

Presentation Progress

How did I progress with presentations during the semester?

Sprint 1: the presentation with Blik was the first real presentation done during the one halfway through the sprint.

Checkpoint 2 20-09-2024 📄



Kock, Yoshua Y.G. 4 months ago

The content the group has is a lot of work in progress, from logos, color and content strategy. Should keep in mind that team building is not the only important factor when it comes to the target group to engage and wanting to contact Blik. It's good that we are getting insight with colors and imagery from the target group in surveys and interviews but also consider contact the Blik team for their input as well, especially before the final presentation. Presentation wise, it's best to have only two members up to give the presentation to Blik, especially the members who are more comfortable with that. We gave our future plans and promised to have the final designs ready based on target group and Blik's feedback before the final presentation

From Anke, she could tell that I am not comfortable being up and front.

Checkpoint 6 final presentation branding 04-10-2024 📄



Kock, Yoshua Y.G. 3 months ago

Our client's side: Regarding our whole presentation on the brand guide and website prototype, a lot of compliments were given on the social media strategy, logo and font. Only at footer of the website, where the second logo placement is, there were remarks on it being too small. For the colors, there are a lot of use of different shades of our chosen green colors, which our client thought of being too busy. Questions regarding the social media posting schedule and color detail of the logo were answered, clarifying the strategy on posting twice a week on Instagram and Facebook and once a week on LinkedIn, for the color on the logo it was regarding the yellow color on the lightbulb which the client was wondering if that yellow is part of the chosen color scheme in which we answered that it is not but there are versions of the logo we offer which it comes in the pure sea salt white color or even the jet black color.

Anke agrees with most of our client's remarks, the ones she had were for the following members:

-Isa: Instead of saying that certain elements could be changed within the design choices, I should've said that at this point in time, the design choices we made were the best ones to go for currently. The rest seemed fine.

-Yoshua: There were slides where it was me reading the texts on screen but she would like me to challenge myself as the parts were it was me openly talking she sees potential that I can do presentations without so much screen-help.

And during the final presentation with Blik, I was somewhat better but reading too much on screen. Anke said I had potential to be a speaker.

Sprint 2: The halfway point with Monk went well. Only a lost for words when a good amount of the ideas we had fell off. I was getting more comfortable here.

Checkpoint 2 17-10-2024 📄



Kock, Yoshua Y.G. 3 months ago

We presented our concepts to Monk, in which the one for demo days left a mark. Though demo days was the one Monk found more interesting, most of our concepts seem like marketing stunts. The posters are also something we could change as Monk thought it would be unsafe for people to climb up to get to the outdoor posters and for those who might get distracted at the indoor posters. Most importantly Monk made it clear that we should go for concepts that make them the pioneer for outdoor bouldering equipment for Monk's current members instead of aiming to get new people in on it. We are going to make changes to our existing concepts, or even brainstorm more, to aim at Monk's current members that will work in the long-term instead of stunts.

Monk was not present for this sprint's final presentation so we did the presentations in front of Dirk and Pennie. I did not get any criticism of my performance so I do believe I am decent now compared to the beginning as I don't forget my stuff anymore.

Checkpoint 6 Dirk & Pennie - Presentation (WK10) 11-11-2024 📄



Kempen, Lucas L.M. van 2 months ago

We gave our presentation for the teachers today for extra feedback. They think the poster should also be visible for colour-blind people. Also it would be a good idea to assign a colour to a product, so we can match the poster with the website colour. For the website we need to think if the text is necessary and the yellow words now seem like links. Max needs to learn his part out of his head, instead of reading from his phone.

Sprint3: This was most

Partner: Jerryl

Presentation topic: weight loss

- My progress from January to now
- The falloff and comeback/a rollercoaster of a journey (from 120kg to 75kg to 100kg to now 81kg)
- It is not super difficult, only difficulty is consistency
- Most important part: Diet

- Diet: You don't have to starve yourself, you don't have to leave what you like out of it (count calories and low calorie alternatives)

- Your own cooking > thuisbezorgd (excluding kebab ofc)

All the above here were notes to keep in mind for my pitch.

Time: 1:58 min

(I kept up with the time restraint well and knowing what I should keep and leave in my presentation)

Feedback:

-My voice is soothing apparently, my volume is also good for presentations.

-My storytelling needs bit more work

-I stumble on my words a lot, i should stop saying "uh" between my sentences. I'll have to hear myself back in a recording.

-Eye contact and body language needs work on being more comfortable

This was the feedback I got from JerryL. Not bad at all. Compared to the beginning, I have changed.

Sprint 4: The final presentation with Monk and it went well. Monk loved the ideas and plans we brought up for them. I have completely changed since the start as I can keep up the pace and don't stutter often.

Checkpoint 7 final presentation Monk 09-12-2024



Kempen, Lucas L.M. van a month ago

Today we gave 2 presentations to Monk. The first presentation was about the marketing campaign we created for Monk. It was hard to give the presentation after a long time again but it went pretty good. Monk gave us compliments on understanding the assignment correctly, and creating a clean and understandable marketing strategy. They also liked that we still went for TikTok's concepts even though they said they didn't want it. They liked that we did it anyway because the concepts were thought out of putting them as the expert. They also liked the demo days a lot, and they said they were going to do at least 1 in the Monk Gym.

Reflection

This shows my progress in my presentation skills and I'll say I did fantastic. The beginning was the frustrating part but overtime I have gotten more confident I noticed.