

## First presentation – background.

In your groups please choose one or two large local business. You will use these through this course. So please make sure they are interesting to you. It is also important to check if you can easily access information about these businesses. You will need to research these businesses thoroughly for your presentations.

## First ideas

### *Presentation aim*

The aim of this presentation is to introduce your company to an audience of foreign business people.

### *Who is the target audience?*

The main audience is a group of foreign business people that you want to do business with. You are trying to create a positive impression to build a business relationship.

### *When is it scheduled for?*

To be delivered in week three of this semester's course.

### *What equipment will be available?*

An LCD projector; marker board pens; microphone; laser pointer

### *How long should it last?*

To be discussed.

### Assessment

Will focus on:

- Setting up the environment – following the key points we have talked about in class.
- Evidence of having found information about your company
- Effort to organize company information in a relevant form

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