Presentation Four: Final Individual Presentation
Models of Excellence (MoE)
HADM. 3650.4, Management Communication II, Spring 2015
Course Instructor: Dr. Peggy R. Odom-Reed

For this assignment, you have the opportunity to plan, research, organize, rehearse, and deliver a six-to-eight-minute business presentation in which you will take a position on an important business issue related to the hospitality industry. Because your audience will be able to ask questions throughout your class presentation, I will allow additional time for these questions. This assignment will form the basis for your final class written project: a stand-alone reading deck, and you may prefer to work on both assignments at the same time. This document discusses the scenario, project tasks, presentation reminders, project schedule and deliverables, audience analysis worksheet, and grade report.

All HADM 3650 sections have a similar assignment, and each section will select one representative to compete in our Models of Excellence event on Wednesday, May 6, 2015, 5:00-6:15 p.m. in Statler 196.

Scenario
The theme for the Models of Excellence speeches this semester is “The Hospitality Industry Reaches Out: What We Can Learn From Other Industries/What We Can Teach Other Industries?” The Hospitality industry is defined broadly in this assignment – lodging, foodservice, real estate, tourism, finance, senior living, clubs and other special segments, and certain areas of the entertainment and sports industries that are connected to tourism. Considering your goal is to persuade, not merely to inform your audience, you should choose a debatable topic. This presentation must be one that you would give in a business setting or business people would find interesting and relevant in this area. Consider strategies, practices or concepts that you have learned in your educational or industry experience and their application to nonhospitality industries. Consider the following examples, as you brainstorm potential topic ideas:

Examples of applying a strategy, practice, or concept from another industry to hospitality

- You’re the vice president of human resources at Marriott persuading the company directors to use Google’s recruiting strategies.
- You’re the executive director of a nonprofit organization persuading a hospitality company to increase pathos in its marketing efforts.
- You’re a hospitality customer service expert speaking at a conference of hospital administrators on how to improve visitors’ experience.

Examples of applying a strategy, practice, or concept from hospitality to another industry

- You’re the owner of a restaurant persuading a government office to implement a new time-sensitive process or tracking system.
- You’re an external consultant persuading a company to use hotel revenue management strategies in their business.

As always, clearly identify and analyze your audience and purpose. Narrow your topic, so you can provide an in-depth analysis and supporting evidence.

Project Tasks
Using your creativity and analytical thinking ability, as well as your knowledge of the principles of good business communication, you should approach the assignment as follows:
1. **Brainstorm several possible topics.** To produce better ethos and pathos in your delivery, you should care about the topic you choose. Post your topic for approval on Blackboard by Tuesday, March 24.

2. **Complete your audience analysis** (worksheet on page 4) and then, use the insight that you gain to prepare a persuasive and appropriate presentation for your audience.

3. **Obtain solid evidence to back up your claims and refute the audience concerns** since your credibility as a presenter will partially depend on the credibility of your research sources. Go to the library, search online, and/or talk to experts—a variety of information-gathering approaches will produce the best results. Our reference librarians, Mr. Ken Bolton or Ms. Kelly LaVoice, are happy to consult with you.

4. **Limit the scope of your topic** to provide substantial depth: specific support for your main points, including stories, testimonials, examples, and data—whatever is appropriate.

5. **Analyze your research to form your own conclusion by linking two types of information:**
   a. Data about the situation/issue; and
   b. Insights into the industry segment, region, country, or company.

6. **Plan a six-eight-minute presentation**, excluding your Q&A, and use PowerPoint visuals to support your presentation structurally rather than overwhelm your audience. You should include a preview slide of your presentation structure, a slide tracker or divider slides, and bibliography slide(s); print bibliography on a separate page(s) for readability. Cite your sources consistently with the Guide to Documenting Sources.

7. **Prepare a pyramid diagram and bibliography** for your presentation, and bring two copies to your instructor tutorial to discuss and receive feedback.

8. **Participate in the TA practice session** two days before your presentation. To enhance your final individual presentation, consider the feedback that you received from your earlier class presentations.

9. **Create a presentation** in which you achieve the following goals:
   a. Set the stage for your audience by describing the presentation situation and role of your intended audience (context).
   b. Take a clear position—provide the answer to the question you posed— and state up front.
   c. Develop a logical argument to support your position (i.e., strong claims and sound reasoning that connect concrete evidence with each claim).
   d. Suggest implications for the industry segment, region, country, or company.
   e. Anticipate and handle audience counterarguments in advance.
   f. Use the data and other information you found as evidence to persuade the audience of the validity and logic of your conclusions.
   g. Deliver a “conversational” speaking style by limiting your speaking notes.
   h. Prepare for probable questions and impress the audience by introducing new information in the Q&A session, beyond what you have already presented.

**Presentation Reminders**
Arrive to your presentation a few minutes early to set up, *bring a back-up copy of your visuals on a USB/flash drive, and provide a hard copy* of your presentation visuals, with three slides per page, and your bibliography pages that you should print on individual pages for readability.

PRO 01/19/2015
This presentation project represents 15% of your course grade (detailed grading report on pp. 5-6), emphasizing the following evaluation areas:

- Provides compelling content and evidence that anticipate and address audience counterarguments and questions;
- Creates a clear and logical organizational pattern reflected in the introduction, message structure, and conclusion;
- Demonstrates nonverbal communication elements effectively and a sufficient level of expertise and credibility; and
- Offers creative and appropriate visual support to add understanding, interest, and value.

**Project Schedule and Deliverables**

You may use the following project schedule to plan ahead and complete the required deliverables for the Final Individual “Models of Excellence” presentation.

<table>
<thead>
<tr>
<th>Date</th>
<th>Deliverables Due</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Week 10</strong></td>
<td></td>
</tr>
<tr>
<td>Tues., 03/24</td>
<td>Post your proposed topic on Blackboard. After topic approval, you may conduct research to find concrete, supportive, and credible evidence to build a convincing argument. Our librarians, Mr. Ken Bolton or Ms. Kelly LaVoice, are happy to consult with you.</td>
</tr>
<tr>
<td>Thurs., 03/26</td>
<td>Schedule tutorial via Google Doc.</td>
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<tr>
<td>Fri., 03/27</td>
<td>Independent Research Day for your Final Individual Presentation</td>
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<tr>
<td><strong>Week 11</strong></td>
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<tr>
<td>Week of 04/07</td>
<td>Submit HW 6: Final Individual Presentation Pyramid Diagram and Bibliography at Instructor Tutorial this week.</td>
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<tr>
<td><strong>Week 12</strong></td>
<td></td>
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<tr>
<td>Fri., 04/17</td>
<td>Create your written presentation plan – individual goal; you do not need to submit the plan to me. Design your visual support (presentation slides).</td>
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<tr>
<td><strong>Week 13-14</strong></td>
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<tr>
<td>Weeks of 04/21 and 04/28</td>
<td>Participate in TA Practice Session (Rehearse two days before your presentation.) Deliver Final Individual Presentations. Submit an electronic copy of presentation slides via email to me at <a href="mailto:pro2@cornell.edu">pro2@cornell.edu</a>, and provide a hard copy of your slides – three per page – and bibliography printed on a separate page(s) for readability.</td>
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**Audience Analysis**

What do you know about the audience?

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What information do audience members need?

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How are audience members likely to react to this persuasive message?

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# Final Individual Presentation Grading Report (15%)

Name: ___________________________  Date: ________________

## Key Factors

### Content and Evidence
- **Selection** – Chooses appropriate content to accomplish purpose and produce high impact
- **Development** – Offers compelling evidence and solid support
- **Language** – Adapts vocabulary and tone to audience
- **Audience Perspective** – Anticipates and addresses audience’s needs, concerns, and questions

### Strengths
- Clear explanation of the topic
- Solid evidence to support your arguments
- Good credible, objective sources
- Good depth of presentation and development of main points
- Appropriate level of detail
- Consideration of potential concerns/counterarguments
- Appropriate language and tone for audience
- Good rapport/connection with the audience
- Projected sufficient level of expertise and command of topic including support-based responses in Q&A

### Suggestions
- Could clarify main points
- Need more compelling evidence to support your arguments
- Include more credible or objective sources
- Include more depth in your argument—points could be further developed
- Provide a more appropriate level of detail – too much/too little in certain areas
- Need to address more of the audience’s concerns, questions, or counterarguments
- Need to adapt vocabulary or tone for your audience
- Could establish more rapport or connection with the audience
- Could prepare better for Q&A to demonstrate expertise and command of topic

## Organization

### Introduction
- Captures and maintains attention; offers compelling purpose and overview
- Provides logical and clear organization, and smooth transitions

### Conclusion
- Creates powerful and memorable closing

### Strengths
- Engaging start
- Clear purpose and main points up front
- Clear preview of topics to be covered
- Logical sequence of topics
- Good explicit transitions between topics
- Clear and effective closing
- Good summary to reinforce your main points and provide a call to action and next steps

### Suggestions
- Could include a more engaging opening to capture attention
- Clarify your purpose/main points
- Need to include a more explicit preview of topics to be covered
- Consider reordering some topics for a more logical organization
- Need to provide more explicit transitions to make presentation easier to follow
- Develop a more clear/effective closing by reinforcing your main points and/or providing a call to action/next steps
<table>
<thead>
<tr>
<th>Key Factors</th>
<th>Strengths</th>
<th>Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery</td>
<td>Good extemporaneous, natural, conversational tone without referring too much to your notes/slides</td>
<td>Could sound more natural and conversational</td>
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<tr>
<td></td>
<td>Varied hand gestures for emphasis</td>
<td>Work on less reliance on notes or looking back at the slides</td>
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<tr>
<td></td>
<td>Balanced and engaging eye contact across the audience</td>
<td>Could use more varied hand gestures for emphasis</td>
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<tr>
<td></td>
<td>Good body positioning and meaningful physical movement for emphasis</td>
<td>Work on better eye contact with the entire audience</td>
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<tr>
<td></td>
<td>Appropriate energy/enthusiasm for your topic</td>
<td>Manage physical movement/body positioning to connect with your audience</td>
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<tr>
<td></td>
<td>Good vocal variety/emphasis on key words</td>
<td>Could display more energy/enthusiasm for your topic</td>
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<tr>
<td></td>
<td>Good volume and/or pace</td>
<td>Need to include vocal variety</td>
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<tr>
<td></td>
<td>Smooth delivery without too many fillers</td>
<td>Could be louder/softer or faster/slower</td>
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<tr>
<td></td>
<td></td>
<td>Avoid an overuse of fillers</td>
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<tr>
<td>Visual Support</td>
<td>Creative use of visual support to encourage audience’s interest</td>
<td>Work on adding clarity to visual support</td>
</tr>
<tr>
<td></td>
<td>Appropriate and non-distracting use of visual support</td>
<td>Need to prepare visual support to add value or interest</td>
</tr>
<tr>
<td></td>
<td>Good editing to provide high-quality visual support</td>
<td>Edit to eliminate errors</td>
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<tr>
<td></td>
<td></td>
<td>Need a bibliography page</td>
</tr>
<tr>
<td>Deductions:</td>
<td>Under 6 or over 8 minutes?</td>
<td></td>
</tr>
<tr>
<td>Overall Presentation Grade: ___/20</td>
<td></td>
<td><strong>Time</strong> = 20   = A+ 15 = C 19 = A 14 = C- 18 = A- 13.5 = D+ 17.5 = B+ 13 = D 17 = B 12 = D- 16 = B- &lt;=11 = F 15.5 = C+</td>
</tr>
</tbody>
</table>