**Presentation Planning Sheet and Rubric**

**Introduction – Why our products are great**

* Why is our work the best possible product? What makes it great?
* Why should the judges pick our work over others?

**Discuss the target audience**

* Who are our target audiences?
* What makes them our target audiences?

**Why we chose our design**

* Give a basic description of the product:
	+ What does it do? Who does it help?
	+ Why should the investors choose our product / company to help?
	+ What makes it special?
* How does the product fit the personality of the target audience? Or help the target audience?

**Conclusion**

* Conclude with a statement about why your team feels this product is best.

**Take questions from the audience**

**Preparation**

**Divide the speaking parts evenly.**

* For each part, choose the person who is the most knowledgeable about the topic or the person whose speaking ability best suits the part.
* For example, the graphic designer or the lead technologist may be the most knowledgeable about the graphics or layout. For the introduction and conclusion, choose the person who has the best persuasive or sales abilities and a person who is most likeable.
* Sometimes the client will buy from the person they can most relate to, so everyone in the group should put on his/her best personality. You want the client to like you and to like your product. Clients will often not buy a product from someone they do not like or cannot relate to.

**Have a master sheet that lists**

1. **order of topics and**
2. **who is speaking about each topic.**

**Make notecards for each speaker to use during the presentation.**

**Practice your presentation.**

* Work on your timing, and be sure your transitions between speakers are smooth.

|  |  |
| --- | --- |
| **Objective** | **Points** |
| Everyone participates in the presentation | 25 |
| Information is accurate | 15 |
| Each member dresses professionally | 20 |
| Presentation is well thought out and thorough | 25 |
| Q&A answered correctly | 15 |
| Total | 100 |

**Dress professionally for the presentation.**

**Be prepared for questions at the end of your presentation.**