**C768/D339 Task 3 Template**

**Section A: Email**

Write an email to your peers inviting them to a meeting where you will present a multimedia presentation based on your White Paper.

**To**: [employees@ebay.com](mailto:employees@ebay.com)

**From**: [matt.lorenzen@ebay.com](mailto:matt.lorenzen@ebay.com)

**Subject**: Introducing Zero Trust Architecture at eBay

**Body:** This email is an invitation asking your peers to attend a presentation based on your White Paper. You want people to attend. You should state what the presentation is about, what your peers will get out of the presentation, why they should come, and details for the date, time, and location.

The Information Security team at eBay would like to formally invite you to attend a brown bag presentation on Zero Trust Architecture. On Thursday August 11, 2022, between 10:30 and 11:30AM PT we will be discussing the following in the Grand Courtyard:

* Security beyond the network edge
* Security between on-prem and cloud infrastructure
* Increased trust stability of internal and external applications

We look forward to your attendance, in normal eBay fashion, food, drink, and prizes will be available. We are excited for you and your teams to learn about Zero Trust Architecture.

**A1. Tone & Diction**

Explain how the audience for your email affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your email.

See **Lesson 1.1** for additional information on Tone.

**A2. Industry Jargon**

Explain how the audience for your email affects your use of industry jargon and technical information in the email. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

See **Lesson 1.1** for additional information on Jargon

**A3. Message Timing**

Explain the best time for your audience to receive this summary (message timing), the level of privacy (message sensitivity), and the message classification (who should receive your message).

See **Lesson 3.1** for additional information on Timing, Sensitivity, and Classification

**Section B: PowerPoint Presentation**

Create a PowerPoint with at least 5 slides based on the information in your White Paper. The PowerPoint must have a Title slide. Two of the slides must contain visual elements such as pictures, graphs, or charts. Make sure you cite and reference material according to APA style requirements.

**B1. Slides & B2. Visual Elements** (this checklist will help you determine that you are meeting sections B1 and B2 in the rubric)

**Checklist for the PowerPoint Slides**

* Do you have at least 5 slides?
* Do you have a title slide?
* Do you have a preview of the main points (an agenda slide) that tells the audience what you will be talking about?
* Do at least 2 of the slides have visual elements (such as charts, graph, or photographs)?
* Did you include appropriate references and citations for any information that should be attributed to an outside source?
* Do you have enough material to cover a presentation that will be at least 5 minutes but not over 10 minutes?

**After you finish the PowerPoint Presentation, complete the following:**

**B3. Audience and Tone**

Explain how the audience for your presentation affects your tone (attitude or feeling conveyed, such as enthusiasm) and diction (word choice, formality, or purpose for writing) in your presentation.

**B4. Audience and Jargon**

Explain how the audience for your email affects your use of industry jargon and technical information in the email. (List any terms that are specialized jargon). For each use of jargon or technical term, explain why you did (or did not) include an explanation or definition for your audience.

**Section C: Panopto Presentation** (Make a Panopto video that shows you delivering the PowerPoint presentation based on your White Paper.)

**Checklist for Panopto Recording**

* Discuss **all** key arguments in your white paper
* Include all the slides from Part C (minimum of 5 slides)
* Verbally discuss your visuals and give credit to the source
* Verbally cite all sources when used: “According to Smith in 2022...”
* Make sure your microphone works before recording
* Make sure you and your slides are part of the video recording.
* Check the length of your presentation (5 to 10 mins)
* Submit the **viewing link** for your Panopto URL
* Verify the link you submitted goes directly to your Panopto video
* Include all references used in Task 3 in Section D of this document
* Upload this document to the submission space too!

**Section D: Sources**

Please provide the full reference list entry for any outside information used. Any information you use from an outside source (whether directly quoted, paraphrased, or summarized) should have both an in-text citation at the end of the sentence where you quoted, paraphrased, or summarized, and a reference list entry in this section. A reference list entry should include the following 4 items in this order:

1. Author (or organization as author)
2. Date (or n.d. if no date)
3. The title of the article or book
4. The publication information (if a website, the direct URL link; if a book, the publisher name and city; if a journal article, the name of journal, volume, issue and page numbers and/or the doi link)

**Section E: Professional Communication**

Please review your submission, checking for spelling and grammatical errors before you submit. For more information and help with professional communication see this [Professional Communication Resource](https://cm.wgu.edu/t5/Writing-Center-Knowledge-Base/I-Need-Help-with-Professional-Communication/ta-p/23355).