**Sample Conference Session Presentation Outline**

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| **Timing** (per slide) | **Content** (message of slide) | **Visuals** (if known) |
| --- | --- | --- |
| 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 |
| 5 min | **Case Study: Company X**  Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum | ???? |
| 1 min | **White House Initiative**  President has committed to solution with bill and programs, funding promised | Bill signing? Obama? Headlines? |