

<b>UNIT TITLE:</b> PREPARE AND DELIVER A PRESENTATION		<b>NOMINAL HOURS:</b> 35
<b>UNIT NUMBER:</b>	D1.HSM.CL5.05	D2.TCS.CL5.20
<b>UNIT DESCRIPTOR:</b> 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.		
<b>ELEMENTS AND PERFORMANCE CRITERIA</b>	<b>UNIT VARIABLE AND ASSESSMENT GUIDE</b>	
<p><b>Element 1: Prepare a presentation</b></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><b>Element 2: Deliver a presentation</b></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><b>Unit Variables</b></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"> <li>1. Front Office</li> <li>2. Housekeeping</li> <li>3. Food and Beverage Service</li> <li>4. Food Production</li> <li>5. Travel Agencies</li> <li>6. Tour Operation</li> </ol> <p><i>Different types of presentations</i> may be related to:</p> <ul style="list-style-type: none"> <li>• sales and marketing presentations</li> <li>• mentoring and coaching</li> <li>• staff meetings</li> <li>• conference addresses</li> <li>• staff briefings</li> <li>• business planning meetings.</li> </ul>	

<p><b>2.3</b> Make the presentation according to prepared plan</p> <p><b>2.4</b> <i>Modify presentation</i> to optimize impact and success as required on the basis of immediate feedback from audience</p> <p><b>2.5</b> Respond to questions as required</p> <p><b>2.6</b> <i>Conclude presentation</i></p> <p><b>Element 3: Review a presentation</b></p> <p><b>3.1</b> <i>Follow-up</i> on matters raised during the presentation</p> <p><b>3.2</b> <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"> <li>• day and date</li> <li>• time of day – including duration of presentation</li> <li>• location and style of venue</li> <li>• content and topic/s of presentation – including parameters and level of detail to be covered</li> <li>• nature of presentation – including a straight presentation, inclusion of ‘Question and Answer’ session, inclusion of demonstrations, handouts, samples and/or products</li> <li>• objectives for the presentation – including main points to be covered or made</li> <li>• context of the presentation</li> <li>• guidelines imposed or required for the presentation.</li> </ul> <p><i>Audience for the presentation</i> may relate to:</p> <ul style="list-style-type: none"> <li>• number in the audience</li> <li>• seating arrangements in the room/area where the presentation will take place</li> <li>• age and gender</li> <li>• seniority or status of people who will be at the presentation</li> <li>• nature of the relationship between the speaker and the host enterprise</li> <li>• their existing knowledge and understanding of the presentation topic</li> <li>• their need to obtain information from the meeting.</li> </ul> <p><i>Research</i> may include:</p> <ul style="list-style-type: none"> <li>• studying internal information – including documentation, books, policies, procedures, data and other relevant material</li> <li>• investigating external information and data – including, where appropriate, data produced by competitors, government agencies, industry peak bodies, national and international bodies, and suppliers</li> <li>• identifying relevant trends and recent activity related to the topic</li> </ul>
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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, give-aways 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*

<b>Key Competencies</b>	<b>Level</b>	<b>Examples</b>
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
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