Proposal Presentation

Drawing from the research findings you previously shared in your report to your immediate supervisor, you will work collaboratively (groups of 3 or 4) in this project and assume that you have been asked to compose a *proposal presentation* regarding the preliminary framework of a social media strategy for your employer. Each group will assume it is composing the proposal presentation for the Social Media Communications Committee, which consists of the company's general manager.

In the proposal presentation, groups will recommend a framework and course of action for deploying the company's strategy. That is, you are not only presenting or positioning *information* for decision makers (as you did in the report project), you also are presenting a persuasive *strategy* about developing and implementing a social media campaign that is responsive to the company's needs. As part of the proposal presentation, teams also are responsible for integrating *primary AND secondary* outside sources and visuals to support their recommendations and properly citing all information.

These are the "public" documents that you will present to your colleagues and supervisor. We have been discussing design elements in every composition, but the design and visual appeal will be paramount for these documents. You can use any composing medium (Word, Powerpoint, Piktochart, Google Slides, etc.) you would like, however, they must be easily understood by every member of your team and your audience, as well as clearly summarize the work you have included in your proposal.

You will present your proposal to the class. These are professional presentations. You will be expected to dress, act, speak, and be prepared as if you are proposing a presentation to the CTO of your company. This means, you will wear business clothes, have practiced your presentation with group prior to giving the presentation, and have composed a clear and succinct presentation of your proposal. You will present for NO MORE than 8 to 10 minutes. Each member of your group must speak at least once, and you must all have a clear understanding of not only the research, but the call the proposal that you are asking the CTO to act on.

Questions to Consider:

- What information do you have?
- What information do you still need?
- How do you bring research together and synthesize the information?

- What is the *most important* information that you found?

Your proposal presentation must contain:

- Branding material for your small restaurant (i.e. name, specials, promotions, etc.)
- Primary sources from both reports
- A minimum of three (if you are in a group of three) or four (if you are in a group of four) to six secondary sources
- A minimum of 10-12 slides or single-spaced pages
- A well-designed layout
- Informative material
- Strategy for implementation
- A minimum of two to three graphics (charts, graphs, images, etc.)

Assessment:

Deliverables	**Points**
Proposal Presentation	120
Research Synthesis Memo	40
Proposal Presentation Outline	40
Professionalization	25
Total	**225**