

## **Presentation Agenda**

- I. Introduction**
  - a. Introduce yourself
  - b. Explain your role within the company
- II. Company overview**
  - a. What does your company focus on?
  - b. Why is your company an expert on the topic being presented?
- III. Overview of Presentation topic**
  - a. What is the topic being presented?
  - b. How does it impact the audience?
- IV. Challenges**
  - a. Specify the challenges the situation creates
  - b. Emphasize the impact on your audience
- V. Methods of addressing the challenges**
  - a. How can an IT director address these challenges?
  - b. How can your company help?
    - i. Product/services overview
    - ii. Customer testimonials about your work
    - iii. Information about your technical expertise
- VI. Close**
  - a. Review the topic
  - b. Review the challenges
  - c. Re-iterate your company's core strengths
  - d. Make a firm statement about the reason the topic is important the reason that your audience should act now.
- VII. Next Steps**
  - a. Where does the audience go from here?
  - b. Include your contact information here
- VIII. Q&A – Invite your audience to ask any questions**