

Food and Beverage Specialist Communication
Individual Video Presentation Student Guideline

In order to assess your grasp of the principles addressed in the 12 learning modules of the Communication Competency section of the Food and Beverage Specialist program, you are required to prepare and submit a video presentation for evaluation by your instructor. The length of your presentation is at least 10 minutes and no more than 15 minutes. Your task is to prepare the presentation based upon the information you have covered in the course; and, do so within the allocated time frame. It is suggested that you utilize a camera-enabled smart phone or a webcam to record your presentation.

You will be evaluated upon the quality of your presentation (see presentation rubric for further details) including your attire, your organization of the material, your use of visuals and your oral delivery. It will be to your advantage to limit the amount of information to five or six key points that you can effectively demonstrate your mastery of within the timeframe. The structure of your presentation is up to you. Be creative! There are dozens of ways to communicate information and your message. There are an unlimited number of tools available to you so that your presentation is memorable. Make your presentation as creative, interactive and fun as you can, but **DO NOT READ FROM A PREPARED PAPER.**

It is important that you spend time rehearsing your presentation. The more you practice the better you will do. It is also critical that whatever you prepare stays within the timeframe. You will be evaluated on how well you can organize and present a limited amount of information regarding the resource topics of your selection within the allocated time frame. It is not your responsibility to “teach” a class on your topic. You are required to address at least five of the following topics:

- 1) Effective telephone usage and courtesy.
- 2) Effective listening skills.
- 3) E-mail etiquette and ethics.
- 4) Business correspondence and related documents - correct spelling, grammar, punctuation and word choice.
- 5) Leading effective group discussions.
- 6) Use of graphics and other visual media to communicate your ideas.
- 7) Discuss how to communicate effectively with diverse populations.
- 8) Discuss the importance of such interpersonal skills as punctuality, initiative, courtesy, loyalty, and being a team player.
- 9) Discuss the requirement to work cooperatively with team members and supervisors from different cultural backgrounds.
- 10) Identify personality traits important to business.
- 11) Explain the importance of honesty and integrity when dealing with others.
- 12) Discuss the importance of self-management skills.
- 13) Explain concepts of self-understanding, self-esteem, and self-image.
- 14) Discuss the need for respect of the opinions, customs, and individual differences of others.

15)Identify and discuss stress management techniques.

You will also be evaluated on the manner in which you dress for the presentation. Professional casual business attire is strongly recommended. Remember, every point counts.

PREPARING AND MAKING THIS PRESENTATION IS A COURSE REQUIREMENT UPON WHICH THE INSTRUCTORS' EVALUATION OF YOUR COMMUNICATION COMPETENCY WILL BE BASED. THE INSTRUCTOR WILL ONLY USE THE COMMUNICATIONS RUBRIC AS A GRADING GUIDELINE. IT IS SUGGESTED THAT YOU FAMILIARIZE YOURSELF WITH IT PRIOR TO SUBMITTING YOUR VIDEO PRESENTATION.