**Purpose**

Research an **international city** and develop a persuasive, informative presentation.

* Where in the world would you like to travel?
* What is the most exotic city to which you have traveled, or heard of?

Matt Lauer has come down with the flu and won’t be able to travel for his, “Where in the World is Matt Lauer?” *Today Show* series.

Since he is under the weather, NBC wants to audition **you** and a partner will fill in and do the show. Your job is to pick a destination of your choice, become familiar with this city, and **introduce the world** to your city. The only requirement for the city choice is that it be one that is unfamiliar to the public.

NBC is asking all candidates to create a PowerPoint about that city. **The person who creates the best PowerPoint will be chosen to host the next “Where in the World?” show.** While NBC is requiring that the following information and elements be included in each slideshow, NBC also encourages you to add information that you feel would enhance the presentation.

**INFORMATION**

* Demographics—population, life expectance, literacy rates, etc.
* Climate/geography—weather, land, etc.
* History/background—when the city was founded, any interesting historic events taking place there, etc.
* Culture—customs, home life, housing, etc.
* Attractions/points of interest—what one can do while there, museums, activities, etc.
* Economy—currency, exports, imports, etc.
* Travel tips—any information that would be helpful to know when going there for vacation and/or business

**ELEMENTS**

* 10–18 slides (attention getter, title, TOC, body, closing, references)
* Graphic including (but not limited to) pictures of the city, its attractions, geography, table of currency conversion
* Smart art incorporated at least one time
* **Graphical presentation to wow the audience -- no sentence approach**
* When using text, keep the 5 x 5 rule in mind
* Creativity
* Organization and hyperlink demonstrated
* Spelling and grammar correct, consistency in use of capitalization and punctuation
* Basic elements—animation, transitions, music
* Video inclusion is an option – you decide where to add it

**URLs**  **SEARCH TERMS**

<http://www.businessculture.com> Doing business in other nations

<http://www.executiveplanet.com> Guide to international business cultures

<http://www.disordered.org/Travel.html> “Man in a Suitcase” travel tips site

<http://www.getcustoms.com> Getting through Customs

<http://www.internationalist.com/travel> International Travel Links

<http://www.lonelyplanet.com> World Guide to Travel

<http://www.odci.gov/cia/publications/factbook/index.html> World Factbook

<http://www.ricksteves.com/plan/plan_menu.htm> Rick Steves’ European travel tips

<http://www.neewspapers.com/country.htm> Newspaper links to countries

<http://www.lonelyplanet.com/destinations> Select a specific country to visit