

# 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

• How??

2. Relevant to the listeners present

3. Easy to understand

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

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=UFjxthY24il>

**QUICK TASK – THIS PRODUCT IS CALLED  
'SOLARPUFF' – WHAT COULD IT BE??**

*\*This task demonstrates audience participation and a memorable hook*

- Watch the video above, and answer the questions

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

- *How* could I tell my audience??

# Product presentations – what to include?

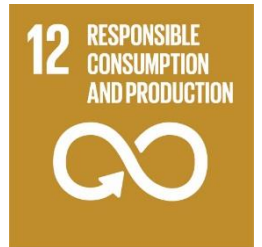
- <https://www.youtube.com/watch?v=UFjxthY24ii>

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?**



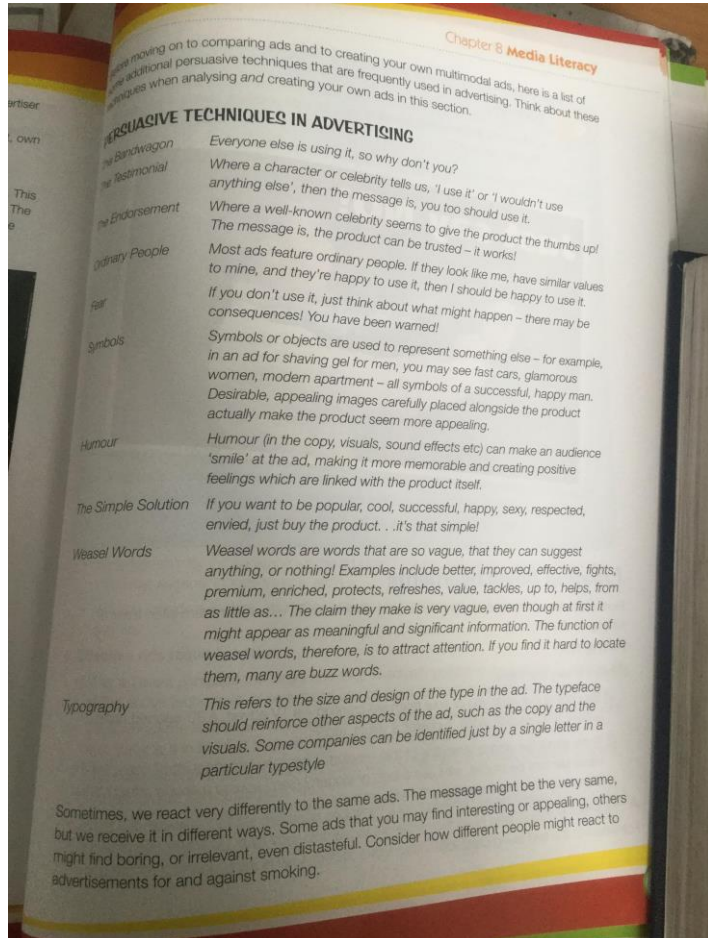
- What could I tell my audience about this product??
- What it is
- Where and when the target audience might use it
- Unique selling points
- Cost and place of purchase
- HOW IT WAS MADE



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?