

## THE PRESENTATION

By this stage we already know that you have a good idea that Appleby feel would work for its business.

Your task here is to condense this idea into a bite size piece that can be easily absorbed and considered by the busy partners at Appleby.

Appleby will provide a template from which you can create your PowerPoint presentation, to last no longer than ten minutes. This will be followed by a five minute question and answer session.

Presentation structure and guidelines:

- One clear message to run throughout your presentation
- Introduction – tell your audience who you are
- The problem – a brief description of the business problem
- Your goals – what you hope to achieve
- Your solution – to include supporting evidence/research, marketing communications, financials
- Implementation
- Summary / conclusion
- Questions from the Panel

## MARKING CRITERIA – THE PRESENTATION

Your presentation will be assessed against:

- Your preparation – what you say and how you pitch your presentation to the audience
- The structure – you should have one clear message that runs throughout your presentation and ideally limit yourself to the sections included within the Appleby presentation template
- A clear delivery – speak slowly and with purpose
- Visual aids – presenting your thoughts in a visually appealing way
- Taking questions – this will give you the opportunity to further demonstrate your knowledge

