DCI Final Event Guideline

Information and Tips to be well prepared for your Final Event

Digital Career Institute gGmbH

The following document provides an overview about your Final Event and gives you some important tips and best practices. Please note that the attendance at the Final presentation and the corresponding rehearsal is **mandatory** as it is an integral element of your course. Part of the event is a **10 minutes presentation** on your project which you can use to show potential future employers what you have learned during your course.

Don't hesitate to contact your Career Success Manager whenever you have any further questions.

Content:

Guideline on Remote Project Management

As it is currently not possible to meet in person for group works, it is even more important to set up a successful project collaboration within your team. Below are some tips on how to successfully develop your final project in a remote set up.

Important: Presenting an individual project is not possible. Every student needs to join a group of 3-4 team members.

4 Tips for successfully developing your project remotely

1. **Set clear roles & responsibilities at the beginning:** Everyone has strengths and skills which they are particularly good at. Try to divide your project from the beginning into subtasks and divide certain roles. This will prevent duplicate work and help you progress faster in a remote setting. *(Example: Project & time manager, designer, front-/ back-end developer, analyst etc.)*

2. **Keep an eye on the time**: As it is often hard to evaluate how much time something takes, it is helpful to set some milestones within the team at the very beginning to have a plan on when you want to be done with what. Ideally, the project manager also keeps an eye on the time and whether the individual milestones were reached.

3. **Transparent communication and expectation management is the key in team work**: Be open, honest, and respectful with each other and exchange expectations and working styles in the beginning of the project. This will prevent any misunderstandings within the group and guarantee a successful collaboration.

4. **Meet regularly to take joint decisions**: As you are all working in different locations, it is important to regularly check in and share the progress of the different project parts. Based on that, decisions and next steps can be defined together. One approach could be to have daily standups in the morning to discuss the priorities of the day or weekly retrospectives.

👉 **Special tip during Social Distancing:**

Be teammates and be buddies - Don't forget to check on each other's mental well-being from time to time. Caring about each other and not only being in touch with regards to work helps to avoid a lack of responsiveness, motivation and understanding.

Guideline on the Structure of your Presentation

The final presentations mark the end of your theoretical journey at DCI before you start into an internship. Besides showing the details of your project, the objective is to present yourself as well as what you have learned throughout your journey at DCI. If you need some inspiration, you can have a look at former presentations at the [Digital Application Platform](#).

How to structure the content of the presentation

1. **Introduce your project**
   a. What is the idea of your project and the motivation behind it?
   b. Which problems does it solve and what relevance does it have?
   c. What is the USP (Unique Selling Proposition) of your project? What does it differentiate from your competitors?
2. **Present your team**
   a. Show your names and add photos to the presentation (beneficial for the companies to identify you afterwards for networking)
   b. Who had which role in your team? How did you split the tasks and why? (Show the companies where your strengths are and what you are interested in! Maybe they are looking exactly for this skill in their own team or can give you some hints on how to develop further.)
3. **Present a demo of the website/product you created**
   a. Show how the website runs (focus on main functions, not on details)
   b. What are the main features of your product?
4. **Show the applied technologies**
   a. Which technologies have you used and why?
   b. How did you implement the technologies?
5. **Talk about teamwork, challenges & learnings**
   a. What kind of technical and non-technical challenges did you face during the project phase? How did you solve them? (Don't put anyone in a bad light and focus on how you have solved the challenges.)
   b. What have you learned during the process? One idea can be to present one learning per team member at the end.

👉 **Important Info:**
The content and structure of the presentation may differ from the one proposed by us but should definitely include all five main points in bold print. The subordinate points (a-d) are optional suggestions and guiding questions to get inspired from.

Tips to enhance your Remote Presentation Skills

Companies are not only interested in your profile because of your technical skills but also because of your soft skills. In this context, being able to deliver a compelling presentation is an important aspect of your first impression on company representatives.

<u>**5 Tips to improve your presentation**</u>

1. **Practicing is key to success**: Try to rehearse your presentation a few times beforehand to make sure everything works smoothly. You should focus on…
   - 💻 <u>Technical aspects</u>: Make sure you know how to share the screen on Zoom, how to show the functionalities of your project and how to quickly change between showing your project and your slides. (Recommendation: One group member prepares all tabs in advance)
   - 💼 <u>Structure:</u> Make sure you know the most important aspects you aim to say. Writing a script or bullet points might help you to stay focused on the main topics as your time is limited.
   - 📎 <u>Cooperation:</u> Make sure that everyone is familiar with the content of the presentation and knows what the group members talk about and when to change the slides.

2. **Speak slowly but passionate**: As the audience has never seen any of the content you are presenting, it is important to speak slowly and make some pauses for everyone to be able to follow. Giving your audience the opportunity to understand what you are talking about and why you are passionate about it, is the first step to convince them.

3. **Distribution of content**: Please make sure that everyone has the opportunity to attract the attention of the companies by presenting at least one part. In turn, each team member should be actively involved in the project.

4. **Keep an eye on the time**: As multiple groups want to present their project it is important to stay within the given timeframe of 10 minutes, which gives you the opportunity to gently ask the companies for some feedback afterwards.

5. **Be creative and make your presentation vivid:** In order to stay in the mind of your audience, you could for instance use some storytelling, outstanding graphics or convince the audience in your personal humorous way.

👉 **Don't forget the dress code:**
Please make sure to turn on your video and be dressed as you would be for an onsite presentation. The companies don't want to see your lockdown jogging pants. 😉

Guideline on Networking

During the event, you will get in touch with some company representatives. They might provide you with some feedback but you should also be prepared to answer some technical questions on your project. In any case, you should try to keep in touch with the people who are most interested in your project and your profile. Take this opportunity to build up your personal network!

5 Ways to network with companies:

1. **Show interest in the companies & representatives:** People feel usually flattered and develop a better relationship with you if they see that you are interested in them and their project. You can show interest by asking questions referring to the company presentation from the beginning of the event which cannot be answered by a simple "Yes" or "No". You could try for example the following questions:

   "I love playing soccer! That's why the concept of your Start-Up directly convinced me. Could you explain to me which Tech Stack you used to set it up?"

   "I learned from your presentation that you have already gathered lots of experience in Graphic Design. I'm really interested in that field too. Do you have some recommendations on how to develop further?"

2. **Elevator-Pitch:** Don't forget to present yourself again when you are approaching the companies as they have to remember many names. The so-called Elevator-Pitch is a great opportunity to quickly present yourself, your passion, your interests and your goals within only a few seconds. Try to be creative!

3. **Body language:** Your body language reveals a lot about your character. Try to stay natural and to smile even if you are nervous in the beginning. Always think about what you can offer to the companies: Your passion and your motivation is usually worth more than you think!

4. **Icebreaker Question:** If your Final Event takes place partly on "Wonder", every company representative will need to answer a so-called Icebreaker Question before entering the room. If the question is for instance "What is your favourite technology to use?" you could start a conversation in the following ways:

   "I've seen that we have the same favourite technology. I think _____ is a very useful technology because _____. Why is it your favourite one?"

   "____ seems to be a very interesting technology and I have always wanted to learn it. However, I don't really know how to get started. Do you have some tips for me on how to improve my skills?"

5. **Follow-Up after the networking:** If you had an interesting conversation with a company representative, take the chance to contact him or her within the next 72 hours. We are going to provide you with their contact details or you can simply add them on LinkedIn. One example could be:

    "Dear Mr./ Mrs. XXX,
    Thank you for attending our Final Event yesterday. I am very grateful for your Feedback/ the valuable experience you shared with me and I'm already enthusiastic about putting it into practice.
    I hope you have enjoyed our project and I'm looking forward to staying in touch with you.

    Kind regards,
    YYY"

👉 **Special hint for introverted or shy people:**
Sometimes it is hard to start a conversation directly, but don't hesitate to join a small group of people who are already in a discussion. Sooner or later you will get an opportunity where you can make a contribution. Take it, because that's the only way you'll be remembered by the company representatives. Don't forget that they are only human beings too.