You will be preparing a presentation to ‘pitch’ your hat…please do the following:

1. On a **Word doc**, use the title ‘ **Developing a Pitch for my Hat** ‘ and explain what you will need to think about when giving a presentation about your hat proposal :

* **Venue** – where would you deliver this presentation? ( think about the classroom and layout etc )
* **Audience** – who would you be delivering this to? ( think about customers and also the teachers who will assess it )
* **Objectives** – what are you aiming to do? Eg. raise awareness /promote your hat etc
* Use of appropriate **media** – how will you present it?
* **Personal appearance** – how will you look? What will you wear etc?

1. Design a **Powerpoint** with the following slides:

* Details of your **product design** – copy in the main image and summary of your hat
* Your **brand identity** – explain the brand and logo you designed in the last task
* Your **pricing** recommendation – copy in the info you have done about pricing the hat
* Your proposed **promotional plan** – copy in details of how you will promote it
* Any other relevant information – do a slide ‘ **Any questions?**’ where you will invite anyone in the audience to ask questions.

1. On Word, write a **script** that you would use to talk through the powerpoint.

Remember to say hello, introduce yourself and welcome the audience, etc



1. **Deliver your presentation and speech to one of your friends or family** and ask them to review how it went by using this checklist.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Criteria** | **poor** | **average** | **good** | **excellent** | **comments** |
| Personal appearance |  |  |  |  |  |
| Clarity of speaking |  |  |  |  |  |
| Tone of voice |  |  |  |  |  |
| Introduction |  |  |  |  |  |
| Visuals |  |  |  |  |  |
| Time/speed of delivery |  |  |  |  |  |
| Confidence |  |  |  |  |  |
| Grabbing attention of audience? |  |  |  |  |  |
| Enthusiasm |  |  |  |  |  |
| Persuasiveness |  |  |  |  |  |
| Professional? |  |  |  |  |  |
| Any other feedback?  Eg. were questions well answered, etc? |  |  |  |  |  |

1. Using the feedback from this pitch, write a **self-evaluation on a Word doc** to say

* how you think it went and the type of feedback you received
* improvements you would make, how etc
* anything else you would add to make your presentation more professional