**Video Presentation: Supporting Document**

Video presentation as suggested in the assignment details should be designed for general audience as anybody can see that video. Thus, I have made sure below points are taken care of during presenting the video:

**Tone and choice of words:** Given I need to represent the Airlines and present it to common public; the tone should be customer friendly and courteous as the viewers of the video can be influenced positively by the tone of the speaker.

Also, the choice of words that are made are truly basic so non-technical people can easily understand.

**Simple interpretable statistics:** Statistics that I have shared are very simple and the ones that doesn’t need a lot of thought process to understand after listening to them. Given the video will be heard by common people who may not have understanding of complex statistical terms and in the video the attention span for sharing the statistics would be very less, using simple terms seems a feasible option. If I would have used complex statistical language and terms, a cross section of audience may have gained sizeable knowledge about it but a larger portion of audience would have remained untouched.

**Focus on customer issues:** The context of the video has been set not as to convey the fact that airline company wants customers to know that airlines are safe but to let customer know what is the best and safe available mode of transport. This will ensure that customer would be able to connect with their real-life problems than thinking it as another advertisement by airline companies.

**An effort to connect with audience:** In the beginning of the video I have made an effort to connect with the audience by fitting myself in their shoes and by iterating the basic things that we look for while travelling or planning for a trip. The reason is that I want the audience to watch this video as someone among them is presenting something rather than some fancy airline executive bragging about their safety. The background of this project was that there is already negative sentiment about airline in the market. Hence audience may have a bit of negative impression about big airline companies. Thus, even though it is presented from an airline company, the way it sounds like it is a common traveler trying to share his experience about the safest way of travelling.