Opening

A - ATTENTION
B - BENEFITS
C - CREDENTIALS
D - DIRECTION

ATTENTION  Capture it immediately

BENEFITS  Outline what they stand to gain by listening

CREDENTIALS  Explain why you have the authority to speak

DIRECTION  Draw them a verbal map of the order of play
I wonder how many of you are aware that, by the year 2020, there will be no more room for cars on London’s roads.

Today we’d like to show you how we will capitalise on this fact to use it as a marketing tool for London Transport.

I’m Joe Browne, and for the past three years I have been working on the British Rail account at Saatchi and Saatchi.

Today I’d like to begin by outlining our strategy for the next year’s advertising. I will then talk you through our media plans and conclude by showing you the creative work we have devised for the campaign.