

INTERVIEW GUIDE FOR FINALISTS

The interview phase is your opportunity to showcase the most important points about your business story and highlight elements of your business that you feel are most exceptional, inspiring and impressive.

Finalist interviews will be conducted 1-3 October.

The location for the interviews is on Level 1 of Venue 114, 114 Sportsmans Parade, Bokarina 4575. There is street parking as well as a small car park next door however please keep in mind Kawana School is directly across from Venue 114 so please allow plenty of time to park and walk to the venue.

You will receive an email with your allocated interview day, time and interview room. You must attend at your allocated time. Please note, if you arrive late you may miss your interview or be withdrawn from the process as there are very limited opportunities to reschedule.

Please arrive early and check in with reception so they can direct you to your interview room. There will be a waiting area for you to sit and relax and someone will invite you into your interview room at your allocated time.

Interviews

You will be allocated **20 minutes** to present about your business:

- 1 minute for introductions
- Up to 9 minutes to present and showcase your business
- Any remaining time will be to engage with and respond to judges' questions

Each interview is conducted with a panel of three judges. One of the panel members will let you know 2 minutes before your interview time is due to conclude.

There are up to 15 interviews per day scheduled for each panel, so it is important to maintain a strict **20-minute** limit for your interview. Not only to maintain the schedule, but also to ensure that all finalists have a fair and equal opportunity to present their business to the panel.

Please make every effort to remain within your allocated time as we are unable to extend beyond your scheduled session times.

We recommend that you practice and time your presentation to ensure you have the best opportunity to showcase your business in a positive, engaging and timely manner.

Judging Criteria

You need to respond to the four key criteria below. You may do so in any way you feel will best showcase the most important aspects of your business and to help the judging panel see what makes you so successful:

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As a fifth criterion, judges will also rate the quality of your presentation, such as relevance to the criteria, style, clarity, confidence and engagement.

All criteria are worth a maximum of 10 points. The total score for your interview will therefore be assessed as a score out of 50.

Presentation

After one minute for introductions, you have up to 9 minutes to present about your business.

We recommend that you **aim for 6 minutes to present** as this allows more time for questions.

You may share about your business in any way you choose. Your interview panel will not have seen your written application, so please **assume that your judging panel knows absolutely nothing about your business.**

Introduce yourself and tell them what you do,

how you do it

what your results are and why you are exceptional

Share the stories of your success in ways that showcase your business in the best light possible.

This is your opportunity to highlight your successes, share stories about challenges you've overcome, victories you've had, why you're excited about what you do and what it is that people love most about your business.

Judges may then use the remaining time to ask any questions they have about your business.

You may present in any way you choose, including video or other technology or showcase products, samples or demonstrations. However, please be advised that **no technology, Wi-Fi access or tech support is available. If you decide to use any technology, you must be 100% self-sufficient.** E.g. Bring your own laptop, pre-download videos, screenshot web pages,

use your phone as a Wi-Fi hotspot. Also please keep in mind that you are not provided any additional time to set up or pack away.

Finalists can not leave products, gifts or samples with judges at the conclusion of the interview.

Who Should Attend

Each finalist may have a maximum of two people attend the interview. Usually this would be your main business representative such as the CEO, Owner, General Manager, Marketing Manager, etc. One other person may attend to assist with the interview presentation.

What to bring

If you have promotional materials or examples about your business that you would like to bring along to support your interview you are welcome to do so. Please be aware however, that you will be marked on your ability to respond to the criteria listed above, so only bring materials that are going to support your presentation and not distract from your key message.

As previously mentioned, if you have Audio Visual items that you would like to play (for example a video or powerpoint) you will need to bring your own device, **there will not be any AV equipment, IT support or Wi-Fi access provided.**

Our Tips

- Be Prepared! You now have the criteria and know what to expect. Practice your answers and presentation.
- Arrive Early. Allow time for parking and to access the building. Give yourself time to relax and find your bearings before your interview.
- Make sure you respond to the criteria the judges are assessing. If you bring promotional materials or samples, make sure they do not distract from your core message.
- Be professional. Dress business casual or wear your business uniform.
- Keep to your time. You have **20 minutes**. Use them wisely. Give yourself time to answer questions and thank the judges before you leave.
- Practice, practice, practice. The more you rehearse, the more confident you will be.
- Relax! Everyone wants you to succeed. You're not nervous, you're excited!

What's next?

- Once your interview is completed, there is no more for you to do. All scores will be uploaded to our Awards portal for final moderation and audits. All award winners will be announced at **The Awards Gala on 8 November**.
- While you wait, there is a **Finalist Media Masterclass and Cocktail Reception on Thursday 9 October** (you will receive more details about this event soon). Then we look forward to seeing you at **The Awards Gala on Saturday 8 November**. Make sure you have your tickets for both of these events.

- Congratulations on being a 2025 Sunshine Coast Business Awards finalist. **Good luck!**