2018 Kansas BEST Breakout Session

Marketing Presentation

Dr. Don Brushwood

September 8, 2018
MARKETING PRESENTATION OVERVIEW

Contents

- Purpose & Scheduling
- Presentation Guidelines
- Location & Time Allocation
- Four Evaluation Criteria
- Engineering Process
- General Advice (Do’s & Don'ts)
- Summary
Purpose & Scheduling of Presentations

The Marketing Presentation should highlight:

- The team’s organization structure and demographics
- How the design & manufacturing processes coupled with technology relate to your brand and have benefitted the product
- The breadth, approach and impact of marketing efforts
- Your team’s ability to engage the client, negotiate and close the sale
- Your team’s preparedness and ability to respond to questions

Each team’s presentation will be:

- 25 minutes in length (including setup and breakdown time)
- On Thursday, October 18th or Friday, October 19th (6am – 6pm)

Each team competing for the BEST Award must sign up for a presentation time slot no later than Friday, September 28th
PRESENTATION GUIDELINES (1/2)

- A minimum of 4 students must actively participate in the marketing presentation
- A maximum of 8 representatives from the team may be in the room
- Student presenters from more than one grade level, gender, etc. is encouraged, & will be taken into account during scoring (diversity)
- Adults may be present in the room as observers, but they are **not** allowed to participate in the presentation
- All team members (students, adults, mascots, etc.) in the room **will be** counted against the maximum of 8 representatives allowed
- Videoing & photography by team representatives is permitted, but they also count against the maximum number of 8 people allowed
PRESENTATION GUIDELINES (2/2)

- The presentation format is the prerogative of the team
- Teams may provide judges with a 1 page, 2 sided paper handout (8½” x 11”). No other giveaways or product samples are allowed.
- WSU will provide the following multimedia equipment for all teams:
  - Computer with PowerPoint (Microsoft Office*)
  - Projector & Screen
- All other special needs are the responsibility of your team
- Failure to identify unique requirements during registration (prior to the September 28th deadline) may result in delays during set-up during your presentation window – please plan ahead

* Presentations should be compatible with Microsoft Office suite of tools and be loaded on a flash drive (best option), accessible via the cloud, or laptop (bring HDMI cable)
LOCATION & TIME ALLOCATION

- Team check-in and staging will be in the lobby of the Experiential Engineering Building near the presentation rooms ★
- Teams should check-in at least 15 minutes prior to their time slot
- A potential time allocation for the 25 minute presentation might be:
  - Set-up: 2 minutes ★
  - Presentation: 16 minutes
  - Q & A with Judges: 5 minutes
  - Break-down and clear room: 2 minutes ★
- Time will be scheduled between team presentations to allow judges to finalize comments and team scores

Notes:
★ Conference room #264 will be used on Oct. 18th, and Conference room #164 will be used on Oct. 19th
★ Teams not requiring set-up or break-down time (or less than proposed, above) may utilize that time for their presentation (for a maximum of up to 20 minutes)
EVALUATION CRITERIA (1/4)

Presentations will be evaluated with consideration to:

- *Present a Quality-based, Professional Company*
  - Company Structure & Operations (well-defined roles, responsibilities...)
  - Organization of company departments in support of product development
    - CEO or Team Leader
    - Manufacturing
    - Marketing
  - Company Demographics (evidence of diversity)
  - Evidence of a company budget and a spend plan (e.g., cost predictions, funds raised, allocations of monies, etc.)
  - Sharing of personal story (*#Thanks2BESTrobotics*)
  - Quality and creativity of presentation format and content
  - Team preparedness, professionalism and communication skills

PRACTICE
EVALUATION CRITERIA (2/4)

- Presentations will be evaluated with consideration to:
  - *Creation of a Brand and Brand Promise*
    - Define the tangible benefits that makes your product desirable
    - Make a connection with your company’s brand or theme
    - Explain how the design & manufacturing processes relate to the benefits and your brand
    - Make your brand cohesive:
      - Make sure that brand elements make sense and work together
      - Explain why consumers would use or choose your product
    - Highlight the factors that separate your product / brand from the competition
    - Try to create a strong visual identity

PRACTICE
EVALUATION CRITERIA (3/4)

- Presentations will be evaluated with consideration to:
  - Marketing Strategy, Positioning and Community Outreach
    - Well defined strategy and diversity of outreach
    - Data Gathering: knowing your targeted audience (school, community)
    - Use different publicity “tools” to inform audience of your product & brand
      - School newsletters, fliers, brochures, posters
      - Social media (website, Facebook, twitter)
      - Use of storytelling & testimonials
      - Recruiting of current and future team members
    - Use of BEST Robotics National Logo
    - What was the impact of your outreach – was it effective?
      - Possible metrics: number of followers, web hits, demographics…
EVALUATION CRITERIA (4/4)

- Presentations will be evaluated with consideration to:
  - **The Selling Process: Closing the Deal**
    - Confirm the customer’s needs - ask for clarity to gain further insight
    - Successful marketing of your team’s product (brand promise)
      - Explain how your product delivers the *best* solution – meets needs
      - Explain why your product is *better* than the competition’s product
    - Ask the clients (judges) to purchase your product or make an investment
      - Negotiate and confirm the next steps (process) to make the sale
      - Make it clear who your point person is – how to contact
    - Give quality and thoughtful answers when responding to questions
    - Ability to demonstrate how BEST has been a positive experience
ENGINEERING PROCESS

- Define the Problem
  - Read the Rules (more than once) and follow Q&A message board
  - Determine all requirements (dimensions, height, weight …)
  - Research similar designs
  - Inventory resources available to your company (kit parts, tools, abilities …)

- Brainstorm Strategy and Design Possibilities
  - Evaluate the scoring opportunities & probable design approaches
  - Analyze several design alternatives – be creative, no wrong answers
  - Select strategy & down select to a Preliminary Design Configuration

- Execute Preliminary Design
  - Sketches & models / Analyses / Programming

- Build prototypes & Test (be safe!)

- Use test results to modify the design & retest (iterative process)

- Document the process & the decisions made (basis of notebook)

- “Deliver” the Product
GENERAL ADVICE – DO’S

- Start with team introductions (i.e., name & role of each person)
- Keep eye contact with your audience, not the floor or the screen
- Be prepared and cover all evaluation criteria
- Speak like you’re interviewing for a scholarship or an important job
- Share the speaking responsibility
- The team should dress for the role – be professional
- Include pictures, drawings, a mockup or your actual robot
- Highlight factors that differentiate your product from the competition
- Consider using a brochure or handout (8½” x 11”)
- Be innovative, creative, and enthusiastic while selling your product
- Practice, practice, practice

PRACTICE
GENERAL ADVICE – DON'TS

- Don’t read the presentation - if notes are needed, put them on note cards or a 2nd laptop
- Don’t speak too fast during presentation – maintain a steady pace
- Don’t lose track of time – practice as a team (often)
- Don’t forget the Engineering process – it’s central to this competition
- Don’t forget to ask if the judges have any additional questions at the end – remember they get 5 minutes
- Don’t get too carried away with special effects that detract from the team or effectiveness of the presentation
- Don’t wait until the last week to start developing your presentation
SUMMARY

- Today we’ve covered:
  - Purpose of the presentation & scheduling
  - Presentation Guidelines
  - Location & Time allocation
  - Four Evaluation Criteria
  - Engineering process
  - General advice (Do’s & Don'ts)

- Select presentation date & time slot no later than Sept. 28th
- The BEST Award is the most prestigious of this competition & the Marketing Presentation is a key element (25%)
- If you follow the Engineering process, document your results, understand the evaluation criteria, and practice, you will do great!
- Thank you for your attention and good luck!
QUESTIONS?
2018 Marketing Presentation Score Sheet (1/4)

Purpose: To present company’s marketing brand and positioning; to respond to questions concerning the company’s effectiveness in creating a product ready for market; and to close the sale. (25pts)

<table>
<thead>
<tr>
<th>Scoring Sections</th>
<th>Possible Points</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Criteria 1: Students Present a Professional and Quality Company</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Did the team introduce themselves with names and roles; company overview of number of employees across departments, team demographics, and brief budget overview</td>
<td>0-8</td>
<td></td>
</tr>
<tr>
<td>Did the team share a personal story using the #Thanks2BESTrobotics campaign?</td>
<td>0-10</td>
<td></td>
</tr>
<tr>
<td>Were all members of the team prepared?</td>
<td>0-5</td>
<td></td>
</tr>
<tr>
<td>Did the team exhibit high quality and professionalism in their visual presentation, oral presentation and engagement?</td>
<td>0-7</td>
<td></td>
</tr>
<tr>
<td>Professionalism total</td>
<td>30</td>
<td></td>
</tr>
</tbody>
</table>

Comments:
# 2018 Marketing Presentation Score Sheet (2/4)

## Scoring Sections

<table>
<thead>
<tr>
<th>Criteria 2: The Company Has Created a Brand and a Brand Promise</th>
<th>Possible Points</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did the team define the tangible benefit that makes their product desirable? Does that benefit connect well with the company’s brand?</td>
<td>0-20</td>
<td></td>
</tr>
<tr>
<td>Is the brand cohesive? Has the team presented brand elements that make sense and work together to express the way consumers experience the brand and why they use/choose the product?</td>
<td>0-20</td>
<td></td>
</tr>
<tr>
<td>Did the team explain how the design and manufacturing processes relate to the benefit and the brand?</td>
<td>0-15</td>
<td></td>
</tr>
<tr>
<td>Did the team identify the positioning of the brand by clearly identify factors that differentiate their brand and product from the competition? Did the team market differently because of the competition and did they explain how?</td>
<td>0-20</td>
<td></td>
</tr>
<tr>
<td>Did the team create a strong visual identity for the brand?</td>
<td>0-10</td>
<td></td>
</tr>
<tr>
<td>Does the brand have a personality and was it integrated throughout their presentation?</td>
<td>0-15</td>
<td></td>
</tr>
</tbody>
</table>

| Brand total | 100 |

**Comments:**
### 2018 Marketing Presentation Score Sheet (3/4)

<table>
<thead>
<tr>
<th>Scoring Sections</th>
<th>Possible Points</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Criteria 3: The Company has Engaged in Promotions and Outreach</strong>, Targeted Audiences and Measured Impact</td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is the outreach strategy well-defined and does it include diverse audiences?</td>
<td>0-10</td>
<td></td>
</tr>
<tr>
<td>Did the team include the BEST Robotics national logo in all outreach materials including websites?</td>
<td>0-5</td>
<td></td>
</tr>
<tr>
<td>Did the team articulate the impact of their outreach? Did they present data on the social media exposure for their team’s stories using the #Thanks2BESTrobotics campaign?</td>
<td>0-20</td>
<td></td>
</tr>
<tr>
<td>Did the team gather and present data about their audiences?</td>
<td>0-10</td>
<td></td>
</tr>
<tr>
<td>Did the team create original infographics (higher score) or were only Excel charts used?</td>
<td>0-5</td>
<td></td>
</tr>
<tr>
<td><em>Marketing outreach is not limited to team brand, company or robot and should include promotion of the overall BEST Robotics program.</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reach &amp; Impact total</td>
<td>50</td>
<td></td>
</tr>
</tbody>
</table>

**Comments:**

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### Scoring Sections

<table>
<thead>
<tr>
<th>Criteria 4: The Company Took the Client Through the Sales Process</th>
<th>Possible Points</th>
<th>Points Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Did the team confirm what your needs are as the customer and ask for clarity or further insights? (They can refer to an imaginary ‘Request for Proposal’ or ask you about your needs within the presentation.)</td>
<td>0-20</td>
<td></td>
</tr>
<tr>
<td>Did the team provide convincing reasons about how their product meets your needs? Did they address each of your needs?</td>
<td>0-15</td>
<td></td>
</tr>
<tr>
<td>Did the team clearly ask for the sale? As the customer, when you hesitated, did they ask what it would take to make the sale? Did they reiterate the brand promise and their product’s differentiating factors?</td>
<td>0-15</td>
<td></td>
</tr>
<tr>
<td>Did the team have a clear process? Did they effectively negotiate? Did they confirm the next steps and have a follow-up person and plan in place?</td>
<td>0-15</td>
<td></td>
</tr>
<tr>
<td>Was the tone of the pitch conversational and did the team engage in discussion?</td>
<td>0-5</td>
<td></td>
</tr>
</tbody>
</table>

**Sales total** 70

**Comments:**