

MSAN 610
Business Communications for Analytics
Presentation #1

To be presented either Wednesday, 9/17 or Friday, 9/19

Topic Proposals due Friday, 9/12, midnight

Outline and/or slide draft due Monday, 9/15, 5pm

Give a presentation on a topic of your choosing (see below on constraints) to the audience of your classmates. Your target time is **four-and-a-half minutes**, with an allowable range of 3:45-5:15. You may also choose your general purpose; either:

- Inform them of the nature of a process or technique; or
- Persuade them that they should use some process or technique in the future (stretch goal)

This should **not** be a personal anecdote or a humorous speech, but does not have to be an analytics-related topic. You may base the presentation on material from a current or past class, a (work or personal) project, or other experience. Some examples are listed below – think of yourself as a professor for the day, but on (almost) any subject matter. There will be two minutes of audience questions after your talk, followed by two minutes of open discussion (not an evaluation – we'll talk more about this in class). Visual aids are optional and can be of any type of your choosing.

As you are deciding on your topic and preparing your presentation, you might want to review the goals you set for yourself at the beginning of class. After you propose your topic, I will respond by approving or suggesting refinements by Saturday at 3pm. After your initial preparation, send your outline, especially including three to five key points supporting your purpose statement and your planned opening; you may send slides if you're using them instead of an outline, but please still send your planned opening. I'll send you quick feedback on this by Tuesday at 3pm.

We will randomly choose who presents Wednesday versus Friday, and the order of presentations each day, but if you want to go the first day, please do volunteer. I will make assignments by Monday night.

When you arrive on the day of your talk, please bring the following supplemental information, printed out:

- A detailed description of the goals/specific purpose for your talk and any contextual information that is not included in above (for example, formality, credibility).
- An updated outline of your presentation (please don't just print your slides!)

Sample purpose statements (some adapted from last year's cohort); all start with "inform the audience about..."

- ... the steps needed to set up a personal web page
- ... the design of the Hyperloop, so they can decide whether they would support the idea on a ballot
- ... how a smart phone measures your heart rate

Topics I will veto include simple things like how to cook a certain recipe, how to tie a knot, or how to swing a golf club.

Grading criteria

Strategy: Were your goals clear? Did you achieve them in an appropriate manner?

Structure: What was the organization of your talk? Was it clear? Did you provide enough detail but avoid jargon? Did you use transitions effectively to move from one point to the next? Did the introduction effectively generate audience interest (why they should care) and provide a preview of the structure? Did your conclusion tell us the key takeaways?

Delivery: Was your verbal delivery adequately varied in pitch and pace to maintain interest and free of distracting filler words? Did you sound enthusiastic and show interest in the audience's needs? Was your nonverbal delivery relatively confident, engaging, and effective? Did you use gestures in a way that was comfortable for you and not distracting to the audience? Did you move comfortably and effectively in the space available to you? Did you make eye contact with all members of the audience? Did you stay within the allotted time?

Visual aids (optional): Did your visual aids enhance the presentation? Did they follow the principles of good design (e.g., were bullet points in a list conceptually and grammatically parallel)? Did you use visuals effectively (e.g., avoid blocking the audience's view of them, interact with them as appropriate)?

Q&A: Did you answer questions effectively?