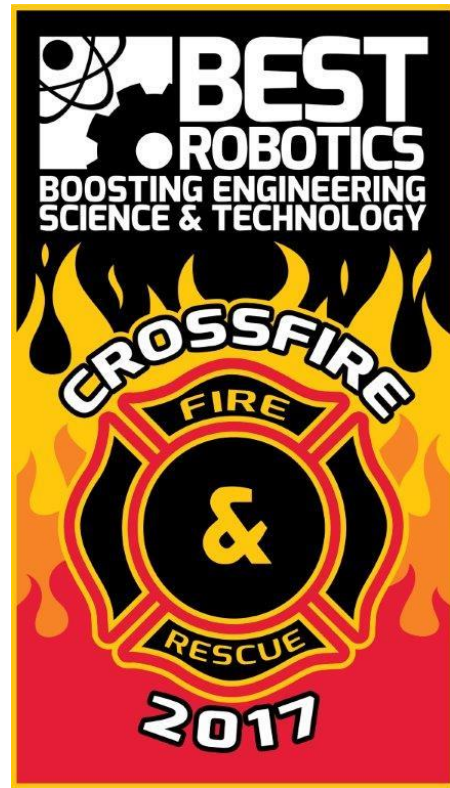


# 2017 KANSAS BEST BREAKOUT SESSIONS

## Marketing Presentation

*Dr. Don Brushwood*

*September 2, 2017*



# MARKETING PRESENTATION OVERVIEW

## Contents

- Purpose & Scheduling
- Presentation Guidelines
- Location & Time Allocation
- Evaluation Criteria
- Engineering Process
- General Advice (Do's & Don'ts)
- Summary



# PURPOSE & SCHEDULING OF PRESENTATIONS

- The Marketing Presentation should highlight:
  - The team's organization structure and demographics
  - How the design & manufacturing processes coupled with technology relate to your brand and have benefitted the product
  - The breadth, approach and impact of marketing efforts
  - Your team's ability to engage the client, negotiate and close the sale
  - Your team's preparedness and ability to respond to questions
- Each team's presentation will be:
  - 25 minutes in length (including setup and breakdown time)
  - On **Thursday, October 12<sup>th</sup>** or **Friday, October 13<sup>th</sup>** (9am – 5pm)
- Each team competing for the BEST Award must sign up for a presentation time slot **no later than Friday, September 22<sup>nd</sup>**



# PRESENTATION GUIDELINES (1/2)

- A minimum of 4 students must actively participate in the marketing presentation
- A maximum of 8 representatives from the team may be in the room
- Student presenters from more than one grade level, gender, etc. is encouraged, & will be taken into account during scoring (diversity)
- Adults may be present in the room as observers, but they are not allowed to participate in the presentation
- All team members (students, adults, mascots, etc.) in the room will be counted against the maximum of 8 representatives allowed
- Videoing & photography by team representatives is permitted, but they also count against the maximum number of 8 people allowed



# PRESENTATION GUIDELINES (2/2)

- The presentation format is the prerogative of the team
  - Teams may provide judges with a 1 page, 2 sided paper handout (8½" x 11"). No other giveaways or product samples are allowed.
  - WSU will provide the following multimedia equipment for all teams:
    - Computer with PowerPoint (Microsoft Office\*)
    - Projector & Screen
  - All other special needs are the responsibility of your team
  - Failure to identify unique requirements during registration (prior to the September 22<sup>nd</sup> deadline) may result in delays during set-up during your presentation window – *please plan ahead*
- \* Presentations should be compatible with Microsoft Office suite of tools and be loaded on a flash drive (*best option*), or accessible via the cloud



# LOCATION & TIME ALLOCATION

- Team check-in and staging will be in the lobby of the Experiential Engineering Building near the presentation room (#164)
- Teams should check in at least 15 minutes prior to their time slot
- A *proposed* time allocation for the 25 minute presentation is:
  - Set-up: 2 minutes \*
  - Presentation: 16 minutes
  - Q & A with Judges: 5 minutes
  - Break-down and clear room: 2 minutes \*
- Time will be scheduled between team presentations to allow judges to finalize comments and team scores

**PRACTICE**

- \* Note: Teams not requiring set-up or break-down time (or less than proposed, above) may utilize that time for their presentation (for a maximum of up to 20 minutes)



# EVALUATION CRITERIA (1/4)

- Presentations will be evaluated with consideration to:
  - Introduction to the Company and Quality of Presentation
    - Company Structure & Operations (well-defined roles, responsibilities...)
    - Organization of company departments in support of product development
      - CEO or Team Leader
      - Manufacturing
      - Marketing
      - Engineering / Design
      - Test
      - Accounting
    - Company Demographics (evidence of diversity)
    - Evidence of a company budget and a spend plan (e.g., cost predictions, funds raised, allocations of monies, etc.)
    - Quality and creativity of presentation format and content
    - Team preparedness, professionalism and communication skills

**PRACTICE**



# EVALUATION CRITERIA (2/4)

- Presentations will be evaluated with consideration to:
  - Criticality of the Design and Manufacturing Process
    - Brainstorming approaches, including game strategy evaluation
    - Analytical evaluation of design alternatives (down select criteria, scoring...)
    - Effective implementation of Engineering Process
      - Design (models, analyses, sketches)
      - Build (methods, tools)
      - Testing and improvements to the robot design & functionality
    - Explain how design, manufacturing process, and the use of technology relate to your company brand and benefit the product
    - Highlight the factors that separate your product / brand from the competition

**PRACTICE**





# EVALUATION CRITERIA (3/4)

- Presentations will be evaluated with consideration to:
  - Marketing Strategy and Positioning
    - Well defined strategy and diversity of outreach
    - Data Gathering: knowing your targeted audience (school, community)
    - Publicity efforts to inform audience of their product & brand
      - School newsletters, fliers, brochures, posters
      - Social media (website, Facebook, twitter)
      - Use of storytelling & testimonials
      - Recruiting of current and future team members
    - What was the impact of your outreach – was it effective?

**PRACTICE**



# EVALUATION CRITERIA (4/4)

- Presentations will be evaluated with consideration to:
  - Closing the Sale
    - Successful marketing of your team's product
      - Explain how your product delivers the *best* solution
      - Why your product is *better* than the competition's product
    - Team's connectedness and engagement with the client (judges)
    - Did you ask the clients to purchase your product or make an investment?
    - Your company's ability to negotiate and confirm the next steps (process)
    - Quality and depth of answers when responding to questions from judges
    - Ability to demonstrate how BEST has been a positive experience

**PRACTICE**



# ENGINEERING PROCESS

- Define the Problem
  - Read the Rules (more than once) and follow Q&A message board
  - Determine all requirements (dimensions, height, weight ...)
  - Research similar designs
  - Inventory resources available to your company (kit parts, tools, abilities ...)
- Brainstorm Strategy and Design Possibilities
  - Evaluate the scoring opportunities & probable design approaches
  - Analyze several design alternatives – be creative, no wrong answers
  - Select strategy & down select to a Preliminary Design Configuration
- Execute Preliminary Design
  - Sketches & models / Analyses / Programming
- Build prototypes & Test (be safe!)
- Use test results to modify the design & retest (iterative process)
- Document the process & the decisions made (basis of notebook)
- “Deliver” the Product



# GENERAL ADVICE – *Do's*

- Start with team introductions (i.e., name & role of each person)
- Keep eye contact with your audience, not the floor or the screen
- Be prepared and cover all evaluation criteria
- Speak like you're interviewing for a scholarship or an important job
- Consider sharing the speaking responsibility
- The team should dress for the role – be professional
- Include pictures, drawings, a mockup or your actual robot
- Highlight factors that differentiate your product from the competition
- Consider using a brochure or handout (8½" x 11")
- Be innovative, creative, and enthusiastic while *selling your product*
- Practice, practice, practice



## GENERAL ADVICE – *DON'TS*

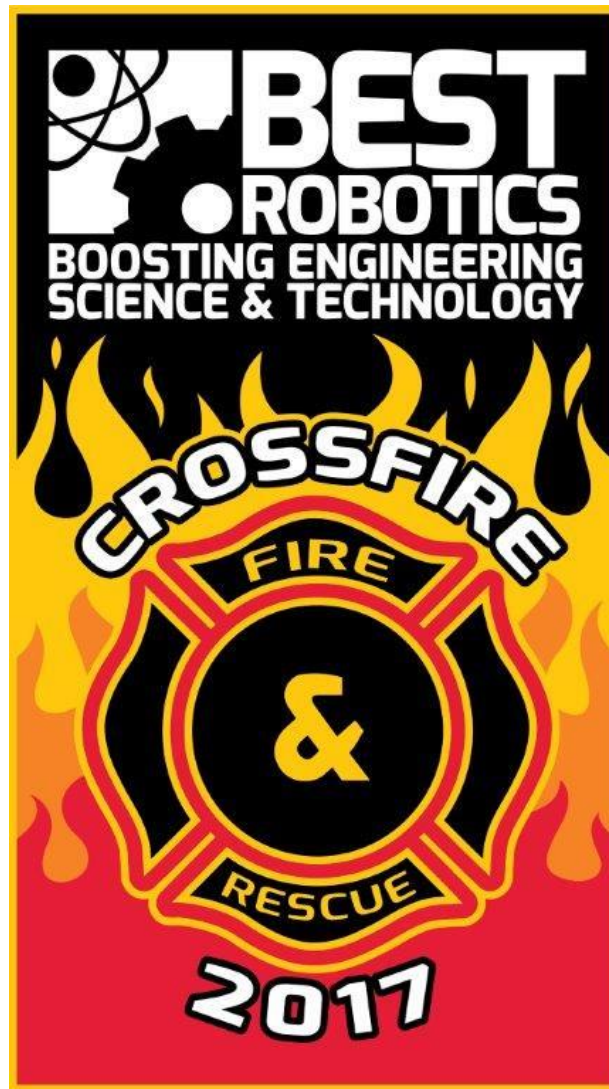
- *Don't* read the presentation - if notes are needed, put them on note cards or a 2<sup>nd</sup> laptop
- *Don't* speak too fast during presentation – maintain a steady pace
- *Don't* lose track of time – practice as a team (often)
- *Don't* forget the Engineering process – it's central to this competition
- *Don't* forget to ask if the judges have any additional questions at the end – *remember they get the last 5 minutes*
- *Don't* get too carried away with special effects that detract from the team or effectiveness of the presentation
- *Don't* wait until the last week to start developing your presentation



# SUMMARY

- Today we've covered:
  - Purpose of the presentation & scheduling
  - Presentation Guidelines
  - Location & Time allocation
  - Evaluation Criteria
  - Engineering process
  - General advice (Do's & Don'ts)
- Select presentation date & time slot no later than Sept. 22<sup>nd</sup>
- The BEST Award is the most prestigious of this competition & the Marketing Presentation is a key element (25%)
- If you follow the Engineering process, document your results, understand the evaluation criteria, and practice, ***you will do great!***
- Thank you for your participation and ***good luck!***





QUESTIONS?

## 2017 Marketing Presentation Score Sheet (1/4)

**Purpose:** To present company's marketing brand and positioning; to respond to questions concerning the company's effectiveness in creating a product ready for market; and to close the sale. (25pts)

Scoring Sections	Possible Points	Points Awarded
<i>Introduction to the Company and Quality of Presentation</i>		
Team introductions with names and roles; company overview of number of employees across departments; team demographics; brief budget overview	8	
Storytelling was used and was effective.	10	
All members of the team were professional and prepared.	5	
Quality of visual presentation	7	
Introduction/Quality Total	30	
<b>Comments:</b>		





## 2017 Marketing Presentation Score Sheet (2/4)

Scoring Sections	Possible Points	Points Awarded
<b><i>Brand Promise</i></b>		
Defines the tangible benefit that makes a product or service desirable.	40	
Explains how design, manufacturing process, and use of technology relate to the brand and the benefit	35	
Identifies factors that differentiate your brand and product from the competition	25	
Discussion of how the team used the factors above in their marketing	20	
<b>Brand Promise Total</b>	<b>100</b>	
<b>Comments:</b>		



## 2017 Marketing Presentation Score Sheet (3/4)

Scoring Sections	Possible Points	Points Awarded
<i>Positioning</i>		
The outreach strategy is well-defined and includes diverse audiences.	15	
The team gathered data about their audiences.	8	
The team articulated the impact of their outreach.	5	
The team used storytelling or testimonials.	10	
The materials are professional and in brand.	16	
Original infographics were used (vs. only charts).	4	
<b>Positioning Section Total</b>	<b>50</b>	
<b>Comments:</b>		



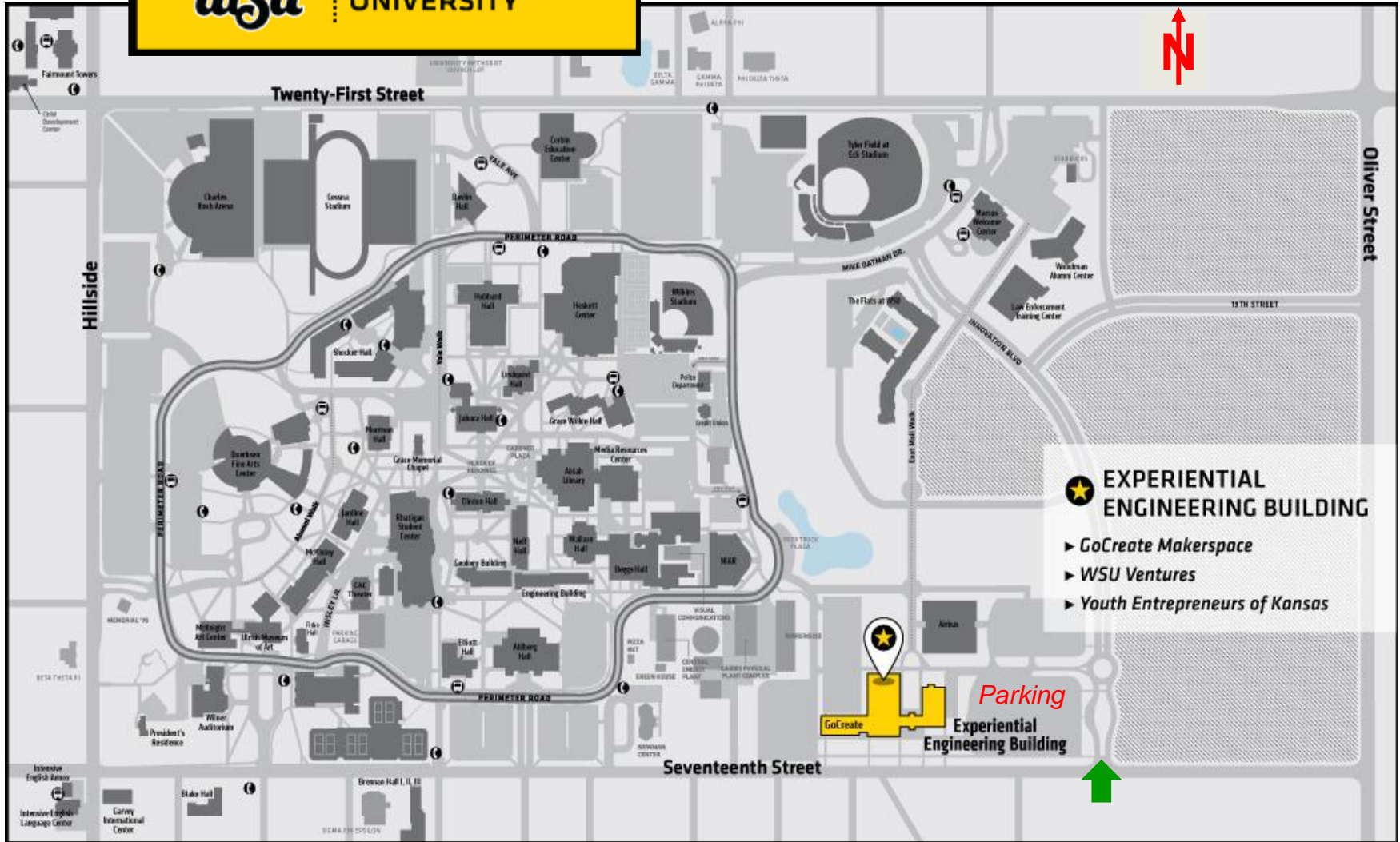
## 2017 Marketing Presentation Score Sheet (4/4)

Scoring Sections	Possible Points	Points Awarded
<i>Closing the Sale</i>		
The team clearly asked to make the purchase/investment.	25	
The team effectively negotiated and confirmed the next steps.	20	
The team has a clear process and designated a point person for follow-up.	5	
The team engaged in discussion. The tone of the presentation is conversational. The team connected with their clients.	10	
The team was well prepared for the judges' questions. The team responded effectively to questions they couldn't fully answer.	10	
<b>Closing the Sale Total</b>	<b>70</b>	
<b>Comments:</b>		





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