TEAM PRESENTATION GUIDELINES

(duration: 4 min. per speaker)

AIM...

Report team’s observation of a store’s merchandising strategies and store design

WHAT TO DO...

- Form a group → 3-4 students
- Choose a store (Migros, Boyner, Starbucks, D&R, etc.) → Remember each group will have a different kind of store (clothes, food, toy, etc.) so tell your instructor your choice as soon as possible!
- As a group make a list of all marketing strategies that you can focus on. Get help from:
  - The course book
  - The internet
  - Your own ideas
- As a group go to the store
  - Observe
  - Take notes
  - Take photos (if possible!)
  - Draw sketches

*Reminder:* Some stores are not very helpful. If they do not let you observe, take photos, etc., DO NOT ARGUE! You can change the store or make use of the Team Presentation Permission Form on the MLD web page.

- As a group come together and
  - Share observations/ideas
  - Organize the points in the speech and share equally (each speaker MUST have an outline + AVs + “selling strategy”)
- Work alone on your own part
- Practice together and check organization, timing, delivery, AV, redundancies, etc.
HOW TO ORGANIZE...

**SPEAKER 1**

**Introduction:**
- Teaser
- Self & group introduction
- Background about the group observation (where, when, what, etc.)
- Group outline

**Body:**
- Definition/explanation of the strategy
- Support / evidence from literature research
- Observation findings
- Evaluation of the effectiveness of the strategy

**Closure:**
- Wraps up
- Gives the floor

**MID- SPEAKERS**

**Introduction:**
- Takes floor & introduces own part

**Body:**
- Definition/explanation of the strategy
- Support / evidence from literature research
- Observation findings
- Evaluation of the effectiveness of the strategy

**Closure:**
- Wraps up
- Gives the floor

**LAST SPEAKER**

**Introduction:**
- Takes floor & introduces own part

**Body:**
- Definition/explanation of the strategy
- Support / evidence from literature research
- Observation findings
- Evaluation of the effectiveness of the strategy

**Conclusion:**
- Summary of all main points
- A memorable message
- Invite questions & comments
- Reference list
VISUAL AIDS:

- Prepare your own **outline** and **AVs**.
- Put together all speakers’ slides on the same ppt. slide show for consistency.
- Visual aids – their design and use- will be graded in this presentation.

HOW TO BE A TEAM...

- As a group come together, plan together, decide together and work together!
- Prepare AVs together for consistency!
- Practice together and give feedback to each other!
- Give and take floor for smoothness!
- Prepare only 1 reference list for the whole group (if necessary)
- Answer questions together at the end!