**C768 Task 3**

**Section A: Email**

Write an email to your colleagues inviting them to attend your multimedia presentation of your White Paper.

**To**: All\_US\_BFIN

**From**: andrew.bright@bfinsolutions.com

**Subject**: Join me in the Town Hall for our new Infra changes!

**Body:**

Good Morning BFIN Associates!

I’ve had the honor of creating and presenting a slideshow today during the BFIN town hall to discuss the proposed changes to our Infrastructure! I’ll be discussing Infrastructure as Code and Containers, and how implementing these methodologies will revolutionize how we work here at BFIN.

Join me today during the town hall at 10:00 AM CST on our company-wide Zoom call. I’ll be glad to see you there!

Thanks,

Andrew Bright

BFIN Infrastructure Team

[andrew.bright@bfinsolutions.com](mailto:andrew.bright@bfinsolutions.com)

@abrig on Slack

**A1. Tone & Diction**

The target audience for this email would be all US-based associates for BFIN. Because of this, the **tone** chosen for this email is more informal to be personable and welcoming of the presentation. The **diction** chosen for this email is meant to come across as plain and easier to read, and to convey excitement for the town hall and presentation presented.

**A2. Industry Jargon**

Since the audience chosen are all US associates, **jargon** is limited to simplistic business terms and meant to be plain and easily understood. The audience contains employees at all levels and the email is meant to be plainly understood by all.

**A3. Message Timing, Sensitivity & Classification**

The audience chosen for this email are all associates based in the US who will be attending the town hall. The **message timing** will be that this email is to be sent a few hours before the town hall, at the beginning of the day, to prepare the audience for the proposed presentation. Since this email is containing information regarding infrastructure changes, the **sensitivity** and **classification** would be considered confidential and internal. This email is not meant to be read by anyone outside of the organization.

**Section B: PowerPoint Presentation**

**Important! Sections B1 & B2 are completed in PowerPoint. Sections B3 & B4 are completed in this Word Document.**

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 & B2 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 slides have meaningful visual elements (such as charts, graph, or photographs)?
* Did you include complete reference entries and citations for any statistics, definitions, etc. used from outside sources?
* Do you have enough material to speak for 5- to 10-minutes?

**After recording the Presentation, complete B3 & B4!**

**B3. Presentation Diction & Tone**

The audience chosen for this presentation are all associates who attend the town hall, which is held during US business hours, and contains all US associates. The **diction** chosen is meant to be relatively formal in tone to present the changes and reasoning behind them. The **tone** chosen for this presentation is meant to convey friendliness but maintain a professional level of presentation to explain the processes proposed.

**B4. Presentation Jargon**

As the audience here are all that are joining the town hall, **jargon** is kept to a minimum and meant to contain business terms and terms that apply to the solution presented. The audience present are all employees at all levels, so the content presented is meant to be easily understood by anyone within the presentation.

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

[Video: Using Panopto Capture with PowerPoint & Video](https://wgu.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=11fefc8e-18d1-43f3-a1a9-af190144f844)

**Checklist for Panopto Recording**

* Make sure your microphone works before recording
* Make sure you and your slides are part of the video 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...”
* 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 & Panopto URL 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)

Events & Presentations. Donnelley Financial Solutions - Events & Presentations. (n.d.). Retrieved January 31, 2023, from <https://investor.dfinsolutions.com/events-and-presentations/default.aspx>

*What is a container?* Docker. (2022, December 9). Retrieved January 31, 2023, from <https://www.docker.com/resources/what-container/>

Images sourced from <https://www.freeimages.com/>

Gantt chart generated at <https://app.teamgantt.com>

**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).