Case Study: What Is A Business Presentation?

Student Name

Institutional

Professor

Course

Due date

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A business presentation is a formal communication, often involving visual aids like slides or charts, used to share information, ideas, or strategies in a professional setting, aiming to inform, persuade, or motivate an audience.

Business presentations aim to effectively convey information, whether it's updates on business performance, training on new processes, sharing research findings, or pitching a new product or strategy.

These presentations can be directed towards internal audiences (colleagues, supervisors, managers) or external audiences (clients, investors).

A business presentation uses public speaking and visual materials to communicate important information to a group of professionals, such as co-workers, supervisors, managers and investors. An effective business presentation goes beyond lecturing and contains elements similar to a story.

Business presentations are used to convey important ideas and influence an outcome, such as when you’re selling a product or service or motivating employees. It can also be a way of showing your area of expertise and reinforcing topics that are important in your company culture.

The primary purpose of an organizational presentation varies from presenting a company's achievements to potential investors, to educating new employees about company policies. Each presentation is designed with specific objectives in mind, such as persuading clients or facilitating decision-making processes.

A presentation is simply an introduction, demonstration, or speech given by an individual or group of individuals to an audience in order to inform, inspire, convince, or motivate them.

So a **business presentation** can be defined as a formal introduction or information about new business products, ideas, or practices. It is usually carried out using audio-visual materials, such as projectors, documents, presentation software, whiteboards, charts, and more.

A business presentation focuses on communication, interaction, and bonding between you and your audience. It allows you to **build a good impression** and brand image. This not only helps you convey messages and convince your audience but also establishes relationships and creates better connections.

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