Приложение 4

**The purpose of presentation**

A firm presentation is the first introduction of a new company to the general public. It can also be devoted to the anniversary of the company, to the opening of a new subsidiary firm, or launching a new product.

The purpose of presentations is to attract more clients or prospective investors in order to establish business relations or to boost the image of the company to the target market or to create and develop brands.

Preparations for the presentation often start with placement of advertisement about the forthcoming presentation in the press. The company prepares displays which demonstrate to the guests its products, promotional gifts, and logos.

Questions:

* What is a firm presentation?
* What can a presentation scenario include?
* What are firm presentations used for?
* What information is usually included into the presentation?