

Presentation Event Judging: A Student Guide

A successful product depends on the effective application of a project management plan. For the purpose of the presentation event, the plan must be presented in a persuasive and credible way.

Presentations are typically given to different groups of people during various stages of product development. These groups may include your product team, managers, other executives, and potential investors and customers. Each group will have its own priorities. This means that you must understand the various groups so that you can highlight the areas that are meaningful to each and present accordingly. In short, you must know your audience and speak directly to them.

To give a credible presentation, you must:

- Look the part by dressing professionally and sound the part by speaking clearly
- Know your facts so that you can present with confidence
- Introduce yourself and your team
- Know your tools
- Include good content and well-designed slides
- Understand what motivates your audience
- Be well prepared. Rehearse until you are so confident in the material that you don't need to refer to notes
- Be able to answer questions completely. If you are unsure what the judge is asking, request that they restate the question or turn the question over to a teammate

The Presentation

Each team has 10 minutes to make a business presentation to a group of judges. The judges should be treated as a team of sponsors who represent key areas of a corporate organization, including, but not limited to, design, engineering, production, finance, and sales and marketing. The presentation will be stopped at precisely 10 minutes. This is why teams are strongly encouraged to rehearse multiple times to ensure they can present the most important information within this time frame.

Presentations will be evaluated on the contents, project planning and change management, organization and visual aids as well as the presenters' delivery, timing and the team's response to questions. The presentation must relate to the car entered into the competition although the actual quality of the prototype itself will not be considered as part of the presentation judging.

To Prepare

Study both the Formula Hybrid Project Management Rules Appendix and video series. The *Appendix: Application of the Project Management Method to Formula Hybrid* and the videos series can be found on the www.formula-hybrid.org. Both resources outline the planning, structure, execution, and analysis of the project life cycle.

We recommend you consult with a professor from your College's business school and collaborate with a business/engineering management student to help create and deliver the presentation for your team.

The Judges

To make the best possible impression on the judges, it is imperative to understand what they will be critiquing and to tailor your presentation accordingly. The following will help you assess your presentation from the judges' perspective.

Questions How well did the presenters answer the questions? Did each presenter participate equally in answering the questions? How well did the answers support the mission for investment?

Graphics How well did the presentation graphics support the topics and objectives? Were the graphics easy to understand? Were there any special touches?

Handouts Were handouts included? If so, how readable and supportive were they? Were they referenced in the presentation?

Presentation If a PowerPoint presentation was made, did the presenters tell a story with the slides, or just read the text from the slides?

Organization How well did the presentation flow from topic to topic? How well suited was the presentation to the objective? How well did the presenters include one another when presenting and when answering questions?

Effectiveness Likeability - Were the presenters relaxed, likeable, believable, efficient, committed to the project, and team oriented?

Demeanors How **passionate, knowledgeable and convincing** were the presenters?

Final note

Even if you have "understudies" observing, it is advisable to videotape the presentation. Share the judges' comments and what you learned from the process with future teams. Include information on your strengths, weaknesses, and omissions to help those replicate areas where you were strong and avoid areas in which the judges noted shortcomings.