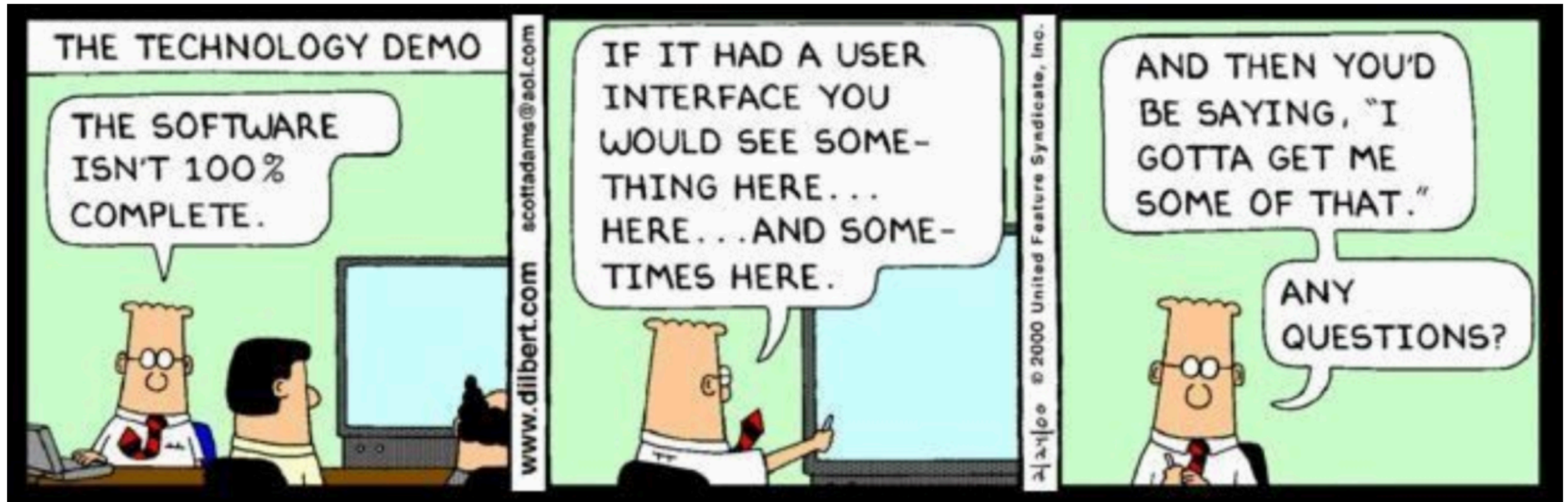


Demonstrating Potential



Don't Decide, Understand

- Know your audience
 - Goals
 - Level of Expertise
 - Expectations
 - Quirks

Who is in
the room?

What is your
organizational
culture?

What are the
tradeoffs of your
demo approach?