



## CHALLENGES

- Creating a keynote presentation script to impress a senior audience
- Rolling the script out to different presenters in multiple European countries
- Meeting a tough delivery timescale



## SOLUTION

- HN's insight and initiative in developing the presentation theme
- HN's talent for combining structure and storytelling into a thought-provoking presentation narrative
- Copywriting appropriate to the target audience
- Flexible and pragmatic approach to getting the job done on time



## RESULTS

- Successful adoption and localisation of the script by presenters in different countries
- Stimulating debate among delegates in response to the presentation
- Quick production of follow-up material to meet demand

# Talking their language...

...it's not just what you say — it's also how you say it

Any presentation to customers and prospects needs to grab the audience's attention, clearly communicate your messages, and provide plenty of food for thought. Ultimately, you want it to be convincing enough to persuade the audience to turn to your organisation to solve their business problems.

When you're delivering the keynote speech at a high-profile event for a senior audience, it's more important than ever to make sure your presentation is pitched just right. That was the challenge facing Conrad Mills, Marketing Manager in the Global Document Outsourcing division at Xerox, when he was planning the Xerox keynote speech for an international series of events being held in association with market intelligence firm IDC.

## Establishing thought leadership

The events looked at ways of delivering cost savings and innovation in the context of printing. As a leading provider of managed print services Xerox can talk knowledgeably on the subject. But this particular presentation had to deliver something a bit different in order to position Xerox as an authority and a thought leader with the C-level audience.

Conrad found a compelling theme in considering the parallels between the advent of electricity and the move to utility computing and, by extension, managed print services. But he needed help turning this idea into a well-structured presentation pitched at the right level for the audience. A history of successful collaboration on a number of presentations and a range of other projects with HN Marketing led Conrad to turn to them for help.

"When I'm looking for expert copywriting, HN Marketing is my first choice," he says. "I'm consistently impressed by the standard of their work and their responsiveness. Even when deadlines seem impossibly tight, they always manage to deliver on time without compromising on quality."

## ABOUT

Xerox Global  
Document  
Outsourcing

Xerox has been a leader in document technology for more than 50 years and has provided document-related outsourcing services for 25 years. Today outsourcing accounts for more than 40% of the company's business, delivering an annual revenue of \$10bn and employing more than 70,000 front-line staff. Its outsourcing services encompass managed enterprise print services, communication and marketing services, business process outsourcing and IT outsourcing.





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Conrad Mills, Marketing Manager,  
Global Document Outsourcing, Xerox

## A common understanding

An initial call with HN Marketing got the project off to a rapid start, as Conrad explains: “HN grasped the subject matter swiftly and took the initiative to do some research of their own. They came back the very next day to point out a few areas where the parallel didn't quite work and suggest alternative ideas.”

This consultative approach is one of the things Conrad particularly appreciates: “Unlike many other agencies, HN doesn't simply do what we ask without thought. This is a key HN differentiator. I really value the fact that they ask questions and say if they think something doesn't make sense. We always get a much higher quality of end product as a result.”

As Conrad points out, it's not just a question of choosing the right topic: “You also have to talk to the audience in the right way. HN had demonstrated on previous projects that they knew the tone and language to adopt when speaking to a C-level audience, so I was confident they'd hit the right note.”

## Starting in the right place

Once Conrad and HN had agreed on the structure and outline content for the script, HN set to work writing it.

Too often, presenters create a slide deck first and add the speaker notes as an afterthought — if they add them at all. The risk is that the slide content effectively becomes the speaker's script, and the audience simply reads along with the presenter.

HN and Conrad both knew how important it was to first nail down what needed to be said, and let the visuals follow. This approach lets the slides support and extend the presentation — for example, by representing important points in a graphical way or highlighting a memorable quote.

The delivery deadline was tight, but Conrad was confident that the script would be ready in time.

“As is usual with HN, we didn't have to go through very many drafts,” he reports. “That has a lot to do with the fact that they do the work up front to spot any gaps in the brief. Together we fix those before the writing starts, which makes the whole process much more efficient.”

## Convincing the audience

The presentation was used by a number of Xerox speakers throughout Europe, each of whom adapted it to their local language. To help this go as smoothly as possible, Conrad and HN ensured that the language was clear and unambiguous and that the presentation content was universally applicable.

Conrad reports that the script and slides went down well with the presenters in each country. “The local-language versions they've created follow the English source extremely closely, which proves that the structure and content are sound,” he says.

Most importantly, it proved popular with audiences too. Presenters said it stimulated lengthy and productive conversations with delegates, and both presenters and delegates asked for a piece of follow-up collateral covering the presentation topic. Conrad commissioned HN to convert the script into a paper that could be given to attendees — and might also have wider applicability.

The fact that the script was designed to work alone made this conversion a relatively straightforward job. As well as maximising the value of the original piece of work, it enabled Xerox to quickly capitalise on the level of interest the presentation generated among its target audience.

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