**B&A 43 Develop a presentation**

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| **Learning Outcome** | **Assessment Criteria** | **Guidelines and range**  **The candidate provides evidence that they understand:** |
| 1. Understand how to develop a presentation | * 1. Explain best practice in developing presentations | Best practice   * Appropriate size font * Use of colour as appropriate * Use of charts appropriately * Choosing the right method for the occasion (eg handout to present to a meeting rather than a 35 slide presentation which says the same) |
| * 1. Explain who needs to be consulted on the development of a presentation |  |
| * 1. Explain the factors to be taken into account in developing a presentation | Factors   * Specific aims and objectives * Research topic * Include key points * Use colour appropriately * Product relevant handouts * Five ‘P’s – Planning and Preparation Prevent Poor Performance |
| * 1. Analyse the advantages and limitations of different communication media | Communication media   * Meetings * E-mail * Conference calls * Reports * Presentations |
| Evidence may be supplied by   * report, professional discussion and questioning | | |
| 1. Be able to develop a presentation | 1. Identify the:  * Purpose * Content * Style * Timing * Audience for a presentation |  |
| 2.2 Select a communication media  that is appropriate to the:   * Nature of the presentation * Message * Audience | Communication media   * Slide presentation * Flip chart with handouts * Handouts only |
| 2.3 Tailor a presentation to fit the  time scale and audience’s  needs |  |
| * 1. Prepare a presentation that is: * Logically structured * Summarises the content * Addresses the brief |  |
|  | * 1. Take action to ensure that a presentation adhered to organisational guidelines and policies |  |
|  | * 1. Develop materials that support the content of a presentation | Materials   * Handouts * Activities * Data specific eg financial standing in the market |
| Evidence may be supplied by   * Product, report, professional discussion and questioning | | |