Final Presentation (Summative Assessment)

Professional Communications OER: Presentations

# Introduction

In this assignment, you will need to prepare and deliver a presentation following methods you have learned about in the module eText.

Your first step will be to choose one of the scenarios listed below for your presentation, or perhaps your instructor will assign one to you. These scenarios form the basis or purpose of your presentation, so please read them carefully. Once you have analyzed your scenario, determine the main function or purpose for the presentation and then begin the process of developing it. You may want to review the eText sections on developing a presentation strategy for guidance.

Start thinking about the main point in the scenario and identify key factors that you need to address. Plan the information you will need to include into each section of the presentation as you do this.

Research and compile the necessary details, evidence, statistics, etc., that will support your message. Your presentation cannot simply be what “you” believe is a good response. The information you present needs to be accurate and credible based on your inclusion of valid and reliable details. This also speaks to your credibility as a presenter.

Develop a clear plan and delivery strategy. Rehearse and rehearse again so that you are comfortable and commanding in your delivery. Your goal here is not on memorizing but rather developing an intuitiveness with your presentation so that is comes off as being natural and authentic.

Your instructor may provide a grading rubric to help guide you in this assignment.

**Process**

* Carefully analyze the scenario that you will present on and identify the main topics that you will need to cover.
* Develop a “big picture” framework for your presentation using the strategies outlined in the eText. This will help guide your planning and development.
* Plan and outline a logical flow and progression, remembering to include all standard elements of a good presentation. You may want to use the outline template in the eText for this. As you work on this plan, identify any relevant sub-topics.
* Research relevant facts and information to support the main topics and any sub-topics. Remember to use credible evidence.
* Identify presentation aids that you could use to add value to your presentation. Review the key purpose and design elements for creating visual aids outlined in the eText.
* Once you have organized your presentation, rehearse it and get feedback. You should rehearse several times, focusing on timing as well as the logical flow of ideas. Do they make sense to others and not just you? Is your speech clear? Are you speaking at a rate that is too fast? Are body movements and expressions compromising your presentation? These and other key questions will help in preparing for a quality presentation. If it is difficult to have people watch your presentation for feedback, create a self-video and critique it yourself using the techniques from the eText.

**Presentation**

Your instructor will indicate when and where you will deliver your presentation.

You should review the chapters in the eText on developing your presentation style and take time to rehearse. Remember that this is a timed presentation. To be successful, you need to present well and cover all of the expected points indicated in the scenario.

Keep the plan, outline, handouts, and visuals you created as part of your preparation work. Your instructor may want you to submit them as part of the assignment.

**Presentation Scenarios**

Scenario #1

You work for a large company and need to make a presentation to senior management on an technology software tool auditing to monitor the computer use of employees and, in particular, their use of the Internet. The Chief Information Officer (CIO) of the company is making this request and will be attending. He sees monitoring as being critically important in managing employee productivity and wants you to entice other senior managers to also see it as an important tool.

The CIO has posed key questions to be included in your presentation.

* Do other companies do this and if so, why?
* Should your organization do likewise and if so, why?
* Do employees in general consider this an invasion of their privacy? Is this legal?
* What are the advantages and disadvantages of instituting such a monitoring system?
* Based on your research, what conclusions could be drawn?

You will be given a total of 20 minutes to make your presentation including a Q&A session. You will have access to the main board room, which has a large selection of presentation devices, including a computer and digital projector, whiteboards, teleconference equipment, and high-speed Internet access.

Scenario #2

Many companies today use rebates as one of their marketing tools. But are rebates successful? 5

You have been hired as the marketing coordinator for a newly formed company. One of the first tasks assigned to you by the general manager is to evaluate how successful rebate programs are.

He wants to know the advantages and disadvantages of using rebates in marketing for the company and for the customer. Compared to other marketing techniques, how effective are rebates? How costly is it to implement a rebate program compared to other types of marketing tools? To determine if your company should move forward on the rebate idea, the general manager wants you to summarize how successful they have been for other companies. The general manager, VP of finance, and five other managers will be your audience.

You will be given a total of 20 minutes to make your presentation including a Q&A session. The presentation will take place in the company’s conference room equipped with a computer, digital overhead projector, whiteboards, and high-speed Internet access. The room is of moderate size with a large conference table, where all participants will gather around.

Scenario #3

You have been asked to make a presentation on a market study of your city. The purpose is to recommend the two best locations for a sports equipment business. Only one location will be chosen.

The company requesting this study wants basic demographic information (e.g., population, income, age, traffic flow, etc.) which it will use to help predict potential sales volume and repeat business opportunities. Although the business caters to most sports, its primary focus is on fishing and hunting. Therefore, your presentation should also identify the potential for success in these two sporting activities. You are not asked to make a recommendation, but a meaningful conclusion based on factual information is expected.

Your audience will include two regional directors of the company, the new local store manager, and three representatives from the local chamber of commerce.

You will be given a total of 15 minutes to make your presentation including a Q&A session. Your presentation will take place in a rented downtown conference centre equipped with various technologies, including computers, Internet access, teleconferencing, cable TV, and digital projector.

Scenario #4

Because it has seen such a tremendous amount of growth in recent years, the company you work for is faced with a dilemma: should it establish an in-house advertising department or use an agency? You have been tasked with making a presentation to help guide the decision. The presentation will be to the owners of the company.

This is all new to you, so you decide to start by investigating what other businesses in similar situations have done. What are the advantages and disadvantages of each? Which might be the better choice for your company? What main factors for each approach can be compared?

Attending in the audience will be eight company managers, the CEO and two employee union representatives.

You will be given a total of 20 minutes to make your presentation including a Q&A session. You will have access to a room used for employee gatherings which has Internet access, cable TV, telephone, and a computer. Other devices can be made available as necessary.

Scenario #5

A group of mid-sized businesses has hired you to give a presentation on issues related to installing Wi-Fi networking. They have some idea of what Wi-Fi is but are not familiar with the details. They understand that you are not a technology expert but feel confident that you can research and present good basic information on the following: What is Wi-Fi? What are some of the ways Wi-Fi is used in business? Where is it most appropriate to use? What are some advantages and disadvantages that businesses should consider? What general recommendations can you make to businesses considering installing it?

Your audience will consist of about 25 members from local businesses.

You will be given a total of 20 minutes to make your presentation including a Q&A session. Your presentation will take place in a rented conference room equipped with computers, digital projector, sound system, and high speed Internet access.

Scenario #6

There is a long history of student complaints about the prices of books at university and college bookstores. Many students have mentioned web-based booksellers as possible alternatives. As a representative of your student government, you have been asked to make a presentation on the issue of book prices, including using alternative sources of supply.

Your presentation needs to answer the following: What are some alternative supply sources? What about book rental programs? Which is the best alternative for students at your school? You decide to compare these alternatives by considering price, availability, book buyback program, and students’ thoughts about purchasing books. You are not asked to provide a recommendation, but a good conclusion should be included in your presentation.

Your audience will consist of invited students representing each of the academic program areas, the institution’s bookstore manager, members of student government and student services. The total number of attendees could be up to 100.

You will be given a total of 20 minutes to make your presentation including a Q&A session. Your presentation will take place in a large room. Equipment can be made available such as computers and digital projectors; however there is no Internet or cable TV access in this room.

Scenario #7

You have been asked by a new web startup company to help them decide the best form of business organization. This new enterprise is owned and will be operated by two women who each have great technical skills but not much business experience. There is no immediate plan to hire employees. They plan to work full-time on the business and run it from a small office suite in a downtown plaza. One of the women has told you she is very concerned about the potential personal liability the business may have on them. She would like it if her partner would also be as concerned.

Your presentation is expected to address the following: Should they incorporate, consider a limited liability arrangement, a partnership, or perhaps a sole proprietorship? What effect would each of these business forms have on elements of running a business, such as taxes and administrative complexities? their income taxes? Provide information that will help advise them on the best choice, given their circumstances.

Your presentation will be delivered to both women, their two investors who are both contributing startup funds for the business, and a small group of budding entrepreneurs.

You will be given a total of 15 minutes to make your presentation including a Q&A session. Your presentation will take place in a small conference room. Equipment available will include a computer, digital, projector, and Internet access.

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