

## Second presentation: – background.

Your presentation will be based on one of the companies that you have chosen.

### First ideas

#### *Presentation aim*

The aim of this presentation is to persuade customers to trust you and use your services or products.

#### *Who is the target audience?*

The main audience is a group of customers from abroad.

#### *When is it scheduled for?*

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

#### *What equipment will be available?*

A laptop computer, an LCD projector; marker board pens; microphone; laser pointer

#### *How long should it last?*

Ten minutes.

### Preparation

To prepare for this presentation you should gather information from different sources.

## Assessment

Will focus on:

- The effectiveness of layout
- The opening and setting the scene at the start of the presentation
- The use of notes

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