**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)
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| * 1. Explain who needs to be consulted on the development of a presentation
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| * 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
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| * 1. Analyse the advantages and limitations of different communication media
 | Communication media* Meetings
* E-mail
* Conference calls
* Reports
* Presentations
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| Evidence may be supplied by* report, professional discussion and questioning
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| 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
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| 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
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|  | * 1. Develop materials that support the content of a presentation
 | Materials* Handouts
* Activities
* Data specific eg financial standing in the market
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| Evidence may be supplied by* Product, report, professional discussion and questioning
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