Name: ..... Section: | | | |

Module 2: Week 6-10

Proposal Presentation & Report

Week 6, Lesson One

Why Market Research is Important for Business

(Info International, n.d.)

Just hearing the term "market research" can make business people feel stressed. However, by understanding what market research is and why this research is important, this anxiety will disappear.

Market research is when a company has focused on an exact target market and it wants to investigate further into the behavior of that target. In other words, it is research into a very narrow group of consumers to find out why they have made specific choices or have particular feelings about a product, place, company reputation, and/or other factors that a business is struggling with.

A target market can be divided into smaller and smaller segments. For example:

Emirati ➡ females ➡ from Abu Dhabi ➡ aged 13-18 (teens) ➡ who plan to study at university.

Finding out about this sample group of people's attitudes, wants, needs and intentions could, for example, help a university in Abu Dhabi to attract more students.

Now examine a real use case of market research implemented by the Walt Disney Company.
How did Disney use market research to solve a problem they were facing?

- In 2005, Disney spent USD 3.5 billion (AED 12,880,000) to open a new theme park, Hong Kong Disney Land *(HKDL)* in 2005.
- In the beginning, it was a failure.
- Between its opening year and 2008, park attendance actually fell 23%.

How did Disney solve this problem of low visitor numbers?
They conducted market research. They surveyed park visitors to discover specific details about their experience at HKDL by formulating the following focus question:

What caused visitors to have an unpleasant experience at the park?

HKDL divided their questionnaire into 6 separate focus areas for their questions:

1. The rides
2. The food
3. Cultural Comfort
4. Employee interactions
5. Facilities
6. Attractiveness

For example, #1: *In general, how long did you have to wait to get on a ride*?

a) 1-9 minutes	b) 10-19 minutes	c) 20-29 minutes	d) 30-45 minutes	+ 45 minutes

After analyzing the data, the three main findings from their surveys were:

1. Guests felt they were not being welcomed properly when they entered the park.
2. Both adults and children felt the waiting lines for food and rides were too long.
3. Mainland Chinese felt their culture was not being incorporated into the park because they have a slightly different culture from Hong Kong Chinese.

Because of these findings, HKDL:

- added extra training for employees,
- extended the opening time by one hour while introducing more discounts during weekdays,
- made themselves more aware of Chinese culture, for example by recognizing important Chinese holidays.

By making these changes, Hong Kong Disney became profitable in 2012.

This is one example of how market research helped a company to solve an existing problem. But, how is market research conducted? The steps on the following page outline how to create useful research that can benefit any company.

Reference

Lake, L. (2016). *Why Market Research is Important to Your Business*. Retrieved from https://www.thebalance.com

Key Business Vocabulary Comprehension

Find the underlined key words in the article above. Write in the part of speech that is used and then match the word with the correct business meaning by writing the letter next to the definition in the answer box. The first one has been done for you.

Key word	Part of Speech	Answer
target market	noun	h
behavior		
consumer		
segment		
sample		
implement		
conduct		
survey		
formulate		
questionnaire		
analysis		
findings		
profitable		
respondents		

Business Definition	
a	to do a detailed study of a market or geographical area to gather data on attitudes, impressions, opinions, etc. by asking a section of the population
b	making money
c	subdivision of a population into groups with similar characteristics such as age, education income
d	people randomly selected to represent the behavior and characteristics of the entire group
e	the action and response of an individual or group to its environment
f	to create something by careful thought and effort
g	the results of a study or investigation
~~h~~	~~a particular section of people at which a marketing campaign is focused~~
i	an examination of information to find cause-effect relationships that can be used to solve problems and make decisions
j	to direct or take part in the operation or management of
k	a buyer of goods or services
l	a list of research questions designed to bring out specific information
m	to begin to do or use something, such as a plan
n	people who answer survey questions

Now choose **2** of the words from the table and use them in sentences.

1. _____

_____

2. _____

_____

Reading Comprehension Questions

Read the article above to answer the questions.

1. What does market research help a company learn?

_____

_____

2. Why did HKDL add extra training for its employees?

_____

3. How did HKDL become profitable in 2012?

_____

Understanding Market Research: Topics for Discussion

1. Consider our Emirati female teenagers from Abu Dhabi. What wants and needs do you think they have that would be useful for a university to know? (*note to teacher: class can be divided into groups and do a mini-presentation on their ideas*)
2. How would Disney have to adapt to open in the U.A.E.? *(note to teacher: in addition to culture, environment should also be taken into consideration)*
3. What are other areas that HKDL could have focused on in their survey? Why?
4. What do you think are some of the questions HKDL asked about each focus area?

Practice Project: Toothpaste

You work for Healthwise PLC. The management wants to know if there are differences in toothpaste choices between younger and older family members. Read the email below, then read the points your team needs to cover.

To: Research Team

Cc: Tara Graham, Marketing Manager

Subject: Toothpaste Customer Survey Project

Dear Research Team,

We would like to see if there are any differences in the preferences of younger customers and older customers who buy toothpaste to help direct new product development in the GCC region. Please carry out the research using the attached survey. You will need to:

- carry out the survey
- collect and analyse the data from all the researchers in your team
- choose 4 of the most interesting and useful graphs/charts
- present the data from these graphs and make proposal(s) supported by the data
- write up the team's proposal in a report supported by the data

The deliverables are as follows:

- first meeting next week – presentation – 2-3 minutes per team member
- second meeting next week - written proposal – minimum of 450 words

I look forward to watching your presentation and reading your proposal.

Yours sincerely,

Shaikha Al Ketbi,
Regional Manager
S.AlKetbi@healthwise.com

Carrying Out a Survey

Each team member must ask a total of **10** people, 5 from Group 1 and 5 from Group 2. Use bar gate marks (𝍸 = 5) to record the responses on the table below.

		Group 1	Group 2
		15-29	**30-45**
2	Which brand of toothpaste are you using at the moment?		
	a) Signal		
	b) Sensodyne		
	c) Crest		
	d) Other		
	e) Don't Know		
3	What flavor of toothpaste do you prefer? (Choose only 1)		
	a) Peppermint		
	b) Cinnamon		
	c) Spearmint		
	d) Other		
	e) No Preference		
4	Who do you trust to recommend good toothpaste for you? (Choose only 1)		
	a) Family member		
	b) Friend		
	c) Dentist		
	d) Other		
	e) Don't Know		

5	Who usually chooses your toothpaste? (Choose only 1)		
	a) Just me		
	b) Me and my husband/wife		
	c) Another family member		
	d) Other		
	e) Don't Know		
6	What is most important to you about your toothpaste?		
	a) Flavor		
	b) Price		
	c) Health benefits		
	d) Other		
	e) Don't Know		
7	What other dental product are you interested in?		
	a) Mouthwash		
	b) Dental floss		
	c) Teeth whitener		
	d) Other		
	e) Not interested in dental products		
	f) Don't Know		

1. Whose answers will go in the grey column? _____

2. Why do you think the researchers want two groups? _____

_____

Interviewing People

(sparkpolicy.com)

You must be polite when you ask your questions. Why?

Think of different ways to do the following.

1. Getting Attention

a. Excuse me.

b. _____

c. _____

2. Identifying yourself (professionally)

a. _____

b. _____

c. _____

3. Making your request

a. _____

b. _____

c. _____

4. Thanking your respondent

a. _____

b. _____

c. _____

(123rf.com)

Now practice with your partner.

Homework

1. Carry out the survey and bring the results to the next class.
2. Bring a laptop to the next class to analyse your results.

Module 2: Week 6-10

Proposal Presentation & Report

Week 6, Lesson Two

Collating the Data

You now need to collate the data from all the researchers in your team.

- Download the excel spreadsheet from BlackBoard called 'CollationTable_Toothpaste'.
- Type in the data from all the surveys completed by your team.

Look at the example below to help you.

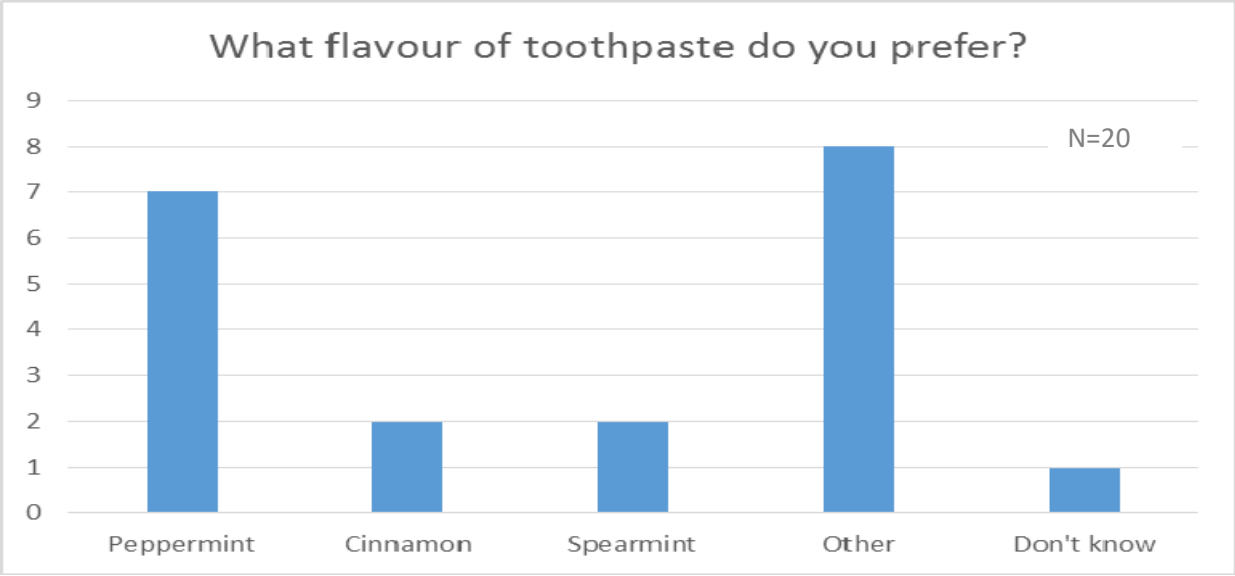
What flavour of toothpaste do you prefer?	Total	R1	R2	R3	R4
Peppermint	7	1	3	1	2
Cinnamon	2	0	1	0	1
Spearmint	2	1	0	0	1
Other	8	3	1	3	1
Don't know	1	0	0	1	0
Total N=20	**20**	**5**	**5**	**5**	**5**

1. Look at the PowerPoint presentation for information on how to create, or generate, pie and bar charts from your data (Week 6, Lesson 2).

2. Look at all the graphs and choose 2 or 3 that have the most interesting and helpful data.

3. Make recommendations for each of the graphs you chose. Use your data to support your recommendation(s)

Here is the bar graph for the table above.



Highlight the analysis in yellow, the support data in green and the recommendations in blue. Look at the example below to help you, then highlight the rest of the paragraph in the same way.

Peppermint is clearly the most popular flavour with 7 respondents choosing it so we recommend that Healthwise continues to produce peppermint toothpaste. However, 8 respondents chose 'Other' as their answer. This is more than the number of respondents that chose peppermint. We recommend doing a further survey to see what other flavours our customers are interested in as this may lead to a new product for our company.

Now look at your own graphs. Analyse the data, then write recommendations with supporting data.

Graph 1:
Recommendation + data support:

_____

_____

_____

_____

Graph 2:
Recommendation + data support:

_____

_____

_____

_____

Graph 3:
Recommendation + data support:

_____

_____

_____

_____

Effective Presentation Slides

Read the information below about planning effective PowerPoint slides.

Apple Inc., 2017

Visuals can help:

- your audience to understand what you are telling them
- you to remember what you want to say next

Remember!
Visuals only give the main (key) points of your speech, **not** every detail.

As you design your slides, think of the following points.

- Use a consistent theme, background, color palette
- Make your color choices carefully … a dark background color and dark font is VERY DIFFICULT TO SEE
- Use a large font size (40+ for titles / 30+ for subheadings / 24+ for regular text)
- Use bullet points, not complete sentences.
- Make only three to five points per slide; if you need more, use two slides.
- Customize your slides. Consider adding your company logo or image to all.
- Give smooth transition between speakers by having a 'spacer' slide come between speakers. By doing this, you avoid having your audience look at a slide too long.
- Keep slides clear and simple
- Avoid overambitious / over-animated / complex visuals

Look at the links below. You can use these to help you to work effectively with PowerPoint.

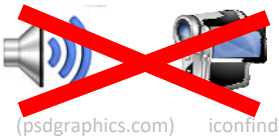
A good how-to resource
http://www.wikihow.com/Create-a-PowerPoint-Presentation

Business designs and templates from international companies
http://www.propointgraphics.com/samples/

"Quite Possibly the World's Worst PowerPoint Presentation Ever" --- here's a good lesson in what NOT to do! >>Play the slide show<<
http://nob.cs.ucdavis.edu/classes/ecs293a-2011-04/presenting/WorstPresentationEverStandAlone.ppt.

Rules for Visuals

As you produce visuals for your presentation, remember:

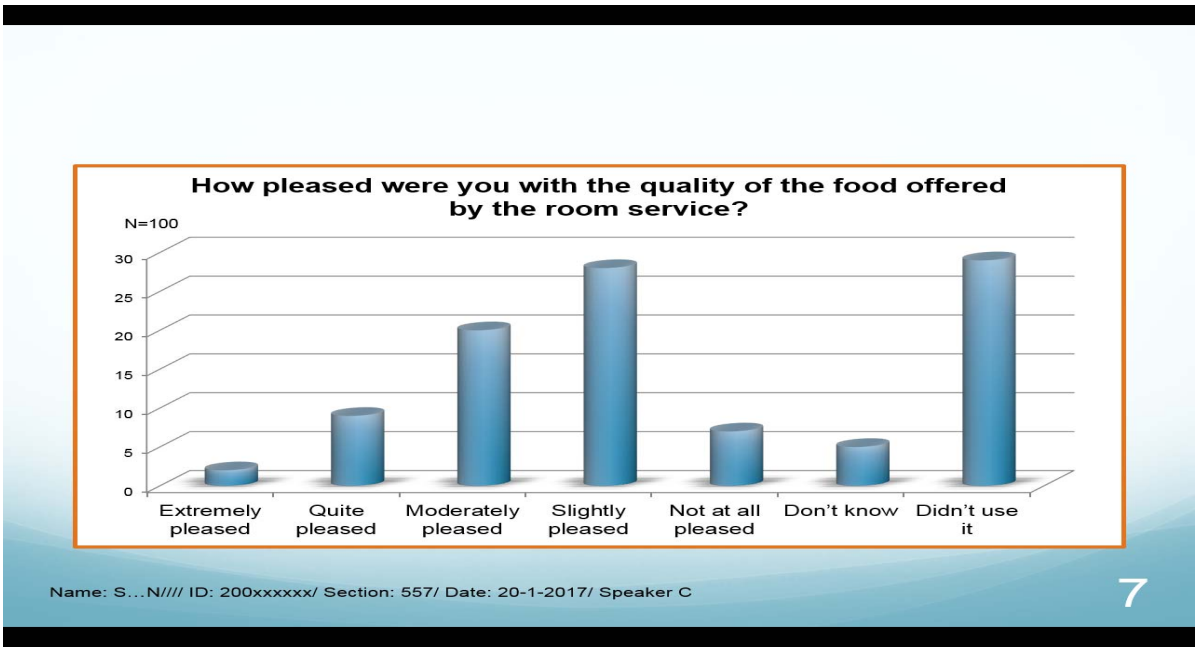
- video and/or audio are not allowed 

- each presenter must show at least 1 slide that is not used by any other presenter (recommended: 1-4 slides)
- visuals should support, not dominate
- you should create your slides in powerpoint, keynote or another slide application
- models or posters are permitted in addition to minimum 1 powerpoint slide
- you are responsible for, and will be scored on, the preparation and clarity for the visuals **you** show, **not** your teammates.

Now start planning your slides for the toothpaste survey. The team will need:

- an opening slide with a title, presentation date, names and ID numbers of each presenter
- 1 contents slide
- 1 business situation slide
- 1 slide with sample population details
- 1 slide showing the survey instrument
- 1 slide for each graph/pie chart
- a 'thank you for listening/any questions?' slide
- a handover slide to show when the speaker will start
- each slide to have a footer with slide number, speaker's name, ID number and presentation date & which speaker they are.

- Look at the example below to help you.
- Look at the list above. What's missing from the example?



Module 2: Week 6-10

Proposal Presentation & Report

Week 7, Lesson One

Each team will now give their toothpaste presentation.

Look at the PowerPoint about Focus Questions.

Focus Question Practice

1. Choose **one** of the companies below.

2. Do some research online to find a possible problem your company has or had, then...

    - Write the focus question (3 parts) – *check the PowerPoint if you need a reminder*
    - Decide on the survey type(s) (and why)
    - Decide on the sample groups (and why)
    - Present your ideas to the class.

For example: (altontowers.com)

1. Company:	Merlin Entertainments Group, owners of Alton Towers Resort, UK.
2. Problem/Situation:	In 2015 there was a terrible accident where customers were very badly injured on one of our rides. Alton Towers Accident Article
3. Focus Question:	How can we rebuild our reputation and win back our customers?
4. Best sample groups?	Parents, teenagers
5. Why?	Parents – to get their ideas and concerns about safety Teenagers – to see what types of rides and entertainment they want and if they have concerns about safety

(techgig.com)

(en.wikipedia.org)

(pullmanvolkswagon.co.uk)

(shoutpanda.com)

(logos.wiki.com)

(fashionweek.com)

(enterpriseasia.org)

(emolument.com)

(bayt.com)

Choose 1 of the above companies then complete the information below.

Company:

Problem/Situation:

Focus Question:

Tick (✓) which survey question type(s) you will use and explain why.

Multiple choice – because _____

Likert Scale – because _____

Scaled Response – because _____

Who will be the best sample group(s)? _____

Why? _____

_____

_____

Midterm Exam Scenario

You and your team work for a **real** company operating in the GCC region. Your company is having problems. You need to complete some market research so that you can make a proposal to the company on how to solve its problem(s).

Your teacher will now give you a list of industries. You and your team need to:

1. choose an industry
2. choose a **real** company from that industry
3. go online and research a problem that your company is having in the GCC region.
4. Each team must choose a different industry.

Homework:

Write notes explaining:

- your industry/company
- problem
- focus question
- be ready to present your ideas next class
-

Remember: This deadline is part of your Midterm exam marks.

Module 2: Week 6-10

Proposal Presentation & Report

Week 7, Lesson Two

Present your company, its problem and your team's focus question to the class (1-2 minutes per student).

Look at the PowerPoint from the last lesson about different types of survey questions.

Designing a Questionnaire/Survey

Once you have written your focus question, you must decide:

1. who the right group or groups are to take your survey – Sample Population(s)
2. what type of questions you will ask.

For your Sample Population:
Decide on the group or groups of people who can help you most with your company's dilemma. If you are asking **two groups** (known as a **split sample**) you must decide if you are asking both groups the same or different questions.

Symmetrical = Asking the **same questions** to both groups.

Asymmetrical = Asking **different questions** to each group.

For example:

For our toothpaste survey we decided that our sample population is teenagers and adults from 15-45.

We wanted to know if there were any differences between these age groups so we split our sample population into two groups and asked each group the **same** questions.

Split Sample – Symmetrical

- 15-29 (Group 1)
- 30-45 (Group 2)

Remember:
If you cannot see if a person fits into your sample population, the first question on your survey **must** be a question to make sure they fit your sample population.

For example:
Because we cannot tell a person's exact age just by looking at them, the first question is:

1. *Which age group are you in?*

Under 15	*15-29*	*30-45*	*Over 45*

- If their answer "15-29", write their answers in the Group 1 column.
- If their answer is "30-45", write their answers in the Group 2 column.
- If their answer is either "under 15" or "over 45", do not ask them any other questions

Three Types of Survey Questions

Multiple Choice

This is when you ask a question and then give a limited choice (3 or 4) answer options.

- Your answer options should be what your team thinks are the most likely answers.
- You always give one option of "**other**" and one option of "**don't know, no preference**, or some other type of phrase that means the respondent has no opinion on the question.

For example:

Which brand of toothpaste are you using at the moment?

a) Signal	
b) Sensodyne	
c) Crest	
d) **Other**	
e) **Don't know**	

Make sure you have enough space to collect the responses for your survey

Likert Scale

These are used to measure opinions or attitudes. In making Likert questionnaires you don't ask a question.

- Give a statement, then ask your respondent to agree or disagree.
- Make sure that your statements are either all positive or all negative.
- Give the respondents a scale of how much they agree or disagree with each statement.

For example:

Toothpaste should always contain fluoride. Is this a positive or a negative statement?

Strongly Agree	Somewhat Agree	Neutral/ No Opinion	Somewhat Disagree	Strongly Disagree

Scaled Response

These questions help you to understand the habits that people have.

- Decide on a range of possible answers.

For example:

How often do you change your toothbrush? Is there a neutral answer option for this question?

> once a month	Every month	Every 2-3 months	Every 4-5 months	Every 6+ months

As you write your survey questions try to think about categories of information that will help you to answer your focus question.

For example:

FOCUS QUESTION:
How can we attract customers to our brand and convince them that they should spend more on our all-natural toothpaste?

ASK ABOUT…

- Habits – What people usually do

On average, how often do you change your toothbrush? What type of question is this?

> once a month	Every month	Every 2-3 months	Every 4-5 months	Every 6+ months

- Preferences – What people like or usually choose

What is your favourite flavour of toothpaste? What should the answer choices be for d) and e)?

a) Peppermint	
b) Spearmint	
c) Cinnamon	
d)	
e)	

- Product Specific Questions

What benefit do you want ____ from your toothpaste?
What word should you put in the question to make sure that your respondents only choose one answer?

a) Whitening	
b) Cavity Protection	
c) Fresh breath	
d) Other	
e) Don't know	

(languagelinks2006.wikispaces.com)

Tips for Writing Good Surveys

- Opening questions should be easy to answer so your respondents trust you and will be happy to help you.
- Questions should follow a logical order with similar questions grouped together.
- Keep questions short and easy to understand/read.
- Keep questions easy to answer, otherwise respondents may give up or stop taking your survey seriously.
- Use consistent scales (e.g. in Likert scale, strongly agree to strongly disagree for all questions).
- Include all possible answers, and make sure you don't repeat any answer options.
- Use consistent word choices and definitions throughout the survey.
- Keep your survey short and to the point, otherwise respondents may give up or stop taking your survey seriously.

Problems with Survey Questions

Look at the 3 questions below. They all have problems. Identify the problems, then correct and/or improve the questions so they are easier for a respondent to answer.

1. How satisfied are you with our product's size and price?

Problem: _____

Better question(s) _____

2. How many times have you changed toothpaste brands in the last ten years?

	1-2 times	3-4 times	5-6 times	>6 times

Problem: _____ **Now repair the question.**

3. What are Colgate's ingredients best for?

Problem: _____

Better question(s) _____

Write your focus question for your company.

_____

_____

_____

Now decide on the categories for you survey.

1. _____ Why? _____

2. _____ Why? _____

3. _____ Why? _____

4. _____ Why? _____

Start writing your questions in the space below. Each team member needs to write 4 questions each, including the choices. Circle the question type and make sure each person in the team chooses different categories.

Q1	MCQ Likert SR	
Q2	MCQ Likert SR	
Q3	MCQ Likert SR	
Q4	MCQ Likert SR	

Homework:

- Bring your 4 completed questions and a **laptop** to the next class ready to choose the 10-12 questions that will help answer the focus question.
- Finish the practice Recommendation Report

Remember: This deadline is part of your Midterm exam marks.

Module 2: Week 6-10

Proposal Presentation & Report

Week 8, Lesson One

Developing your Survey

Keep the focus question and different categories in front of the team when you choose the 10-12 questions that will give the team the most useful information to help answer the focus question.

Choose the most useful questions from the homework, then type out the survey.

Remember:

- Use a large, clear font
- Check spelling and grammar
- Leave spaces to record the answers
- Add a box to record the total for each option

Look at the example below.

3: Which is the most important service for you?		Total
A First Aid		
B Lost children		
C Security		
D Information Desk		
E I don't know		
F Others		

Go to Blackboard and download "Collationtable_template". Type in the survey questions and options so the team is ready to add the collected data. Save the team's collation table as **sectionnumber_productname_semester.** For example: **599_BurgerKing_Fall2017**

Homework:
Bring two copies of the survey per team member to the next class so you can start carrying out your survey.
Bring the collation table with the questions and responses added and show it to your teacher.
Remember: This deadline is part of your Midterm exam marks.

Speaker Roles

***To be clearly informative … GIVE EXPLANATIONS** of what your team's research Focus Question is and what your results mean to your Focus Question.*

TEAM OF 4

Suggestion: how to organize presentation for team of 4.

Speech Content	Possible Visuals	Name
SPEAKER – A >INTRODUCTION • **Team members** & what each will speak about. (Presentation Overview) • **What problem or dilemma** is your company facing in the **Arabian Gulf Market**? • Detail the **Focus Question** • Present and explain **Questionnaire:** o Type(s) of question o Answer expectations	➢ Company ➢ Dilemma ➢ Focus Question ➢ Questionnaire (formatted for ease of reading when projected)	
SPEAKER – B >RESEARCH PROCESS • **Sample Population** • Survey **Times** • Survey **Locations** • Surveying **Difficulties** ***With Rationale***	➢ Sample Population Details ➢ Survey Process Details	
SPEAKER – C >KEY RESULTS • Results that your team find interesting / helpful. Examples of this may be results that are: o Particularly Helpful to Focus Question o Surprising / Unexpected o Requiring Further Research • For each graph you must explain: o Key elements of graph o What results mean to dilemma/focus question	➢ Bar Charts / Line Graphs / or other representation of Results (4 graph only)	
SPEAKER – D >RESEARCH CONCLUSIONS & RECOMENDATIONS • **Conclusions** are what you **know at the end** of your research and what **advice** you are giving the company based on your research. Advice can be to any of the company departments; o Product Development o Marketing o Advertising o Research • **Research Recommendations** for: o Improvements to **current research** o **Future** more **detailed** research	Bullet Lists of: ➢ Conclusions Reached ➢ Current Research Recommendations ➢ Future Research Recommendations	

TEAM OF 3
Suggestion: how to organize presentation for team of 3.

***To be clearly informative … GIVE EXPLANATIONS** of what your team's research Focus Question is and what your results mean to your Focus Question.*

Speech Content	Possible Visuals	Name
SPEAKER – A >INTRODUCTION • **Team members** & what each will speak about. (Presentation Overview) • **What problem or dilemma** is your company facing in the **Arabian Gulf Market**? • Detail the **Focus Question** • Present and explain **Questionnaire:** o Type(s) of question o Answer expectations	➢ Company ➢ Dilemma ➢ Focus Question • Questionnaire (formatted for ease of reading when projected)	
SPEAKER – B >RESEARCH PROCESS • **Sample Population** • Survey **Times** • Survey **Locations** • Surveying **Difficulties** } ***With Rationale*** ***BEGIN* > KEY RESULTS** • Results that your team find interesting / helpful. Examples of this may be results that are: o Particularly Helpful to Focus Question o Surprising / Unexpected o Requiring Further Research • For each graph you must explain: o Key elements of graph o What results mean to dilemma/focus question	➢ Sample Population Details • Survey Process Details ➢ Bar Charts / Line Graphs / or other representation of Results (1-2 graphs only)	
SPEAKER – C ***FINISH* > KEY RESULTS (see above)** **RESEARCH CONCLUSIONS & RECOMENDATIONS** • **Conclusions** are what you **know at the end** of your research and what **advice** you are giving the company based on your research. Advice can be to any of the company departments; o Product Development o Marketing o Advertising o Research • **Research Recommendations** for: o Improvements to **current research** o **Future** more **detailed** research	➢ Bar Charts / Line Graphs / or other representation of Results (1-2 graphs only total of 4) Bullet Lists of: ➢ Conclusions Reached ➢ Current Research Recommendations ➢ Future Research Recommendations	

(wikispaces.com, 2017)

Tips for Oral Presentations

1. Choosing a **Topic**
   - Always choose a topic you are **comfortable** with.
   - Make sure your topic is **easy to research**.

2. Collecting your **Materials**
   - Give yourself enough **time to do your research**.
   - Collect all the data and information you need **in one place** so you can look at it carefully.
   - Think about what **type of information** you are presenting.

3. **Preparing** and **Organizing** your Presentation
   - Check that your points are **logically organized**.
   - Create **speaker notes** in bullet/outline form for use during your presentation.
   - Before your presentation, display your PowerPoint or Keynote slides and **check** that they can be seen clearly and easily from everywhere in the room.

4. **Organization** of the **Language** you will use
   - Make sure you signal to your audience when you are changing from one point to another.
   - Make sure you signal to your audience that you have finished and a new speaker will now continue (handover).
   - Use short sentences so your audience can follow you easily.

5. **Presenting** the Topic
   - **<u>Never</u> read** from a prepared text.
   - **Use notes** to remind you about the information you want to present.
   - Type your notes on cards or use PowerPoint hand-outs.
   - Organize your notes so that it is easy for you to find the information.
   - Make sure to introduce your topic so your audience knows what to expect.

6. **Voice** Level
   - Talk loudly enough so that everyone can hear you, but don't shout.
   - If the room is big, ask if everyone can hear you.

7. **Talk to** your Audience
   - Speak directly to your audience.
   - Use eye contact to build rapport (a connection) with your audience.
   - Make sure you don't keep looking at the same area of the room.
   - Smile, it makes the audience feel that you are confident and gives them confidence in you.
   - Don't read out information from the PowerPoint to them. They already know how to read.

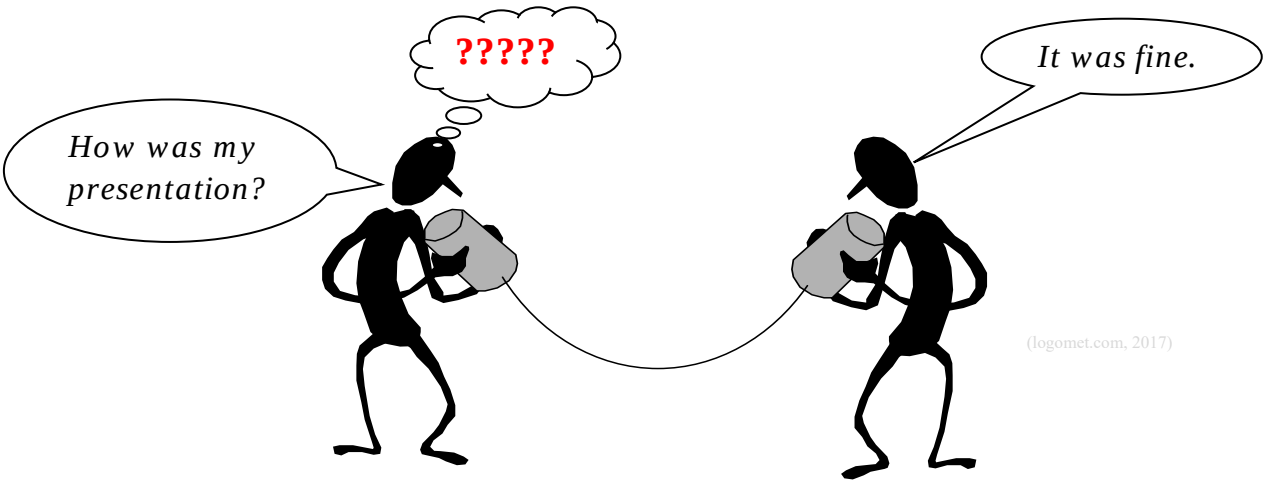
8. **Pronunciation** and **Voice** Control
   - Use **stress** and **intonation** to make your presentation more interesting to listen to.
   - Use **pauses** to make it clear when you are describing important information.
   - Check that you can **pronounce** any unusual words.

9. **Language**
   - Use **simple grammar**
     - to help your **audience understand** the information.
     - so you **don't get stressed** about making mistakes.
   - Take a few seconds to **explain vocabulary** that could be new to your audience, and that they need to understand and follow your presentation.

10. Where to **Stand**
    - **Go early** to the room and decide where the best place to stand is.
    - Check
      - where the screen is so your audience can see your visuals.
      - if your audience can see you from where you want to stand.

11. **Timing** your Talk
    - Every time you practice your talk **time yourself**. This is so you know you are meeting the time limits.
    - Have one person in your team time you and signal when you reach the time limit

12. **Evaluation**
    - After your presentation **ask** your team and colleagues **for feedback**
    - When a member of your team or a colleague finishes giving his or her presentation **give** them **feedback**
    - For **effective** feedback include information about:
        - **Voice**
        - **Gestures**
        - **Slides**
        - **Information** – was it suitable for the audience?
        - Audience **rapport**
        - Anything else that you think might be useful
    - Always give a **positive comment** before you give advice on how to improve your team member's presentation.
    - Be specific with your positive comment. Only saying "that was nice" won't help your team member to do better next time.



Extra Tip

Preparing your Graphs

- Think about what type of information you are presenting.
- Check your material with your team and teacher to make sure you have selected useful and accurate data.
- For data use a;
    - *table to show exact values*
    - *bar-chart or line- graph to show connections between data*
    - *pie chart to compare parts of the data to the whole or to compare one item to another item or items.*