

Presenter Name: _____

Presentation Topic: _____

Circle One: WHITE PAPER or SALES REPORT

_____ **Content:** Did you clearly discuss the topic in language directed to audience level? Was presentation unified – kept to the topic? Was presentation coherent – organized, easy to follow and understand?

Criteria for White Paper: Formal definition/significance stated? Technology explained in detail? Technology evaluated critically? Involved partners listed? Future directions predicted? Technical question answered credibly?

Criteria for Sales Proposal: Product explanation suited non-tech audience? Benefits tied to customer need/problem? Problem/situation analysis adequately detailed and clearly explained? Cost discussion clear? Comparison with possible other solutions? Potential objections addressed? Conclusion summarized benefits? Recommendation was specific?

_____ **Visual Aids/PowerPoint:** Visuals/ graphics/demo complement and clarify the content of presentation? Was PowerPoint presentation adequate and developed enough to supplement oral discussion and aid in audience understanding of your topic? Major points presented, but not too cluttered and busy? Graphics professionally done? Grammar/Mechanics accurate?

_____ **Presentation:** Was dress and overall presentation professionally done? Credibility established by appearance? Presentation polished and professional? Did you speak clearly, smoothly, and fluently? Could we understand you well? Enthusiasm/liveliness demonstrated? Were you prepared both in presentation as well as answering spontaneous questions and discussion? Fielded objection questions convincingly? Time limit observed?

Total Grade: _____