2016 Kansas BEST Breakout Session

Category II
Marketing Presentation

September 10, 2016
CATEGORY II
MARKETING PRESENTATION

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PURPOSE & SCHEDULING OF PRESENTATIONS

- The Marketing Presentation should highlight:
  - The team’s organization structure
  - Your application of the Engineering process
  - Your approach to robot design, construction and test
  - Marketing efforts and promotion of product (School, community, etc.)
  - Mentoring, team-building experience & recruitment
  - Examples of sportsmanship and safety

- Each team’s presentation will be:
  - 25 minutes in length (including setup and breakdown time)
  - On Thursday, October 20th or Friday, October 21st (9am – 5pm)

- Each team competing for the BEST Award must sign up for a presentation time slot no later than Friday, September 30th
PRESENTATION GUIDELINES (1/2)

- A minimum of 4 students must actively participate in the marketing presentation
- A maximum of 8 representatives from the team may be in the room
- Student presenters from more than one grade level is encouraged, and will be taken into consideration during the scoring (diversity)
- Adults may be present in the room as observers, but they are **not** allowed to participate in the presentation
- All team members (students, adults, etc.) in the room will be counted against the maximum of 8 representatives allowed
- Videoing & photography by team representatives is permitted, but they also count against the maximum number of 8 people allowed
**PRESENTATION GUIDELINES (2/2)**

- The presentation format is the prerogative of the team.
- Each team may provide any equipment it wishes to use.*
- WSU will provide the following multimedia equipment for all teams:
  - Computer with PowerPoint (MS Office*)
  - Projector (HDMI / VGA) & Screen
- All other equipment needs are the responsibility of your school.
- Failure to identify unique equipment needs during registration may result in a team not having the necessary equipment for its presentation - *plan ahead*

* As a backup plan, consider bringing a “team laptop” – especially if you plan to use unique presentation software (e.g., Prezi).
**Location & Time Allocation**

- There will be a check-in station in the **Marcus Welcome Center** near the presentation room (King)
- Teams should check in 15 minutes prior to their time slot
- A *proposed* time allocation for the 25 minute presentation is:
  - Set-up: 5 minutes *
  - Presentation: 12 minutes
  - Q & A with Judges: 5 minutes
  - Break-down and clear room: 3 minutes *
- 20 minutes will be scheduled between team presentations to allow judges to finalize comments and team scores

* Note: Teams not requiring set-up or break-down time (or less than proposed, above) may utilize that time for their presentation (for a total presentation time of up to 20 minutes)
EVALUATION CRITERIA (1/4)

- Presentations will be evaluated with consideration to:

  - Company Demographics, Budget & Operation
    - Company Structure & Operations (well-defined roles, responsibilities...)
    - Organization of company departments in support of product development
      - CEO or Team Leader
      - Manufacturing
      - Marketing
    - Company Demographics (evidence of diversity)
    - Clear evidence of a team budget and a spend plan (i.e., cost allocations, funds raised, etc.)

  - Engineering / Design
    - Test
    - Accounting

PRACTICE
EVALUATION CRITERIA (2/4)

- Presentations will be evaluated with consideration to:
  - **Design and Manufacturing Process**
    - Brainstorming approaches, including game strategy evaluation
    - Analytical evaluation of design alternatives (down select criteria, scoring…)
    - Effective implementation of the Engineering Process
      - Design (sketches, models, coding)
      - Build (methods, tools)
      - Test and improvements to the robot design
    - Emphasize the importance of safety & the processes (e.g., training, checklists, safety monitor, etc.) that your team followed
EVALUATION CRITERIA (3/4)

- Presentations will be evaluated with consideration to:
  - Marketing Strategies
    - Publicity efforts to inform school and community of their product
      - School newsletters, fliers, brochures, posters
      - Social media (Website, Facebook, twitter)
      - Presentations to community or groups, press releases, commercials…
  - Use of available Technology
    - CAD or other drawings
    - Computer programming & simulation (Simulink, easyC, RobotC….)
    - Additive Manufacturing (3D printing)
    - Numerical controlled machining
EVALUATION CRITERIA (4/4)

- Presentations will be evaluated with consideration to:
  - Quality of Presentation
    - Successful marketing of your company’s product
    - Communication skills & professionalism of presenters
      - Understandable, well organized & prepared
    - Creativity of presentation format and content
    - Adherence to guidelines for presentations (time limit, min/max presenters)
    - Quality and depth of answers when responding to questions from judges
ENGINEERING PROCESS

- Define the Problem
  - Read the Rules (more than once) and follow Q&A message board
  - Determine all requirements (shapes, height, weight …)
  - Research similar designs
  - Inventory resources available (parts, tools, abilities …)

- Brainstorm Strategy and Design Possibilities
  - Evaluate the scoring opportunities & probable design approaches
  - Analyze several design alternatives – be creative, no wrong answers
  - Select strategy & down select to a Preliminary Design Configuration

- Execute Preliminary Design
  - Sketches / Analyses / Programming

- Build prototypes & Test (be safe!)

- Use test results to modify the design & retest

- Document the process & the decisions made (basis of notebook)

- “Deliver” the Product
GENERAL ADVICE – DO’S

- Start with team introductions (i.e., name & role of each person)
- Keep eye contact with your audience, not the floor or the screen
- Be prepared and cover all evaluation criteria
- Speak like you’re interviewing for a scholarship or a job
- Consider sharing the speaking responsibility
- The team should dress for the role – be professional
- Use pictures, drawings, a mockup or your actual robot
- Emphasize safety measures that your team followed
- Consider using brochures or handouts
- Be innovative, creative, and enthusiastic!
- Practice, practice and more practice
GENERAL ADVICE – DONT’S

- *Don’t* read the presentation - if notes are needed, put them on note cards or a 2nd laptop
- *Don’t* speak too fast during presentation – maintain a steady pace
- *Don’t* lose track of time – practice as a team (often)
- *Don’t* forget the Engineering process – it’s central to this competition
- *Don’t* forget to ask if the judges have any additional questions at the end – *remember they get the last 5 minutes*
- *Don’t* get too carried away with special effects that detract from the team or effectiveness of the presentation
- *Don’t* let cell phones interrupt your presentation – place on vibrate
- *Don’t* wait until the last week to start developing your presentation

PRACTICE
SUMMARY

Today we’ve covered:
- Purpose of the presentation & scheduling
- Presentation Guidelines
- Location & Time allocation
- Evaluation Criteria
- Engineering process
- General advice (Do’s & Don’t’s)

- Select presentation date & time slot no later than Sept. 30
- The BEST Award is the most prestigious of this competition & the Marketing Presentation is a key element (25%)
- If you follow the Engineering process, pay attention to evaluation criteria, and practice, you will do great!
- Thank you for your participation and good luck!
Questions?
Notes:
1) Team check-in and staging area will be just to the left off bldg. lobby
2) All interviews will be in the King Room
SCORING RUBRIC

- The scoring rubric for the Marketing Presentation evaluation will eventually accessible to all teams through the BRI File Manager once all kick-off events have completed.
- Please refer to the BRI File Manager for this information near the end of September 2016.