The Client Presentation

Step 8: The client presentation
Due Date: Please refer to the syllabus.

Consider this your "senior recital." The hard work has been done. This will be your time to shine. But it is also important to remember that first impressions are lasting impressions. This will be the client's first look at the fruits of your labors. Make it a good one.

Each group presentation must:

- **Define the problem** -- This encompasses a situational analysis, a summary of research and a summation of the SWOT analysis.

- **Identify the solution** -- What are the goals, strategies and tactics the group had identified? What are theme and key messages have you chosen? How much will it cost?

- **Unveil the executions** -- This is where you get to strut your stuff.

Each group is expected to incorporate the use of PowerPoint, video, and elmo projections into its client presentation. The presentation is limited to 20 minutes. Although the clients will be afford the opportunity to ask questions at the end of each presentation, that activity will not count against the 20-minute time limit.

The grade received on the client presentation will be determined using the following weights:

Defining the problem	**20 points**
Identifying the solution	**20 points**
Unveiling the executions	**20 points**
Presence and preparation	**10 points**
Use of presentation aids	**10 points**
Time requirement	**10 points**
Client reaction	**10 points**

Each group’s draft PowerPoint file will be submitted to Professor Guth in advance at a time and location indicated on the course syllabus

Each group will meet with Professor Guth for a one-hour for a presentation “read-through” at a time and location TBD.

Each group will have a one-hour “dress-rehearsal” at a time TBD.

Note: Each member of the group will complete a confidential evaluation at a time and location TBD. At that same time, course evaluations will be completed and group financial reimbursement forms should be submitted.