

MARKETING PLAN PERFORMANCE-BASED ASSESSMENTS

ORAL PRESENTATION GUIDELINES

- ✓ Each team will have 10 minutes to deliver their oral presentation. Teams must use digital media (e.g., textual, graphical, audio, visual, and interactive elements) to support their presentation.
- ✓ Teams are responsible for bringing their own laptop and connecting it to the projector during the break between presentations. (An LCD projector with PC-compatible connector cable will be provided.) Teams are advised to do an AV check before the first presentation starts. **Mac computer users must bring their own adaptor.** The event organizers will not be responsible for compatibility issues.
- ✓ Teams must be on standby and wait outside of their presentation room 10 minutes before their scheduled presentation time.
- ✓ Teams must bring the provided name tents to the presentation room and set up the tents in front of each student. Teams should take the name tents at the end of their presentation.
- ✓ Each member of the team must present a part of the plan.
- ✓ Upon completion of the presentation, the judges will conduct a 10-minute question and answer (Q & A) period. Judges will direct questions to each team member. Each member must be able to respond to the judge's question. **Deferring the question to another member is not allowed.**
- ✓ In addition to using digital media, teams may use other props and provide judges with other items to deliver their presentation. However, these props and other items must be reported on the online Prop Approval Form and pre-approved by PACE.
- ✓ Professional dress is required of all team members. See professional attire guidelines for details.
- ✓ Team members will not be allowed to view the presentations of other teams.
- ✓ After all teams have presented in the room, each team will be called back for a feedback session with the judges. Teams should be on standby 10 minutes before the scheduled feedback time.
- ✓ See Oral Presentation Score Sheet and Penalty Sheet for scoring details.