



BSB42415 Certificate IV in Marketing and Communication

Record of Assessment Outcome

Unit of Competency:	BSBCMM401 Make a presentation		
Student Name:			
Student ID Number:			
Assessor Name:			
Term and Year:			
The student has successfully completed the following assessment task(s):		Yes	No
Assessment 1	Project	<input type="checkbox"/>	<input type="checkbox"/>
Assessment 2	Presentation	<input type="checkbox"/>	<input type="checkbox"/>
Overall, the student was assessed as:			
Competent <input type="checkbox"/> Not Yet Competent <input type="checkbox"/>			
Did the student meet the criteria for the following elements of competency?		Yes	No
1. Prepare a presentation		<input type="checkbox"/>	<input type="checkbox"/>
2. Deliver a presentation		<input type="checkbox"/>	<input type="checkbox"/>
3. Review the presentation		<input type="checkbox"/>	<input type="checkbox"/>
The student requires the following skill(s) development before re-assessment:			
Feedback to student on overall performance during assessment:			
The student has been provided with feedback and informed of the assessment result and the reasons for the decision.			
Assessor Name:			
Assessor Signature:		Date:	
I have been provided with feedback on the evidence I have provided. I have been informed of the assessment result and the reasons for the decision.			
Student Name:			
Student Signature:		Date:	

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Magill College Pty Ltd Trading as Magill College Sydney

ABN: 67 090 050 990

CRICOS Provider Code: 01994M RTO No: 91367

Tel: (+61 2) 8061 6980 www.magill.edu.au

BSB40215 Certificate IV in Business

BSBCMM401 Make a presentation

Assessment 1 – Project

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You are required to plan, deliver and evaluate an informal presentation that informs and engages the target audience. You will need to implement techniques to review the effectiveness of your presentation and identify possibilities for improvement. You are required to demonstrate an understanding of the principles of effective communication.

Assessment description

This assessment task requires you to develop a plan for a short presentation on a topic of your choice. You should select your topic at least two weeks before the planned presentation date to allow for planning time. You are required to deliver the presentation using methods that match the characteristics of the target audience, location, and resources required. The length of the presentation should be ten minutes.

You are also required to collect feedback after your presentation and evaluate it using an appropriate evaluation method. Finally, you will need to write up a three-paragraph reflection and propose improvements for future presentations.

Procedure

1. Select a topic relevant to your occupation or personal interests. Choose a topic you know very well and that you find very easy to talk about so that you can focus on the method and manner of presenting, rather than the content.
2. Negotiate a date and time for your presentation with your assessor.
3. Develop a written plan for your presentation. You may use the template provided at the end of this Assessment task (see Appendix 1).
4. Collect or create any presentation aids you will need as part of the presentation. You may use one or more from this list:
 - a. Computer simulation or presentation
 - b. Diagrams, charts and posters
 - c. Models
 - d. Data projector
 - e. Paper-based materials (handouts)
 - f. Video and audio recordings
 - g. Whiteboard or flip charts.
5. Prepare the venue and ensure it meets Workplace Health and Safety (WHS) requirements (for example, no power cables sticking out where people may fall over).
6. Inform your audience of what they will learn as a result of this presentation and their role in the presentation and that they will have an opportunity to seek clarification on the ideas and concepts at the end of the presentation.
7. Select a method for evaluating the effectiveness of your presentation. Methods may include:
 - a. Survey or questionnaire handed out to the audience at the end of your presentation (you may use the feedback questionnaire you developed earlier in this unit)
 - b. Evaluation from critical friend

- c. Evaluation from focus group.
8. Deliver your presentation.
9. Collect feedback using the method you have chosen. You may use the sample feedback questionnaire provided at the end of this Assessment Task (see Appendix 2).
10. You should also complete a self-evaluation of your performance.
11. Summarise and evaluate the feedback in three brief paragraphs to submit to your assessor.
 - a. The first paragraph of the reflection should summarise the aspects of the presentation which were effective.
 - b. The second paragraph should summarise the aspects of the presentation which were not effective.
 - c. The third paragraph should include strategies based on the feedback collected and your self-evaluation that can be implemented to improve the effectiveness of future presentations.
12. You may use headings such as the following:
 - a. Paragraph 1: Effective aspects of my presentation
 - b. Paragraph 2: Ineffective aspects of my presentation
 - c. Paragraph 3: Strategies for improving the effectiveness of future presentations.

Specifications

You must provide:

- A copy of your presentation plan
- A copy of any material used to aid your presentation
- A copy of any survey or questionnaire used to collect feedback
- Delivery of the ten to fifteen minute presentation to an audience
- A brief, three paragraph reflection on the feedback collected

Your assessor will be looking for:

- A presentation plan that identifies the intended outcomes
- Choice of presentation strategies, format and delivery methods matching the characteristics of the target audience, location, and resources required
- The choice and use of presentation aids, materials and techniques that suit the format and purpose of the presentation and enhance audience understanding of key concepts
- Delivery of the presentation that matches your plan
- Communication of central ideas of a message in an informative and engaging manner
- Explanation of desired presentation outcomes to target audience
- The use of both verbal and/or non-verbal techniques to sustain audience engagement (as well as communicating in a culturally appropriate manner)
- Opportunities for the audience to seek clarification on presentation content and adjustments of presentation delivery to meet audience's needs and wants
- Selection and implementation of techniques to review the effectiveness of the presentation



- A brief written reflection which concisely summarises the gathered feedback and identifies possibilities for future improvement
- Demonstration of effective presentation methods
- Presentation abides by ethical and WHS legislation
- Confident use of presentation aids where applicable
- Demonstration of knowledge of the principles of effective communication.



Appendix 1 – Presentation planning template

Title of presentation:

Audience profile:

Desired outcome and purpose of the presentation

Time	Content	Resources
	Introduction	
	Body – point 1	
	Body – point 2	
	Body – point 3	
	Conclusion/ Summary/ Call to action	
Key (Use the following symbols as prompts for certain actions.) ! emphasise → link to ① graphic #1 ⌚ check time ↩ link back to ? call for questions 💬 ask for comments		

Appendix 2 – Sample feedback questionnaire

Your Name (optional)					
Presentation Title					
Candidate's Name					
Presentation Date /Time					
1 = strongly disagree 2= disagree 3 = unsure 4 = agree 5 = strongly agree	SCALE				
Presentation	1	2	3	4	5
Matter:					
An overview was given					
The content was organised logically					
The main points were backed up with evidence					
The presenter understood the content					
I was able to follow all the points made					
Manner:					
The presenter:					
• was well-groomed					
• spoke clearly					
• stood and moved with purpose					
• used vocal techniques to create interest					
• engaged the audience through eye contact					
• developed rapport with the audience					
Method:					
The layout of the room assisted delivery					
Presentation aids supported the content					
The delivery method held my attention					
Visual material was well constructed and added to the presentation					
The presenter handled Q&A session effectively					
The presenter finished on time					



Aspects of the presentation that were effective included:

Aspects that were not effective included:

To improve the effectiveness of future presentations the presenter could:

Other comments:



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BSBCMM401 Make a presentation

Assessment 2 – Presentation

Submission Details				
Student ID Number:				
Student Name:				
Assessor Name:				
Due date:				
Student Declaration:	By signing this declaration, I certify that: <ul style="list-style-type: none">• The assessment work is my own work;• All sources and materials have been acknowledged where required;• I have not copied or plagiarised in any way materials of another person or work of a fellow student and referenced all sources of information.			
Student Signature:				
Assessment Result Details				
Result:	Satisfactory		Not Satisfactory	
Feedback to Student:				
Student Declaration:	I have been provided with feedback on my assessment performance/result from Magill College Sydney assessor.			
Student Signature:				
Assessor Signature:				
Date:				

Submission details

The assessment task is due on the date specified by your assessor. Any variations to this arrangement must be approved in writing by your assessor. Submit this document with any required evidence attached. See specifications below for details.

Performance objective

You are required to plan, deliver and evaluate a presentation that informs and engages your target audience. You must implement techniques to review the effectiveness of your presentation and identify possibilities for improvement. You will need to demonstrate an understanding of the principles of effective communication.

Assessment description

This Assessment Task requires you to develop a plan for a ten to fifteen minute presentation on a topic of your choice and deliver it to an audience of your colleagues/classmates. This presentation may be relevant to your occupation or personal interests.

You should select your topic at least two weeks before the planned presentation date to allow for planning time. You will need to deliver the presentation using methods that match the characteristics of the target audience, location, and resources required.

You should incorporate audio/visual content to communicate key concepts within the presentation.

You are required to collect feedback on your presentation and evaluate it using an appropriate evaluation method. Finally, you will need to write up a three paragraph reflection and propose improvements for future presentations.

Procedure

1. Select a topic relevant to your occupation or personal interests.
2. Negotiate a date and time for your presentation with your assessor.
3. Develop a written plan for your presentation. You may use the planning template provided at the end of this Assessment Task (see Appendix 1).
4. Collect or create any presentation aids you will need as part of the presentation. You should use a combination of aids from this list:
 - a. Computer simulation or presentation
 - b. Diagrams, charts and posters
 - c. Models
 - d. Data projector
 - e. Paper-based materials (handouts)
 - f. Video and audio recordings
 - g. Whiteboard or flip charts.
5. Complete a materials checklist and attach it to your plan. You may use the template provided at the end of this Assessment Task (see Appendix 2).
6. Include audio/visual aids to communicate key concepts within your presentation.
7. Prepare the venue and ensure it meets Work Health and Safety (WHS) requirements (for example, no power cables sticking out where people may fall over).

8. Inform your audience of what they will learn as a result of this presentation and their role in the presentation and that they will have the opportunity to seek clarification on the ideas and concepts at the end of the presentation.
9. Select a method for evaluating the effectiveness of your presentation. Methods may include:
 - a. Survey or questionnaire handed out to the audience at the end of your presentation (you may use the feedback questionnaire you developed earlier in this unit)
 - b. Evaluation from a critical friend
 - c. Evaluation from focus group.
10. Deliver your presentation.
11. Collect feedback using the method you have chosen. You may use the sample feedback questionnaire provided at the end of this Assessment Task (see Appendix 3).
12. You should also complete a self-evaluation of your performance.
13. Summarise and evaluate the feedback in three brief paragraphs to submit to your assessor.
 - a. The first paragraph of the reflection should summarise the aspects of the presentation which were effective.
 - b. The second paragraph should summarise the aspects of the presentation which were not effective.
 - c. The third paragraph should include strategies based on the feedback collected and your self-evaluation that can be implemented to improve the effectiveness of future presentations.
14. You may use headings such as the following:
 - a. Paragraph 1: Effective aspects of my presentation
 - b. Paragraph 2: Ineffective aspects of my presentation
 - c. Paragraph 3: Strategies for improving the effectiveness of future presentations.

Specifications

You must provide:

- A copy of your presentation plan including a materials checklist
- A copy of any handouts or other material used (e.g. Printouts of PowerPoint slides)
- A copy of any surveys or questionnaires used to collect feedback
- Delivery of your 20-minute presentation to an audience
- A three paragraph reflection on the feedback collected

Your assessor will be looking for:

- A presentation plan that shows structure, sequence and timing and identifies the intended outcomes
- Choice of presentation strategies, format and delivery methods matching the characteristics of the target audience, location, and resources required
- The choice and use of presentation aids, materials and techniques that suit the format and purpose of the presentation and enhance audience understanding of key concepts
- Clearly communicated roles and responsibilities; any guest speakers must have a clear idea of what you expect of them
- Delivery of the presentation that matches your plan
- Communication of central ideas of a message in an informative and engaging manner
- Explanation of desired presentation outcomes to target audience
- The use of both verbal and non-verbal techniques to sustain audience engagement (as well as communicating in a culturally appropriate manner)
- The use of persuasive communication techniques to secure audience interest including:
 - Focusing on the audience's needs
 - Using powerfully persuasive language, narratives, analogies, or metaphors
 - Monitoring audience's non-verbal and verbal communication and eliminating barriers to effective communication where necessary.
- Opportunities for the audience to seek clarification on presentation content and adjustments of presentation delivery to meet audience's needs and wants
- Summaries of key concepts to aid audience's understanding
- Selection and implementation of techniques to review the effectiveness of the presentation
- Discussion of reactions to the presentation from participants or from guest speakers involved in the presentation
- A brief written reflection which concisely summarises the gathered feedback and identifies possibilities for future improvement
- Demonstration of effective presentation methods
- Presentation abides by ethical and WHS legislation
- Confident use of presentation aids where applicable
- Demonstration of knowledge of the principles of effective communication.










Appendix 1 – Presentation planning template

Title of presentation:

Audience profile:

Desired outcome and purpose of the presentation

Time	Content	Resources
	Introduction	
	Body – point 1	
	Body – point 2	
	Body – point 3	
	Conclusion/ Summary/ Call to action	
<p>Key (Use the following symbols as prompts for certain actions.)</p> <p>  emphasise  link to  graphic #1  check time </p> <p>  link back to  call for questions  ask for comments </p>		

Appendix 2 – Materials checklist

Name:	Date of presentation:
--------------	------------------------------

Checked	Working order	
		VENUE
		Seating arrangement and room layout
		Projection system
		Projection screen
		VCR and TV
		Placement of light switches
		Location of room temperature controls
		Sound amplification system
		Internet connections
		Location of power points
		Tables for equipment
		Decorative elements/flowers
		COMPUTER EQUIPMENT
		Laptop
		Power cords
		Connecting cables including Ethernet cable
		Back-up of presentation on portable drive
		Laser pointer
		Data projector
		AV EQUIPMENT
		DVD player
		Remote for DVD player
		Microphone and cords
		Speaker
		Interactive whiteboard

Checked	Working order	
		PRESENTATION NOTES
		Speaker notes and plan
		Slide list
		Reference material
		Audience materials/handouts
		Master hard copy of all materials
		Evaluation forms
		Presentation file saved to laptop
		PRESENTATION AIDS
		Pens, markers, whiteboard markers
		Flip charts
		Model
		Props
		Diagrams/charts/posters
		Presentation software on laptop
		Recording-DVD-sound-music
		PERSONNEL
		Attendee list/ name tags
		Special requirements – disabled toilets, lift, diet
		Venue/organisation contact list in case of emergency



Appendix 3 – Sample feedback questionnaire

Your Name (optional)					
Presentation Title					
Candidate's Name					
Presentation Date /Time					
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The presenter finished on time					



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Aspects that were not effective included:

To improve the effectiveness of future presentations the presenter could:

Other comments: