

Marketing – Mrs. Mustoe

DICEE Presentation Expectations

2015-2016

This initial presentation will be relaxed and give you an opportunity to practice your presenting skills as a pair. Below are things to consider with regard to how you will be graded for this presentation. Please let me know if you have any questions moving forward.

Dos

- Introduce yourselves as part of your opening statement
- Briefly describe the product or service that you have analyzed for the class.
 - Photos may be used but are not required
- Establish eye contact with the entire group and talk to us throughout the presentation
- Be sure that all members of your team participate in the talking/presenting of your DICEE
 - Tell us what makes your product Deep, Intelligent, Complete, Empowering and Elegant
 - If you think that one or more of the criteria are missing – tell us why
- Prepare what you want to say ahead of time
- Rehearse and be sure that you know what you are saying and what your partner is going to say
- Avoid filler words (Uh, um, like, you know, ok, etc.)
- Close and ask your audience if they have any questions
- Attempt to answer all questions posed with honest answers (even if I don't know is the truth)

Don'ts

- Assume that we know who you are and what your product is
- Read your notes/slides to us
- Have one member do the majority of the talking while the other member sits there
- Skip over one of the DICEE adjectives because you don't think it is valid for your product
- Attempt to present without rehearsing what it is you are going to say
- Use filler words (Uh, um, like, you know, ok, etc.)
- Close abruptly and not tell us the presentation is over
- Make up an answer that is simply untrue just to give an answer to the questions posed