

## Second 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 graduate students (you) that they have just hired.

#### 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. Africa is a large place. You should think about how you can break it into parts for the presentation.
- What is likely to drive demand for your product? What are the future growth opportunities? What are risks? What type of work should be carried out to help take this decision? Etc.
- Think about the profile of the audience.
- Work using the ideas we have been discussing in class: e.g. gathering useful material, ordering it, writing notes, including openings and signals for your audience.

## Assessment

Will focus on:

- Managing the opening
- Organization of material to create a logical and interesting order for your material
- The use of signals

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