



## PRESENTATION TIPS

### General Tips for Delivering a Great Finalist Presentation

#### BEFORE THE AWARDS FINALS DAY

- **Ensure you know how your presentation(s) is to be scored** - see the downloadable pdf "Scoring of Entries" by clicking [here](#) if you don't feel clear on scoring criteria and scoring guidelines!
- **Ensure your presentation covers all 6 presentation scoring criteria** (the same as for the written entry but without the summary) - remember each criterion has equal weighting with the others so needs equal evidence.
- **Bring your entry to life** - the judges will have read and scored your written entry - plan what you want to tell/show them that will bring your entry to life in a presentation - for example use video/visuals/take a different slant - remember to cover all criteria though!
- **There's no need to present information in the order of criteria on the entry form** - although judges' score sheets will be laid out the same way as the entry form - make it as easy as possible for them to give you top scores!
- **Provide fact based results from a business perspective** - the judges will be scoring these areas and they'll need evidence to back up your story
- **Be prepared for questions** - the judges will have up to 10 minutes after your presentation to ask you questions - make sure you're prepared and have the right people there to answer.
- **Make sure you have strong presentation skills on your team** - not everyone is great at presenting, including sometimes those with the knowledge you need - make sure you choose a team that has the right blend of presentation skills and knowledge so that you get over clearly what you have to say.
- **Practice your delivery** - so that it is **15 mins maximum** and is delivered in a smooth and joined up way if different people are presenting - you don't want the judges to be distracted by poor delivery of the presentation.
- **Have a back-up plan** - if your laptop doesn't work or you lose that precious USB stick on the way to the event or your key presenter is ill - make sure you have a back-up plan!
- **Check all timing details and plan your journey to the venue accordingly.**

#### ON THE DAY OF THE FINALS

- **Get there on time and find the room** - make sure you're outside the presentation room at least 10 minutes before you're due to go in - so that you can take all the time available to set up
- **Get those butterflies flying in formation!** - nerves are helpful for focus and delivery - as well as being annoying!
- **Do whatever suits you best to be ready when it's your turn**
- **Enjoy your 15 minutes in the spotlight!**

We wish you all the very best of luck with your Awards Finals presentations and a very enjoyable and productive day!

#### The Gulf Customer Experience Awards Team

If you have any other questions about the Awards Finals and how to prepare please email Dana Bousaleh on [dana@awardsinternational.ae](mailto:dana@awardsinternational.ae)