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# 14 Designing and Delivering Oraland Online Presentations

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# Learning Objectives

**After studying this chapter, you will be able to**

1. Highlight the importance of presentations in your business career and explain how to adapt the planning step of the three-step process to presentations
2. Describe the tasks involved in developing a presentation after completing the planning step
3. Describe the six major design and writing tasks required to enhance your presentation with effective visuals
4. Outline four major tasks involved in completing a presentation
5. Describe four important aspects of delivering a presentation in today's social media environment

## MyBcommLab

Where you see MyBcommLab in this chapter, go to [www.mybcommlab.com](http://www.mybcommlab.com) for additional activities on the topic being discussed.

## On the Job: Communicating at Principato-Young Entertainment

# The Serious Side of the Comedy Business

The business of being funny can be profoundly unfunny these days, particularly for comedians who want to break into movies and television shows. Fewer movies are being made, and the audience for television and online shows is so fragmented that trying to build a fan base is an uphill struggle. Making the situation even worse for comedians, many of whom are writers at heart, is the seemingly unstoppable growth of reality shows, which require neither writers nor actors in any conventional sense.

Talent agent Peter Principato knows this landscape as well as anyone, and as he puts it, “There’s less and less real estate every year.” Studios are increasingly reluctant to “green light” projects, particularly with the young and not-quite-top-of-the-marquee talent that is the specialty of Principato-Young Entertainment, the Beverly Hills company he co-founded with producer Paul Young. But comedy is in Principato’s blood, so he works overtime to make his clients successful, even in this challenging environment.

In the entertainment industry, the road to success often starts with “the pitch,” a brief presentation to one or more studio executives by an individual writer, actor, director, or producer or by a team of these people. If the executive is intrigued by the concept, it might be discussed further within the studio, and eventually a decision will be made about funding production.

With so much riding on this brief presentation, you can imagine that it’s a high-anxiety event for the presenters,

