

Prepared Business Presentations

Tips for Success



How Does it Work?



- Event Check-In
- Time with the judge (includes question & answer period)
- Exit for judge evaluation

Ask Yourself:

- Do I have all of my support materials and presentation aides?

What am I Judged On?

- Every Prepared Business Presentation in the *Delta Epsilon Chi Guide* gives you the EXACT evaluation form that your judge will use.
- Find it. Memorize it. Create your presentation to match that evaluation form.

Business-to-Business Marketing-7/1/2007-6/30/2009

Participant's Name: _____
 I.D. Number: _____
 Participant's Name: _____
 I.D. Number: _____

Evaluation Form

	Little's Concentration	How Expectations	Assets Expectations	Expects Expectations	Judged Points
1. Did the team correctly analyze the problem? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
2. Were short- and long-range goals identified? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
3. Did the team identify potential target markets? (Possible Points 10) ...	D-1-2	3-4-5	6-7-8	9-10	_____
4. Was the proper marketing mix used (price, product, promotion, place)? (Possible Points 20)	B-1-2-4-5	6-7-9-10	11-12-14-15	16-17-19-20	_____
5. Did the team have a clear knowledge of the marketing concept (providing customer satisfaction)? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
6. Did the team show an equal effort in the presentation? (Possible Points 10) ..	D-1-2	3-4-5	6-7-8	9-10	_____
7. Did the team provide evaluation and control procedures for implementing solutions? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
8. Was the presentation well organized? (Possible Points 10)	D-1-2	3-4-5	6-7-8	9-10	_____
9. Did the team use a realistic approach in establishing their marketing/management plans? (Possible Points 5)	D-1-2	3-4-5	6-7-8	9-10	_____
10. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0-1	2-3	4	5	_____

A score of 70 or better will earn the participants a *Certificate of Excellence*.
 Total Judged Points (100 maximum): _____

JUDGE SECTION: A B C D E F G (circle one)

The JUDGE
 For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #4. The participants with the highest scores for #4 with the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 1, 5, 7, 3, 2, 6, 8, 9, 10.

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What Tools Do I Have?

- “Outside” materials, including laptop computers, reference materials, audio and visual aids, etc. may be brought into the competitive event.
- Play to your strengths: if you are musically inclined write and perform an advertising jingle as part of your solution. Whatever you do, BE CREATIVE!
- You control the situation. You tell the judge what role they will play and what decision they need to make; use this to your advantage and set-up the situation so that they have to love everything you have to say!
- Read through the guidelines CAREFULLY so that you are prepared for all possible questions and concerns from the judges.
- Practice, Practice, Practice! Time is on your side, you should be so well prepared you can deliver a high-quality presentation in your sleep.

Dress for Success



- Look the part in order to show your judge the Professional Image that best represents a winner.
 - Wear a suit. Straighten your tie. Be sure that your skirt length is appropriate.*
 - Keep accessories conservative.
 - Always smile!
- * Be aware of your product: if you are doing an advertising campaign for Keebler Cookies... don't be afraid to dress the part. That is still professional, that is appropriate for your presentation.

Mark Your Mark in Competitive Events!

