



Assignment

Develop content for presentation for use by Senior Vice-Presidents in the IBM EAS Division.

Deliverable

Creation of two multimedia presentations, with narrative and soundtrack that opened and closed a PowerPoint presentation. The opening and closing needed to set the tone and context for the presenter. Their presentation was designed to be easily modified for each presenter and their audience.

Detail

IBM engaged Mills James Productions to produce a world-class multimedia production that would assist the EAS Division senior vice-presidents in their presentations at keynote addresses at conferences around the globe. IBM needed a presentation that would showcase the capabilities of the EAS solution and set the stage for the presenter to highlight the different capabilities and advantages of the EAS suite of software solutions.

In all of the IBM literature and website content, EAS did not have a succinct paragraph that summarized this 14 Billion dollar enterprise. Nowhere could you find a condensed summary of what EAS really meant, and how it benefited the client. EAS, the largest division of IBM was essentially functioning without a clear voice for its business software applications.

For our team at Mills James Productions to produce a valid multimedia presentation, we needed to define what EAS meant - in real terms - to the audience.

As the content expert and writer on this team, I started with an exhaustive literature search on the scope and capabilities of the EAS solution and the challenges of modern businesses. I then investigated the challenges for the decision makers in the audience, the CEO's, COO's and Sr. executives. I wanted to know what kept these executives up at night and what pressures they faced. I needed to position the brilliance of the IBM / EAS solution in a light that was attractive to the audience and perceived as a real business need. I crafted the copy for the opening and closing for the presentation for the audience, not the IBM presenter.



Introduction

I distilled the 14 Billion Dollar Division into two brief sentences that communicated context and EAS' key asset:

“The growth of commerce throughout history has to a large extent, been enabled by the ability of an enterprise to conduct business over extended distances. Enterprise Solutions facilitate this growth.”

This summation was universally embraced by the IBM Senior Vice-President's as the executive summary that described the context, need and application for EAS's complete software solution.

Context

IBM EAS executives' prior presentations always started with the assumption that the audience recognized the immediacy of their company's needs for IBM's solution. I believed this was a faulty assumption. I agreed that the audience understood the need, but IBM's solution was substantially more expensive than its competitors and yet the most impressive advantage of the EAS solution was obscured in the never ending slides of their PowerPoints'. Approach: When preparing my copy, my goal was to first communicate to the audience the context of the solution in their business and the implication in their marketplace.

Because of the scope of the EAS solution, and its implementation costs, this was not just a software application. EAS needs to be considered an integral part of the business plan, and the multiple software applications woven into the fabric of conducting business at all levels.

EAS is a suite of software offerings that can make an enterprise work together at all levels, and perform as a single integrated software solution. The brilliance of the EAS solution was the ability to unify the enterprise's platform. Not an uncoordinated set of different software solutions from multiple vendors with a patchwork approach attempting to achieve a unified solution. Even in their own literature, this key and distinguishing asset was not well articulated as the core asset.



So I wrote an introduction and conclusion that set the stage for the presenter to convey how the EAS suite could manage and unify every facet of their enterprise, today and in the future, for e-business, for all business.

OPENING - Production notes

I wanted a voice that was professional, yet charming and mature. A voice that communicated a complete command of the subject matter and inspired confidence and believability in the solution. I chose a female Professor of World History at The Ohio State University with a British heritage. Her voice was perfect for an audience of mostly men, and whose tone would be worldly, charming, yet professional and - all business.

I selected music that had a fast tempo, added to the rhythm and timing of the narration, but never became intrusive and distract from what was being read.

Art production for the video product was not part of my charge. I made suggestions and sketched conceptual framework of imagery, canvas layout and asked that specific key elements and words from the narrative be included.

OPENING - Voice over

“The growth of commerce throughout history, has to a large extent, been enabled by the ability of an enterprise to conduct business over extended distances. Enterprise Solutions facilitate this growth. During colonial times, countries were able to extend to new markets despite the slow transportation, communication obstacles and long time delays. The major hurdles in conducting business over extended distances have been transportation, communication, entering new markets and the need for integration. In the twenty-first century, we face the same issues that were challenges three centuries ago.

Transportation - the evolving speed of travel has resulted in the extension of resources and expansion of markets. Rapid transportation has achieved a compression of distance. Distances that previously took months, are now being



traversed in hours. The evolving speed of communication has resulted in an expanded ability to manage the enterprise over extended distances. In our lifetime, communications that previously took months, are now achieved in seconds. The speed and rate of communication have compressed distances, advances in bandwidth offer new opportunities for those who are able to leverage them. Physical markets are rapidly becoming metaphysical, providing access around the world, regardless of location, currency or culture. Data becomes the universal language.”

- Advertisement from Ogilvy & Mather that showcases this challenge and opportunity -

“As the rate of communication and speed of travel have increased, so has the complexity of communication and computing devices and the means, methods, applications and data. The need for integration has never been greater. it is time for it all to work together.”

- Advertisement from Ogilvy & Mather that showcases this challenge and strikes the stage for the coming presentation. The presentation is now able to begin with the solution to the business and global challenges that have been clarified and highlighted in the opening.

I coached the narrator on how I expected the voice-over to read. The tone, the pitch, the pauses and to accentuate specific key points of the Introduction: *“...it is time for it all to work together.”*

CLOSING - Notes

As an attendee of many presentations I never liked the ending to the majority of presentations. Most often, the presenter end their presentation and immediately the house lights come up the while the rhythm, pacing and content of the presentation are shut off and key thoughts and themes, disrupted. With the house lights up, there is the feeling that the “show” is over and the attendees bolt to the exits.



I developed a transition that winds down the presentation with a conclusion that enables the audience to reflect on the major take-aways of the presentation and diminish the feeling that the “show is over”.

The closing is the rallying call, flush with the excitement of the new capabilities being offered. My intent was to make it memorable, uplifting and of course, persuasive in ways that further motivate the audience to speak with the presenter or company after the presentation.

CLOSING - Voice over

“The future of your business is limited only by your imagination. Create the future. Create the future with Enterprise Solutions at the core. Achieve an integrated, versatile, standardized technical platform, upon which your companies planning and long range vision can be built. It is the structure for e-business, for all business.

Once in place, Enterprise Applications Solutions extends the reach of your enterprise. The internet introduces a dramatic new pace, and it fast, faster than anything we have seen before.

The speed of business, and the potential to reach beyond your four walls to partners, customers, prospects and shareholders. Giving new visibility to your data, your products & services, your employees and to your company image and brand.

The growth of commerce throughout history, has to a large extent, been enabled by the ability of an enterprise to conduct business over extended distances. Enterprise Solutions facilitate this growth.

It is time for it to all to work together.”