**Presenting Design**

I chose to pursue this category because I am going to be entering the workforce as a marketing professional. Being able to effectively showcase the relevant content while maintaining a brand's voice will be the differentiating factor in purchasing decisions for consumers. Before the concept even reaches the end market consumer, it's important to be able to show your coworkers and bosses the ideas you want to portray without confusion.

One of the best pointers that I have ever gotten when it comes to presentations is that you, the speaker, is the presentation and the PowerPoint is a visual aid to help explain your material. The article seconds this point by saying that there should be minimal wording and one should strategically place one focal point per slide to not overwhelm the audience.

When marketing, the business professional should remember that they are selling an experience, not just the product. Pantene doesn't sell shampoo, it sells confidence and attention from peers. When giving a presentation, the presenter should tell the audience what their idea is, how it came to be, and the benefits associated with pursuing the idea. The article mentions that clients are often unfamiliar with the thought processes that take a product from inception to consumption and are intrigued by learning more of the nitty-gritty details.

The article concludes with one final point, Be Confident. Confidence can inspire others and makes the presenter more likable than someone who is unsure or seems unfamiliar with the material. No matter the field that someone enters, from marketing to nursing to web development, communicating with confidence allows the other parties involved to feel secure in your work and inspires others to believe in your idea just as much as you do.