

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!