After this module, we will be able to:

• Give an interesting presentation
• Work as a team
• Research a product
• Describe a product in detail
• Explain corporate social responsibility and input into products we consume
Good presentations should be...

1. Interesting

2. Relevant to the listeners present

3. Easy to understand

4. A sensory experience (i.e. an experience for as many senses as possible)

How??

In your groups, explain how you might make a presentation interesting, relevant, easy to understand or a sensory experience..
Good presentations should be...

1. Interesting
   - Intonation (having an enthusiastic voice)
   - Rhetorical questions,
   - An opening hook
   - Engaging language
   - Avoid going off topic
   - Just the right amount of information/text

2. Relevant to the listeners present
   - Connected to their hobbies or favourite places
   - Include appropriate technology
   - Relevant celebrity endorsement

3. Easy to understand
   - Speak slowly and loudly
   - Use eye contact (respond to how your audience appear)
   - Use visual and audio support
   - Bullet points

4. A sensory experience (i.e. an experience for as many senses as possible)
   - Visuals – pictures
   - Audio – Video and Music (jingles)
   - Touch/smell/taste - Have an example of the subject matter to pass around
Which pitch is better? Why?

• https://www.youtube.com/watch?v=sgXFbBNdr8A
• https://www.youtube.com/watch?v=GvU8v958E5E

When presenting, remember to avoid....
Product presentations – what to include?

- https://www.youtube.com/watch?v=UFjxthY24iI

QUICK TASK – THIS PRODUCT IS CALLED ‘SOLARPUFF’ – WHAT COULD IT BE??

*This task demonstrates audience participation and a memorable hook

- What could I tell my audience about this product??
- How could I tell my audience??

- Watch the video above, and answer the questions
Product presentations – what to include?

- https://www.youtube.com/watch?v=UFjxthY24l

SOLARPUFF is an example of a product that takes CORPORATE SOCIAL RESPONSIBILITY seriously.

We often think about the output benefits of what we consume – but **what about INPUT?** What is the human input, and the environmental input into our product?

- What could I tell my audience about this product??
- What it is
- Where and when the target audience might use it
- Unique selling points
- Cost and place of purchase

**HOW IT WAS MADE**

Watch ‘The True Cost’ on Netflix or online for more details of INPUT into the clothes we buy!
Advertising Techniques

- Which techniques are most effective?
- Which techniques are fairest?
Oral Task

TO DO:
• Give a ten minute group presentation on a product that is socially responsible (that benefits the world).
  • Each person must speak – minimum of 2 slides and 2 minutes.
  • Presentation should cover all areas in ‘product presentation’ checklist.
  • Presentation must demonstrate presentation and advertising skill

• STEPS TOWARDS SUCCESS:
  1. Pick your product –
     • Find an area you are interested in.
     • Google it, in relation to developing world benefits: E.g. ‘Fashion products that benefit developing world’ or ‘ethical sports products’
     • You can INVENT YOUR OWN!
  2. Split up roles – what will each person talk about?