

9.1: Purpose

The overall purpose of your presentation is to create **positive anticipation** – that this is a great opportunity for the company **AND** for your colleagues who will move to and live in the expansion country.

Help your colleagues to hit the ground running as they meet with potential customers and/or competitors in the new country. And don't forget their family members: they want to do some sightseeing and explore the city and country.

NOTE: You are presenting to your colleagues, so you will **not talk** about your product or service, or explain your company. Your colleagues know all that! Do drop your company's name every now and then.

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