

Approach for the Final Presentation

Improving the Grand Prix experience
for F1 viewers at home

S8 Graduation FHICT

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Introduction

The deadline for the project is January 16th and my graduation conference is February 8th. So, I got three weeks to prepare a presentation. Therefore, I won't be able to include the slides of this presentation in my assessment, but I want to at least share my plans for this presentation.

Final Rehearsal

I will present my project twice. Of course during my graduation conference, but also for my internship company and the stakeholder. The presentation for my internship company and the stakeholder can be seen as a final rehearsal for my presentation during my graduation conference. I purposely invited the entire team of TDE with Jan and Ruud from RN365, as these are the people who will be working with the project and the MVP I've built. Therefore, I got the perfect audience that can ask critical questions about my project that could also be asked during my graduation conference.

I will do my final rehearsal on January 24th, during the company visit of Erik.

The goal for my presentation

I believe the general goal of my presentation should be to convince the audience that the product that I've built is the perfect solution to the problem statement as it was documented in the project plan. I want to construct my arguments based on the research I've done and the products I've built during my internship. To keep the presentation interesting for the audience, I won't discuss everything, but keep the topics at a minimum that are relevant for the presentation and assessment of my internship.

Persuasive Communication

As described in the document about Advanced Persuasive Communication Techniques, I explained that I want to apply these techniques during the graduation conference. Therefore, I will rely on the Rhetorical Triangle and the Social Judgement Theory.

The Rhetorical Triangle.

The Rhetorical Triangle relies on character, logic and emotion to influence the behavior of an individual. In the case of my presentation, character is the one presenting, me. I have to take into account what type of audience I'm presenting to, to decide on what tone of voice I will be presenting for example. Logic is the research and conclusions I made and emotion are examples of the problem statement.

The social judgment theory

This involves the opinion of the audience on the topic, or in my case whether the audience believes the product I've built provides the perfect solution to the problem statement or not. I assume that the audience for my graduation session has a neutral opinion on this topic, which means that with some well structured arguments, I should be able to persuade the audience into thinking that the new liveblog is the perfect solution to the problem statement.

Increasing the credibility of my work

I'm afraid that I won't sound too convincing during my presentation. Often when authors try to persuade an audience in newspapers for example, the author introduces himself as an expert on the topic to make the audience trust the author. In the case of my graduation conference, the expert is part of the jury that I have to convince and I'm just a student.

To increase the credibility of my work anyway, I am planning to include a video about my project in my presentation. This small video will contain parts of a small interview with an editor of RN365 where the editor explains how my product is the best solution to the problem statement and revolutionizes the liveblog experience for him as an editor and the liveblog user itself.

Summary

The deadline for the project is January 16th and my graduation conference is February 8th. So, I got three weeks to prepare a presentation. Therefore, I won't be able to include the slides of this presentation in my assessment, but I want to at least share my plans for this presentation.

I'm planning to do a final rehearsal of my presentation during the company visit of my semestercoach Erik. For this presentation I also invited the entire team of TDE and Jan and Ruud from RN365. I believe this audience is perfect for my final rehearsal as these are the people who will be working with the project and therefore can come up with good critical questions for me to prepare for during the graduation conference.

I also want to include persuasive communication techniques to convince the audience that my product is the best solution to the problem statement. I will rely on the rhetorical triangle and the social judgment theory and to increase the credibility of my work, I will introduce an editor of RN365 as an expert on the topic in a video about the project.

Learning Outcome Clarification

- Learning Outcome 2: Situation-Orientation
- Learning Outcome 6: Targeted Interaction

Learning outcome 2 applies for this deliverable as I applied previously acquired knowledge about persuasive communication techniques.

Learning outcome 6 applies to this deliverable as I communicated appropriately with partners to achieve the desired impact, which is to convince everyone that my digital solution is best for the problem statement.