

## Case Competition on Social Responsibility January 14-28, 2022

### TIMELINES AND TIPS FOR PRESENTING

#### Timeline

##### Friday, January 14 @ 9 am

Case Study is emailed to all teams

##### Monday, January 24 @ 9 am

PowerPoint presentations MUST be submitted to [clsr@uw.edu](mailto:clsr@uw.edu). You will receive verification of receipt of your PPT.

##### January 28

All teams will present their presentation to a panel of judges on YouTube. Judges will ask questions about the presentation (15 min). Later that afternoon, teams will meet with judges for the feedback session. Teams are welcome to practice their presentations after January 24, but can make NO changes to the presentation PPT after 9 am on January 24.

### DAY OF THE CASE COMPETITION

- Dress professionally, as if you were attending a job interview. If you have any questions about what this means, please email us at [clsr@uw.edu](mailto:clsr@uw.edu)
- The first Q&A sessions will begin PROMPTLY at the assigned time. Plan to enter the Zoom room 10 minutes before your assigned time. The host will let your group in when the judges are ready for you. In case of emergency, contact Annemarie (call or text) at 253.830.4355
- Plan to be in attendance for the entirety of the case competition. Even if your team is not in the final round of presentations, your presence will increase your overall learning and communicates a sense of respect and professionalism to your peers, the judges, and Milgard School of Business faculty and staff.

### Tips for Presenting

#### Prepare and Practice

- Schedule out time between Friday, January 14 and Monday, January 24, to work together on the presentation.
- Practice, practice, practice—by yourself and with your group. During practice sessions you can work out the bugs and add polish to your presentation. Be clear on timing, transitions, and your message.
- Believe in the importance of your message.
- Visualize yourself giving a great speech.
- Think about questions that might be asked and rehearse brief, clear answers to each.
- Review these resources for tips on giving a strong presentation:
  - <http://www.lifehack.org/articles/communication/18-tips-for-killer-presentations.html>
  - <http://www.forbes.com/sites/markfidelman/2014/08/15/20-world-class-presentation-experts-share-their-top-tips/#6ca08c993484>

- Feel free to come up with a company name and assign job titles. For example, Chief Strategy Officer, Chief Marketing Officer, etc. This may help you with the Q&A session too. Are you getting a marketing question? The CMO can take the lead on responding (not required, just a suggestion!)
- Use PowerPoint slides at the end as an appendix to include data, graphs, resources, etc that may be too detailed to discuss in the presentation. These resources may help you to answer questions from judges. It is not uncommon that they ask “how did you get to ....” or “based on what research.....”.
- Think about professionalism in the presentation. For example, how do these introductions compare?
  - “Hi, I’m xxx.”
  - “Hello, my name is .... “. Or even:
  - “We are X company. My name is xxx and I am here with my team” (each team introduces their name and role if applicable)
- It is easy to be distracted on Zoom. Try to not look distracted, focus on the people you are presenting to and with, like you would in-person and trust that you’ve got this.
- It is a nice visual when a team has uniform Zoom backgrounds

Please know that you will do amazing, no matter the final ranking, how you do at the Q&A session, or what the feedback may be. We admire you for participating, spending time researching and developing a case response, answering questions from field experts, and receiving feedback. We hope that you find this a meaningful learning experience, on which you think back with fond memories. We hope this experience will help you grow, make connections with team mates, participants and judges.