

## Third presentation: – background.

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

### First ideas

#### *Presentation aim*

The CEO of your company has recently been on a trip to Africa. He has come back full of energy and excitement. You have been asked to give a first assessment about approaching this region.

The aim of this presentation is to inform your audience about the advantages and disadvantages of entering / growing the company's presence in Africa.

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

The audience is *senior executives* from your company. They are looking forward to hearing the ideas from well qualified students (you) that they have just hired.

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

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

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

Ten minutes.

## Assessment

Will focus on:

- The order of the points (do you give a logical, organized explanation?)
- The introduction
- The use of language signals
- The design of the Powerpoint

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