Project Task 5: Video Presentation

DSC 650 Summer 2024

McKenzie Payne

To effectively communicate critical findings on airline safety and industry trends to a general audience, I created a 3-minute video presentation combining audio narration with visually engaging PowerPoint slides to convey the findings. The presentation covers key insights into airline safety, geographical incident distribution, trends in fatalities, comparative safety with other transportation modes, and strategic recommendations. The visual elements included an introduction slide to introduce the topic and its importance, an area chart to identify high-risk regions, a stacked area chart showing the decrease in fatalities over time, a donut chart comparing air travel safety with other modes, and recommendations highlighting the need for continuous investment in safety technology and targeted regional interventions.

This audience differs from the internal executive committee as they may not have prior knowledge of the problem. Therefore, the presentation was simplified, avoiding jargon, and focusing on clear, impactful visuals and straightforward language to ensure comprehension. I chose relevant and understandable data points to present, focusing on high-level insights. This approach ensures the audience grasps the essential message within the limited timeframe. A script was used to maintain a clear and coherent flow of information, ensuring all critical points were covered.

When presenting via audio, it is essential to ensure accuracy and clarity to avoid misleading the audience. Simplifying complex data should not compromise the integrity of the information. All data was presented truthfully, avoiding exaggeration, and ensuring visual elements accurately represented the findings. Additionally, inclusive language and a respectful tone were used to maintain professionalism and credibility. The 3-minute presentation was structured to begin with an introduction, followed by detailed data analysis and findings, and concluded with actionable recommendations, ensuring that the audience understood the importance of ongoing safety improvements in the airline industry.