

Vanilla Film Productions

“Using Chris Davidson’s techniques gave us the confidence to present in a more powerful, dramatic and natural way. This definitely contributed to us winning the business and we’ll be using his presentation model again in the future.”

Karen Benveniste, Managing Director

Challenge

Vanilla Film Productions was shortlisted for a prestigious public sector contract, in competition with six other film production companies. The contract was to be awarded to the company that showed additional flair and versatility of talent. Previously, Vanilla Film Productions had often won business through recommendations or reasonably informal meetings with clients. On this occasion, Karen Benveniste knew that a formal presentation would be needed – an unfamiliar approach for the company. With only one day to prepare their proposal presentation, the pressure was on to create a formal, professional and structured approach that conveyed the team’s artistic vision and passion for the project.



Action

Having attended one of Chris’ seminars, Karen and Gaby Koppel (Producer) used their copy of Chris’ pocket guide, *Successful Speaking Secrets Quick Reference*, to formally plan their 10 minute presentation. They wanted to show the client examples from three of their existing films and found the model Chris had suggested very useful, given the presentation’s time constraints. They had confidence in the structure, which had an engaging opening and a powerful call to action as the finale. They used the clips of their existing work as backdrops for personal stories about projects and people they had worked with.

Result

Vanilla Film Productions was delighted to be awarded the contract against stiff competition and has made a permanent change in how it bids for business. Prior to adopting the new approach, Karen was concerned that it might appear unnatural, overly formal, or contrived. In practice both she and Gaby found the new structure gave them confidence to really focus on their topic, allowing them to fully convey their passion and professionalism.

Contact Chris Davidson today and find out how he can help you:

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