For the presentation, I chose to do a PowerPoint and add audio to it. I’m not comfortable be in front of a video, nor creative enough. I chose to use the same slides that I used for the Infographic, but I changed the backgrounds back to white so that they are easier to read.

I used a script for each slide and recorded each one individually. I wanted to keep this short and simple The Big Idea should be a one sentence statement that captures the point of the presentation. I used part of it for the title on the first screen. I ended the last slide by stating it as the last sentence. I did this so that the Big Idea book ends the presentation, first visually on the first slide, and ending the audio on the last slide with the same sentiment.

The order of the slides is the same order I’ve been presenting. First comparing airlines to auto safety. And pointing out that while car manufacturers have stringent safety standards, they can’t control the accidents caused by distracted driving. I continue to point out that airline fatalities have been trending downward, and list some of the reasons that have contributed to that. I also explain how the TSA has made strides to increase security as a result of the terrorist attacks.

Because this presentation is aimed at an external audience, and not an internal one, I did not mention any revenue trends. I focused on the safety, and brought in some examples of ways that the airline industry and the TSA have increased safety standards over the years.