

BUSINESS

presentations

PRESENTATION AND CORPORATE PROMOTION

All companies try to have business presentations that show their value-added proposition effectively. But a lot of these tools seem to be priced so expensively that they are only accessible to large companies.

This, 7eighth Business Presentations have this goal:

All companies have a value-added proposition and need tools to get their message out! Our tools are priced very competitively to fit a small business budget while promoting a major corporation image.

*These types of projections are commonplace:
Sales Calls - Conventions –Product Presentations
– Company or Board of Directors' Meetings –
anywhere in your office where your clients
might see them!*



WHAT DO WE OFFER?

CD/CD Card PRESENTATION

Project them from your Portable PC on a flat panel, monitor, television or projector. You can copy the multimedia presentation we produce onto CD business cards and give them away as your commercial calling-card.

1. PRESENTATION (1 to 3 min)

Design and develop your personalized presentation.

Your personalized design recorded on 2 CD copies with individualized packaging.

Creative design for the covers and cds.

Streaming video encoding for web reproduction.*

PRICE: U\$S 950 (Neither display device nor card production are included)

2. PRESENTATION (3 to 5 min)

Design and development of your presentation.

Your personalized design recorded on 2 CD copies with individualized packaging.

Creative design for the covers and cds.

Streaming video encoding for web reproduction.*

PRICE: U\$S 1,250 (Neither display device nor card production are included)

WHAT DO WE OFFER?

3. PRESENTATION (5 to 10 min)

Design and development of your presentation.

Your personalized design recorded on 2 CD copies with individualized packaging.

Creative design for the covers and cds.

Streaming video encoding for web reproduction.*

PRICE: U\$S 1,800 (Neither display device nor card production are included)

* This does not include uploading to the web. We can help you evaluate how to encode the video based on the likely speed of your clients' internet connections. Video quality will depend on the type of internet connection and the size/length of the presentation.

Optional: Voice-over

DVD PRESENTATIONS.

Project them from your Portable PC or standard DVD player onto a flat panel, monitor, television or projector. You can copy the multimedia presentation we produce onto DVD's to distribute as you see fit!

1. VIDEO PRESENTATION SPOT (1 to 5 min)

Video recording : 1 day

Edition and layout

Your specialized video presentation on 3 DVD copies with unique package design.

Creative design and DVD Covers.

Streaming video encoding for web reproduction.*

PRICE: U\$S 1,800 (Neither player nor display device are included)

2. VIDEO PRESENTATION SPOT (5 to 10 min)

Video recording : 1 day

Edition and layout

Your specialized video presentation on 3 DVD copies with unique package design.

Creative design and DVD Covers.

Streaming video encoding for web reproduction.*

PRICE: U\$S 2,800

For a presentation which is longer than 10 minutes please contact us and we will make a personalized proposal according to your requirements.

*This does not include to upload it to the web. We can help you evaluate how to encode the video based on the likely speed of your clients' internet connections. Video quality will depend on the type of internet connection and the size/length of the presentation.

Options: Voice-over in Spanish (ask for quotation if another language is required)



THE ABC'S OF A COMPANY MULTIMEDIA PRESENTATION

A multimedia presentation presenting your business image certainly requires a great deal of thought. However, there are basic things that you have to communicate. Your goal is to create an image that encapsulates your company's mission statement and value proposition. That image should leave the viewer with a positive, succinct, credible impression of your company.

Through web pages or any corporate multimedia all companies must communicate the following things in their own way:

A. The company and its value-added proposition.

Show your potential clients the benefits of working with you and your organization! It is best to show the client measurable results – plant the seed of a business case for working with you. (Examples could be increased income, cost-cutting, streamlined business processes, minimization of client “churn” or turnover, etc.) It is essential to avoid visual and verbal clichés (it shouldn't be recognizable as a template from popular software for example). Your viewer should be left with a distinct impression of how your company can add value for its clients.

B. Focus on the products and/or services your company offers.

A frequent mistake is to focus your presentation on the tools used to produce your product or service. Instead the presentation should be outcome-oriented. It's more important to show that outcome than how one arrives at that outcome. Your presentation should allow that outcome to shine through either for selected products/services, or all of them depending on the length of the presentation desired.

C. Show the viewer your competitive advantage

The goal of your multimedia presentation is to convey your value proposition to your current and prospective clients. For a prospective client this may be their first impression. It should also be consistent with the experience your current clients are receiving to reinforce their opinion of your company.

Demonstrate the competitive advantage of your products and services! The viewer should be left with a positive impression that your product or service is tangibly better than others in the marketplace.

Other key points your multimedia presentation should make:

Each company is somewhat different so the information presented is, of course, going to vary based on your mission statement and/or business plan.

However, your presentation should include these common elements:

- **Who “backs” the business?** The experience and education of your management team should be highlighted as well as the positive impact of partnerships with other companies. This is a small but crucial bit of information your prospective client needs to see.
- **Who are your current satisfied, reference-able customers?** This would be a subset of your customer list highlighting current and past customers. Ideally they are well-known brand names or businesses. These references will demonstrate your level of attention to quality and customer service.

Use your multimedia presentation to show the marketplace how you shine. Convey an air of confidence and trustworthiness. Convey your mission statement and back it up with some brief testimonials.