoint or text), specific project fees can be determined and provided in a proposal to you.*

*The presentation I can create for you will enable you to communicate strategic messaging in a consistent and reliable manner with results-oriented impact.*

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