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Consultants: Conferences

Presentation objectives . . .

Posted by Danny Resnic on Oct 13 '11



Just to reiterate our presentation objectives;

MISSION STATEMENT FOR THE PRESENTATION;

What does our company want to achieve with the presentation? How will the company gain?_____

Participation on the Panel by Resnic and [REDACTED] will provide the ORIGAMI brand, in general, and the OFC specifically, with recognition as condom experts. Participation will also facilitate an opportunity to network with global leaders in the fields of Female Condoms, marketing, licensing, etc._____

OBJECTIVES: Our presentation must advance the company/brand/key personnel and surpass the FC2 Female Health Co., as the leader/authority in the market. _____Develop a presentation strategy that meets these aims. -DR

Discuss this message

**Danny Resnic**

Hi,

None of their workshop topics are that relatable for us. Let's reconsider the title and content somewhat for a better fit with their workshop topics. However, I'd like to propose a more relevant topic suggestion as follows;

Outline cheaper female condoms workshop :

With regard to the focus of this workshop, the **current price of the FC in relation to the male condom is one of the main barriers to usage.**

Whilst the introduction of new market players will introduce **competition** and hopefully bring unit process down, it is expected that the FC will remain too expensive for some populations. Topics in this session could cover:

- (1) changes in manufacturing operations and/or equipment to increase production;
- (2) development and use of alternate, cheaper materials of construction; and
- (3) changes to design resulting in less fabrication or fewer component parts (e.g. elimination of need for attachment of outer ring or separate inner ring/sponge).

(4) Suggested Topic: Female Condom GPS; the global positioning of affordable female condoms in relation to male condoms, and new materials that consider this objective.

Outline research & development workshop:

It has been 20 years since the introduction of the first female condom. Manufacturers have developed new female condoms that are expected to reduce costs and may improve acceptability and function. Presentations may cover:

- (1) studies of the functional performance of new female condoms;
- (2) studies of efficacy of FCs in preventing pregnancy; and
- (3) novel approaches to determining FC functional performance;
- (4) studies of the reduction in incident sexually transmitted infections after introduction of FCs; and
- (5) acceptability (in human use trials) of newly designed FCs.

Posted on Oct 20 '11



Danny Resnic

Also, we can go with a 15 min presentation 9and possibly run a few minutes over, if needed. Let's work onwards 15 mins.

Posted on Oct 20 '11



Danny Resnic

I cut the presentation significantly. Eliminated the entire Coke, brand loyalty aspect. Still needs to be reduced, but I injected more focus on condom materials that could influence cost, without drawing attention to ORIGAMI specifically, except in terms of study data about silicone as a preferred material. Encourages the investigation of new materials that advance the female condom agenda.

Posted on Oct 20 '11
