

The Client Presentation

Step 7: The client presentation

Due Date: 7:00 p.m. Thursday, December 8, 2011, Big 12 Room (Kansas Union)

Consider this your "senior recital." The hard work has been done. This will be your time to shine. But it is also important to remember that first impressions are lasting impressions. This will be the client's first look at the fruits of your labors. Make it a good one.

Each group presentation must:

- **Define the problem** -- This encompasses a situational analysis, a summary of research and a summation of the SWOT analysis.
- **Identify the solution** -- What are the goals, strategies and tactics the group had identified? What are theme and key messages have you chosen? How much will it cost?
- **Unveil the executions** -- This is where you get to strut your stuff.

Each group is expected to incorporate the use of PowerPoint, video, and elmo projections into its client presentation. The presentation is limited to 20 minutes. Although the clients will be afford the opportunity to ask questions at the end of each presentation, that activity will not count against the 20-minute time limit.

The grade received on the client presentation will be determined using the following weights:

Defining the problem	20 points
Identifying the solution	20 points
Unveiling the executions	20 points
Presence and preparation	10 points
Use of presentation aids	10 points
Time requirement	10 points
Client reaction	10 points

Each group's draft PowerPoint file must be submitted to Professor Guth by 5:00 p.m. Friday, December 2.

Each group will meet with Professor Guth for one hour one Sunday, December 4, for a presentation "read-through" at a time and location TBD.

Each group will have a one-hour "dress-rehearsal" in the Big 12 Room on Wednesday, December 7 at a time TBD.

Note: Each member of the group is required to submit a confidential evaluation in individual and sealed envelopes to Professor Guth by the end of the client presentation on Thursday, December 8. The evaluation form is located within the online course packet. During that same class period, course evaluations will be completed and group financial reimbursement forms should be submitted.