

CAMUNDA

CamundaCon

SAMPLE Presentation Outline

Industry trends

February 2025



Deck overview - Industry trends



Are you presenting or thinking about presenting at the next CamundaCon?

This deck outlines the structure and content of a typical 20-minute presentation:

- Introductions
- Company background
- Did you know?
- The undeniable shift in the world
- Winners & losers
- Goals
- Challenges
- What we're doing
- Projected outcomes & impact
- Key takeaways
- A call to action
- Wrap up
- Thank you / Q&A

CAMUNDA

Company name & logo

Presentation title

February 2025



Industry Trends



Introductions



[Introduce yourselves and give a little background on what you do, what you are responsible for.]



Name
Title
Company



Name
Title
Company

Company background

[Provide an overview of the organization, a few relevant stats, logo, and a brand photo - this is an opportunity to promote your brand messaging]

Year Founded

Location

Number of employees

Number of customers

[other relevant stats]

Organization's mission statement

Company logo

Did you know?

[An interesting stat, question, or story related to the topic]



[stat, question, story]

The undeniable shift in the world



[Describe what is happening in today's ecosystem that is creating this trend/topic]

- Supporting fact
- Supporting fact

Winners & losers



[Describe what happens for organizations that embrace/address the trend; and what the consequences would be for those organizations that ignore/don't address it]

WINNERS

LOSERS

Goals



[If you can evolve your architecture, you can achieve these goals / ideal state]

GOAL/
OUTCOME

GOAL/
OUTCOME

GOAL/
OUTCOME

Challenges



[summarize the challenges the industry faces in meeting those goals]

Challenge

Challenge

Challenge

What we're doing



[Talk about your plans to overcome those challenges]

- Project Approach
- Project Goals
- Project Team
- How Camunda can be used to create a new opportunity

Projected outcomes & impact



[As much as possible, quantify the outcomes and tell how they support the goals]

OUTCOME
ROI

OUTCOME
Business Value

OUTCOME
KPIs

The value to the industry and/or company overall (e.g., better customer experiences, faster time-to-value, higher business agility, increased operational efficiency, future-proof)

Key takeaways



[Share insights and details that will be useful to your peers in the audience]

- Takeaway
- Takeaway
- Takeaway

A call to action



[Forward-looking direction for other industry organizations]

- Next steps
- Must-do

[last slide - wrap up]

[One or two last statements to button everything up - ideally, tie this back to your company mission & vision]

- include a quote and/or photo that evokes emotion
- Take the opportunity to include any brand/product links

Company logo

**Opportunity to use a quote here
(customer, thought leader, etc.)**

Thank you!



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Q&A