



Assessment of Post Board Presentation

Company Name: _____

| JUDGING CRITERIA | Poor | Below Average | Average | Above Average | Superior | Score |
|--|------|---------------|---------|---------------|----------|-------|
| 1. Presentation <ul style="list-style-type: none"> Are they making the right visual impression eg dress. Is their manner, confidence, quality and clarity of presentation making a positive impact? | 1 | 1.5 | 2 | 2.5 | 3 | |
| 2. Introductions <ul style="list-style-type: none"> Did they introduce themselves, nominating their position and the company? Did they introduce their company: stating what the company does? Did they outline their mission? | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| 3. Executive Summary <ul style="list-style-type: none"> Did they give an overview of the company's trading activities over the preceding 2 years? Did this summary cover the essential highlights, including a preview of the main points as well as key results and recommendations? | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| 4. Mission Statement <ul style="list-style-type: none"> Is there a mission statement? Does it clearly state what the company does? | 1 | 1.5 | 2 | 2.5 | 3 | |
| 5. Strategy & Planning – The big picture <ul style="list-style-type: none"> Did they follow their plan, if not, made appropriate justifications? Have they been convincing that they have understood the issues and developed a well thought out and viable plan? Have they explained the consequences of their actions? | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| 6. Content – the detail <ul style="list-style-type: none"> Did they show and explain the prototype they have produced? Does it contain the details of the strategy and planning from above? Does it demonstrate student's understanding of the process of business management including Marketing, Operations, Finance etc? | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| 7. Conclusion <ul style="list-style-type: none"> Is there a conclusion? Does the conclusion draw together the main achievements? Did they introduce the new product, process, service or enhancement as part of their plans for the future? | 1 | 1.5 | 2 | 2.5 | 3 | |
| | 1 | 1.5 | 2 | 2.5 | 3 | |
| 8. Appropriate use of visuals <ul style="list-style-type: none"> Did they use appropriate visuals eg PowerPoint, charts, overheads and handouts? | 1 | 1.5 | 2 | 2.5 | 3 | |
| 9. Timing <ul style="list-style-type: none"> Full marks if finish 30 seconds either side of deadline. One point less for each 30 seconds | | | | | 3 | |

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| Time Taken: | Raw Score | | | | | /48 |