Marketing Presentation

Bison BEST & Wildcat BEST
Kick-Off Session
2013
BEST Program

The competition is comprised of two segments

- Robotics Competition
- The BEST Award (optional)

Note: The Project Engineering Notebook is required along with the robot for the robot competition
BEST Award

All teams are eligible for the BEST Award

Judging is based on five criteria (100 points possible)

- Project Engineering Notebook (30 points)
- Marketing Presentation (25 points)
- Team Exhibit and Interviews (20 points)
- Spirit and Sportsmanship (10 points)
- Robot Performance (15 points)
Purpose

To present information and respond to questions concerning the company’s effectiveness in creating a product ready for market.
The team should view themselves as employees of a company that is marketing their product (robot) to a potential buyer (judges)
The marketing presentation should provide information about:

- Your company
- The engineering team involved in the design and construction of the product
- Why your product is the best one on the market that can complete the assigned task
Guidelines

0 Minimum of 4 and maximum of 8 students actively participating in presentation

0 A small audience is allowed to quietly observe Audience not allowed to ask questions during Q&A period

0 NDSU – Audience is limited to 10 people, with preference given to members of its own team

0 Adults are not allowed to participate, including in setting up or taking down of equipment for presentation
Guidelines

- Representation by student presenters from more than one grade level is encouraged.
- Videotaping/photographing by team representatives will be allowed during presentation, however the person handling the videotaping will be counted in the 8 person maximum allowed. Audience members are not allowed to videotape or take photos during presentation.
- Presentation format is the prerogative of the team.
Equipment

- You will be provided a
  - Computer – with flash drive and CD drive access and Microsoft PowerPoint will be downloaded
  - Projector
  - Projection screen
- Any additional equipment is the team’s responsibility
Time Restrictions

0 Teams should check-in prior to scheduled presentation time at the table outside of the presentation room
  0 Bison – 10 minutes before scheduled time
  0 Wildcat – 15 minutes before scheduled time

0 Order and breakdown of presentation time period:
  0 5 minutes: Set-up
  0 12 minutes: Presentation
  0 5 minutes: Q & A with judges
  0 3 minutes: Break-down and clear room
Time Restrictions

0 Teams not requiring set-up or take down may utilize that time for their presentations (total presentation time up to 20 minutes)

Scenario 1

0 5 minutes – Set-up
0 12 minutes – Presentation
0 5 minutes – Q & A with Judges
0 3 minutes – Break down

Scenario 2

0 20 minutes – Presentation
0 5 minutes – Q & A with Judges
Important Information

0 **BISON BEST** - Each team will be assigned a presentation time slot on Friday, November 1st between 1:00 – 5:00PM

0 **WILDCAT BEST** – Each team will be assigned a presentation time slot on Friday, November 1st between 11:00AM – 1:00 PM
The potential buyer will be assessing the following...

- The company’s design and manufacturing process
- Discuss the technological resources your company used to design and construct the robot
- Marketing strategies to promote product
- The company’s demographics and operations
- Overall quality of presentation and adherence to guidelines
## Score Sheet

**Purpose:** To present information and respond to questions concerning the company's effectiveness in creating a product ready for market. (25 pts.)

<table>
<thead>
<tr>
<th>COMPANY DEMOGRAPHICS, BUDGET &amp; OPERATIONS (5 Points)</th>
<th>Possible Points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company structure and operations</strong> (well-defined roles as company employees/owners/managers, methods of company decision-making, etc.)</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td><strong>Organization of company departments for product development</strong></td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Company demographics</strong> (evidence of diversity – male, female, variety of grades represented, minority involvement)</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Evidence of a budget</strong> (how funds were generated, company expenses, etc.)</td>
<td>10</td>
<td></td>
</tr>
</tbody>
</table>
### DESIGN & MANUFACTURING PROCESS (ENGINEERING PROCESS) (3 Points)

- **Brainstorming approaches, including game strategy evaluation** 10
  
  **Comments:**

- **Analytical evaluation of design alternatives** 10
  
  **Comments:**

- **Effective implementation of engineering process** 10
  
  **Comments:**

### MARKETING STRATEGIES (3 Points)

- **Publicity efforts to inform school and community of company’s effort (e.g. school newsletters, presentations to community and/or school groups, fliers/brochures, posters, press releases, etc.)** 30

### USE OF AVAILABLE TECHNOLOGY (4 Points)

- **CAD or other drawings/Computer programming (easyC, RobotC, etc.)** 20
  
  **Comments:**

- **WEB page development/computer simulations/PowerPoint** 20
  
  **Comments:**
<table>
<thead>
<tr>
<th>QUALITY OF PRESENTATION (10 Points)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Communication skills and professionalism of presenters. Understandable, well organized, prepared.</td>
<td>30</td>
</tr>
<tr>
<td>Comments:</td>
<td></td>
</tr>
<tr>
<td>▪ Met specifications for presentations (time limit, minimum 4 presenters, maximum 8 presenters, set-up and break-down by students)</td>
<td>10</td>
</tr>
<tr>
<td>Comments:</td>
<td></td>
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<tr>
<td>▪ Achieved goal of marketing the company’s ‘product’</td>
<td>20</td>
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<tr>
<td>Comments:</td>
<td></td>
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<tr>
<td>▪ Creativity of format</td>
<td>20</td>
</tr>
<tr>
<td>Comments:</td>
<td></td>
</tr>
<tr>
<td>▪ Q&amp;A quality in responses to judges</td>
<td>20</td>
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<tr>
<td>Comments:</td>
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<tr>
<td>Overall Comments:</td>
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</tr>
<tr>
<td>Total</td>
<td>250</td>
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<tr>
<td>÷10</td>
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<td>÷ 10</td>
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<tr>
<td>Final score: 25 max</td>
<td></td>
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</tbody>
</table>
Tips for Public Speaking

1. Know your material
2. Practice! Practice! Practice!
3. Know the audience
4. Relax
5. Visualize yourself giving the speech
6. Realize that people want you to succeed
7. Don’t apologize
8. Look sharp (but don’t wear distracting clothing)
9. Don’t chew gum
10. Have a back-up plan in case technology fails
Tips for Using PowerPoint

• Don’t read the slides to your audience!
• Don’t talk to the screen – face the judges
• Make your text large
• Choose colors that make the text easier to read
• Use bullet points instead of full sentences
• Minimize movement of text and graphics
• Avoid charts and diagrams that are hard to see
Handling Q&A

- Plan for them...
- Anticipate questions
- Clarify/repeat the question
- Don’t be defensive
- It’s OK to pause and think
- Divide complex questions
Gestures & Movement

- Eye contact
- Smile!
- Facial expressions
- Motivated movements
- Hand gestures
- Avoid distracting mannerisms
Questions?