* First of all, I want to thank all of you for coming to my graduation speech. (7 sec)
* (pause…). (3 or 4 sec)
* Well! (1 sec)

Pause for 1 second

* (pause …). (1 or 2 sec)
* Like every graduation speech, I will start by presenting the plan, so let’s begin! (9 sec)
* Here is my plan, in the first step we will talk about ???, then we will talk about ????, and in the final step we will do a technical demonstration. (15 sec)
* (pause…). (3 or 4 sec)
* How much Revenue I will gain If I spend this budget?
* How much Budget should I spend to gain this Revenue?
* How much Budget, in which channels and in which periods should I spend to gain the high Revenue?
* What is the optimal budget across channels for this advertising activity, while taking into consideration the direct and halo impact of all the campaigns at the product level (3 products: iPhone, iPad and iMac)?