

**New to SBE Certification State CDC Presentation Guidelines**

**Presentation Guidelines**

Each SBE will make a best practice presentation on the topic of **Promotion.**

* The project consists of an oral presentation and question and answer session.
* Each SBE team will be composed of one to three members. All participants must present the project to the judge. All participants must respond to questions.
* Only approved visual aids may be used during the presentation.
* The judges will evaluate the presentation, focusing on the effectiveness of public speaking, how well the participants address the performance indicators listed below and how well the participants respond to questions that the judges may ask during the 5 minutes following the presentation.
* The participants will present the project to the judges in a 15-minute presentation worth 100 points.
* The presentation begins immediately after the introduction of the participants to the judge by the adult assistant.
* Each participant must take part in the presentation.
* The participants will spend no more than 10 minutes, at the beginning of the presentation, describing the plan. Each participant may bring note cards pertaining to the project and use them as reference during the presentation.
* The judge will spend the remaining 5 minutes questioning the participants. (See Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
* The participants may use the following items during the oral presentation:

– not more than three (3) standard-sized posters not to exceed 221/2 inches by 301/2 inches

each. Participants may use both sides of the posters, but all attachments must fit within the

poster dimensions.

– one (1) standard-sized presentation display board not to exceed 361/2 inches by 481/2 inches.

– one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).

– one (1) personal laptop computer.

– cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held,

information sharing device will be allowed *if* applicable to the presentation.

– sound, as long as the volume is kept at a conversational level.

* Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power will be supplied.
* Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed out but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.

**Awards**

The top 2 teams will be recognized during the Grand Awards Session



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**The following should be used when planning the presentation:**

* Plan Promotional Strategy
* Explain the use of visual merchandising in retailing
* Plan special events
* Use cross-merchandising techniques
* Measure success of promotional efforts

**SBE Academy- New to Certification**

**JUDGES RATING SHEET**

**COMPETITOR NAME (S): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**COMPETITOR SCHOOL: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Competition Topic: Promotion**

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| --- | --- | --- | --- | --- | --- |
| **Did the participant (s)** | **Little/No Value** | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Judged Score** |
| **PERFORMANCE INDICATORS** |  |  |  |  |  |
| Plan Promotional Strategy | **0-1-2-3** | **4-5-6-7** | **8-9-10-11-12** | **13-14-15-16** |  |
| Explain the use of visual merchandising in retailing | **0-1-2-3** | **4-5-6-7** | **8-9-10-11-12** | **13-14-15-16** |  |
| Plan special events | **0-1-2-3** | **4-5-6-7** | **8-9-10-11-12** | **13-14-15-16** |  |
| Use cross-merchandising techniques | **0-1-2-3** | **4-5-6-7** | **8-9-10-11-12** | **13-14-15-16** |  |
| Measure success of promotional effots | **0-1-2-3** | **4-5-6-7** | **8-9-10-11-12** | **13-14-15-16** |  |
| Use visuals that are appropriate and enhance the presentation? | **0-1-2** | **3-4-5** | **6-7-8** | **9-10** |  |
| Overall impression of student (s) skill and performance | **0-1-2** | **3-4-5** | **6-7-8** | **9-10** |  |

|  |  |
| --- | --- |
| **Total Score** | \_\_\_\_/100 |

*Please include additional comments on the back of this rating sheet, if desired.*