**Sample Presentation Outline**

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| **Timing** (per slide) | **Content** (message of slide) | **Visuals** (if known) |
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| 3 min | **Welcome**  Thank host  Introductions  Expectations for talk  Mention Q+A | Company logo  Speaker 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 | ???? |