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| UNIT TITLE: PREPARE AND DELIVER A PRESENTATION | | NOMINAL HOURS: 35 |
| UNIT NUMBER: | D1.HSM.CL5.04 | D2.TCS.CL5.19 |
| UNIT DESCRIPTOR: This unit deals with skills and knowledge required to plan and make a presentation to groups of people either within, or outside, the host enterprise. It does not refer to impromptu speeches. | | |
| ELEMENTS AND PERFORMANCE CRITERIA | | UNIT VARIABLE AND ASSESSMENT GUIDE |
| <p>Element 1: Prepare a presentation</p> <p>1.1 Describe <i>different types of presentations</i> that may be made</p> <p>1.2 Identify the <i>logistics of the presentation</i></p> <p>1.3 Identify <i>audience for the presentation</i></p> <p>1.4 <i>Research</i> the topic for presentation</p> <p>1.5 <i>Select material</i> for inclusion in the presentation</p> <p>1.6 <i>Plan and write</i> the presentation</p> <p>1.7 Develop and/or acquire <i>supporting materials and visual aids</i> for the presentation</p> <p>1.8 Determine <i>presentation equipment</i> required for the presentation</p> <p>1.9 <i>Trial and practice</i> the planned presentation</p> <p>1.10 Revise the presentation on the basis of the trial</p> <p>Element 2: Deliver a presentation</p> <p>2.1 <i>Set-up and organize the venue</i>, where applicable</p> <p>2.2 Thank audience for the opportunity to make the presentation</p> | | <p>Unit Variables</p> <p>The Unit Variables provide advice to interpret the scope and context of this unit of competence, allowing for differences between enterprises and workplaces. It relates to the unit as a whole and facilitates holistic assessment.</p> <p>This unit applies to a wide variety of presentations across all labour divisions on a diverse range of topics within the labor divisions of the hotel and travel industries and may include:</p> <ol style="list-style-type: none"> 1. Front Office 2. Housekeeping 3. Food and Beverage Service 4. Food Production 5. Travel Agencies 6. Tour Operation <p><i>Different types of presentations</i> may be related to:</p> <ul style="list-style-type: none"> • sales and marketing presentations • mentoring and coaching • staff meetings • conference addresses • staff briefings • business planning meetings. |

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| <p>2.3 Make the presentation according to prepared plan</p> <p>2.4 <i>Modify presentation</i> to optimize impact and success as required on the basis of immediate feedback from audience</p> <p>2.5 Respond to questions as required</p> <p>2.6 <i>Conclude presentation</i></p> <p>Element 3: Review a presentation</p> <p>3.1 <i>Follow-up</i> on matters raised during the presentation</p> <p>3.2 <i>Evaluate personal performance</i> in the planning and delivery of the presentation</p> | <p><i>Logistics of the presentation</i> may include:</p> <ul style="list-style-type: none"> • day and date • time of day – including duration of presentation • location and style of venue • content and topic/s of presentation – including parameters and level of detail to be covered • nature of presentation – including a straight presentation, inclusion of ‘Question and Answer’ session, inclusion of demonstrations, handouts, samples and/or products • objectives for the presentation – including main points to be covered or made • context of the presentation • guidelines imposed or required for the presentation. <p><i>Audience for the presentation</i> may relate to:</p> <ul style="list-style-type: none"> • number in the audience • seating arrangements in the room/area where the presentation will take place • age and gender • seniority or status of people who will be at the presentation • nature of the relationship between the speaker and the host enterprise • their existing knowledge and understanding of the presentation topic • their need to obtain information from the meeting. <p><i>Research</i> may include:</p> <ul style="list-style-type: none"> • studying internal information – including documentation, books, policies, procedures, data and other relevant material • investigating external information and data – including, where appropriate, data produced by competitors, government agencies, industry peak bodies, national and international bodies, and suppliers • identifying relevant trends and recent activity related to the topic |
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- identifying similar presentations that have been made by the host enterprise on the same or similar topic
 - identifying material that may be released for public consumption and material that is commercial-in-confidence
 - using desktop research techniques – including the Internet.
- Select material* may relate to:
- determining relevancy of material
 - confirming validity of material
 - guaranteeing currency of material
 - ensuring selection of substantial and significant material
 - ensuring material chosen supports the objectives that have to be made
 - matching content to topic, objectives and main points of the presentation.
- Plan and write* may include:
- allowing sufficient time to prepare the presentation
 - structuring and sequencing the presentation – including development of the three key elements of:
 - introduction
 - body – on a point-by-point basis
 - summary/conclusion
 - ensuring smooth flow of information
 - preparing a written draft for the presentation
 - revising and editing the written draft presentation.
- Supporting materials and visual aids* may include:
- PowerPoint presentation

- handouts – including menus, brochures, notes, photographs, quotations and supplementary information
 - sample materials, giveaways and real products
 - reports
 - slides
 - props
 - videos and DVDs
 - charts.
- Presentation equipment* may include:
- microphone
 - overhead projector
 - slide and PowerPoint projector
 - video monitor
 - computer
 - white boards and chalk boards.
- Trial and practice* may include:
- timing the presentation
 - presenting to an actual audience of selected people who will provide supportive feedback
 - presenting required information in a clear and concise manner
 - promoting the host enterprise, where appropriate, during the presentation
 - involving the audience in the presentation, where appropriate
 - gaining and maintaining interest
 - applying suitable public speaking techniques – including voice, body language, eye contact, dress and humor, where appropriate

- operating technologies that will be used to support the delivery
 - recording the rehearsal for later analysis
 - using all technologies and supporting materials as planned for the actual presentation.
- Set-up and organize the venue* may include:
- arranging seating
 - setting-up presentation equipment and technologies
 - providing refreshments, where appropriate
 - adjusting lighting and air conditioning, if necessary
 - distributing support materials
 - posting direction signage at venue
 - checking personal presentation.
- Modify presentation* may include:
- altering pace of presentation
 - departing from prepared presentation plan
 - using additional and/or alternative examples to illustrate points
 - adjusting the environment
 - speaking louder or changing tone
 - refraining from activities identified as distracting to audience
 - omitting or modifying planned points.
- Conclude presentation* may include:
- summarizing the presentation
 - identifying points for future action as a result of the presentation and/or Question and Answer session
 - promising action on identified points

- making presenter available for future contact by the audience – including providing contact details

- thanking audience.

Follow-up may include:

- contacting people to respond to questions asked during the presentation
- providing information on the basis of questions asked during the presentation
- investigating and responding to issues raised during the presentation
- distributing materials promised during the presentation.

Evaluate personal performance may include:

- assessing the time and activities undertaken as part of the planning and preparation process
- evaluating the support materials used during the presentation
- appraising the content of the presentation – including the sequencing, extent, relevance, currency and applicability of same to the target audience
- evaluating personal presentation techniques and style
- considering venue set-up and facilities
- seeking feedback from colleagues who attended the presentation
- seeking feedback from attendees at the presentation
- making notes for future reference to assist in improving performance when making presentations.

Assessment Guide

The following skills and knowledge must be assessed as part of this unit:

- principles of planning and presentations including public speaking techniques
- ability to use technologies and equipment associated with making presentations
- ability to produce a range of materials to support the delivery of presentations
- ability to undertake internal and external research.

Linkages To Other Units

- Access and retrieve computer-based data
- Promote products and services to customers
- Gather and present product information
- Use common business tools and technology
- Prepare and deliver training sessions
- Access and interpret product information
- Plan and implement sales activities
- Promote tourism products and services
- Source and present information.

Critical Aspects of Assessment

Evidence of the following is essential:

- demonstrated ability to plan and prepare a presentation for a nominated audience on a nominated topic within given guidelines
- demonstrated ability to prepare a nominated range of materials to support the delivery of the presentation
- demonstrated ability to deliver an effective presentation for a nominated audience on a nominated topic within given guidelines
- demonstrated ability to operate a nominated range of technologies to support the delivery of the presentation
- demonstrated ability to respond to audience requirements that arise during the presentation
- demonstrated ability to obtain feedback on the delivery of the presentation from relevant persons.

Context of Assessment

Assessment must ensure:

- actual delivery of a presentation, using support materials, to a live audience.

Resource Implications

Training and assessment must include use of real people, audio-visual equipment and materials and a suitable setting for a presentation.

Assessment Methods

The following methods may be used to assess competency for this unit:

- observation of practical candidate performance
- simulation
- role plays
- oral and written questions
- third party reports completed by a supervisor
- project and assignment work.

Key Competencies in this Unit

Level 1 = competence to undertake tasks effectively

Level 2 = competence to manage tasks

Level 3 = competence to use concepts for evaluating

| Key Competencies | Level | Examples |
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| Collecting, organizing and analyzing information | 3 | Researching the audience that is the target of the presentation; researching information for use in the delivery of the presentation |
| Communicating ideas and information | 1 | Using public speaking techniques to deliver the presentation |

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| | Planning and organizing activities | 3 | Developing a plan for the presentation; setting-up the venue for the presentation |
| | Working with others and in teams | 2 | Liaising with host to arrange and organize details of presentation; cooperating with others to generate material and data for use in the presentation |
| | Using mathematical ideas and techniques | - | |
| | Solving problems | 2 | Modifying presentation on the basis of feedback or requests during delivery of presentation |
| | Using technology | 1 | Using audio-visual equipment and technologies to support delivery of presentation; researching information using the Internet |