



ASSESSOR GUIDE

BSBCMM411

Make presentations

Assessment 4 of 4

Project



Assessment Instructions

Assessment overview

This assessment consists of one [1] task.

Task 1: Analyse and incorporate feedback

In this task, you must complete an email response to Joanne Brown to include areas of improvement identified from self-evaluation, feedback from participants and feedback from Joanne Browne, relating to the preparation, communication techniques and developed materials. Additionally, you must amend presentation slides (*BSBCMM411_04_Slides_Presentation1* and *BSBCMM411_04_Slides_Presentation2*) accordingly and attach them to the email.

Additional resources and supporting documents

To complete this assessment, you will need your previously submitted documents from assessment *BSBCMM411_03_Presentation*. These are:

- *BSBCMM411_04_Slides_Presentation1_v2*
- *BSBCMM411_04_Slides_Presentation1_v2*
- *BSBCMM411_03_Self-evaluation_Presentation_1*
- *BSBCMM411_03_Self-evaluation_Presentation_2*
- *BSBCMM411_03_Presentation_1_Feedback1*
- *BSBCMM411_03_Presentation_1_Feedback2*
- *BSBCMM411_03_Presentation_2_Feedback1*
- *BSBCMM411_03_Presentation_2_Feedback2*

You will also need:

- Feedback from Joanne Browne within her email response from this assessment *BSBCMM411_04_Project* [Task 1]

Assessment Information



Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.



Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment (e.g. allowing additional time)
- the evidence gathering techniques (e.g. oral rather than written questioning, use of a scribe, modifications to equipment)



However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Task 1- Analyse and incorporate feedback

To begin this task, read the following scenario and email. Complete the instructions that follow.

Scenario

Nova is a company that specialises in marketing and communications and has recently been through a restructure, where all staff are now working remotely.

A newly recruited marketing specialist team has just joined Nova; they all reside in different cities across Australia. Matilda Jones is an existing marketing specialist at Nova and reports to Joanne, the managing director.

As Matilda has been working with Nova for the last two (2) years, Joanne often turns to her to help onboard new staff. Presentations are usually delivered using in the main boardroom at Nova Head Office. However, with the recent restructure, onboarding will need to take place virtually.

As part of the restructure, Nova has developed new company values to keep staff members motivated within the workplace, working efficiently and aligning to company values.

The new company values are:

- **Collaborative**- At Nova, we collaborate on projects across different teams to meet clients' marketing and communication needs for their businesses and value feedback.
- **Innovative**- At Nova, we strive to provide our clients with the most current industry trends and technologies for their marketing campaigns.
- **Creative**- At Nova, we believe in thinking outside the box and using creativity to personalise services to our clients.
- **Distinctive**- At Nova, we aspire to stand out from the rest, creating unique services and products for our clients.

Matilda has recently delivered two (2) presentations requested by Joanne to help onboard the new staff members and align them with Nova's new company values.

Matilda has completed a self-evaluation on Presentation 1 and Presentation 2. She has additionally gathered feedback from the two (2) participants to provide her with insight into their experience during the delivery of the presentations.

She has emailed Joanne Browne, the managing director, with these completed documents and also sought feedback from her asking her to identify any areas of improvement.

Joanne has emailed Matilda to provide her with feedback and further instructions for the delivery of each presentation.

Email	
To:	matilda.jones@nova.com.au
From:	joanne.browne@nova.com.au
Date/time:	Thursday 15 th of June
Subject:	Presentation feedback

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Dear Matilda,

Thank you for your previous email. I have reviewed the attached documents of your self-evaluation and the two [2] feedback forms you have gathered from each of the participants, Josh, Georgia.

After reviewing the completed feedback and self-evaluation documents, I can see that you need to address some areas within your presentations.

Additionally, my feedback to you is for future presentations, draw inspiration from a successful business person known for quality service/product that encompasses similar values to our company, Nova. Modify your slides for presentation two [2] by adding this new inclusion. I think this could increase the motivation and engagement for this presentation.

Review and analyse your self-evaluation and the feedback you have received, including mine. Provide me with an emailed response identifying relevant areas to adjust for each presentation. More staff will be onboarding in the coming months, and I would like you to continue delivering these presentations as a part of their induction to Nova.

In your email response, attach your amended presentation slides that align with the adjustments you have identified by Monday 19th of June.

Regards,
Joanne Browne

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222



For this task, you will assume the role of Matilda Jones and follow the instructions given to you by Joanne Browne.

Analyse the self-evaluation, the two [2] feedback forms from the participants, and the feedback from Joanne based on your presentations. Provide an overall summary outlining the areas of improvement.

Once you have analysed the documents, explain how you will modify each presentation. Adjust presentation slides accordingly to use for future onboarding.

- 1.1 Using the following email template, write an email response to Joanne [290-300 words]. Your email response must include the following:
 - a) **Preparation:** Include any changes to the preparation for the presentations. *For example, resources, planning, timing, and the sequence of each topic. Etc.*
 - b) **Communication techniques:** Include any changes to the communication techniques when delivering your presentations. *For example, gaining clarification, listening and questioning, varying your tone, speaking clearly and concisely, speed, body language, and persuasive techniques. Etc.*
 - c) **Developed Materials:** Include any changes to the developed material of your presentations. *For example, presentation slides, handouts, images, graphics, data, and topics. Etc.*
 - d) Using your previously completed presentation slides [**BSBCM411_03_Slides_Presentation1_v1** and **BSBCM411_03_Slides_Presentation2_v1**] from assessment **BSBCM411_03_Presentation**, amend the slides incorporating the

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feedback (where appropriate) and attach each of the amended presentation slides to the email. *For example, you may need to add/remove/adjust visual, written and engaging content that supports the information being delivered.*

For task submission, complete the following email template with your written-up email and submit:

- This assessment document. ***[BSBCMM411_04_Project]***

Email	
To:	<i>[insert recipient email]</i>
From:	<i>[insert your email]</i>
Date/time:	<i>[insert date]</i>
Subject:	<i>RE: [Insert reply subject]</i>
<i>[Insert reply]</i>	
<i>[Insert job title]</i> 59 Kenyons St Sydney, NSW 2000 Phone: 1300 6681	
	

The email template must address each of the above points and include the amended two [2] presentation slides. This is your submission for this task (Task 1) of this assessment.

Please note: Save the two [2] amended presentation slides under the following naming conventions before submitting them.

- ***yy_mm_dd_yourname_BSBCMM411_04_Slides_Presentation1_v2***
- ***yy_mm_dd_yourname_BSBCMM411_04_Slides_Presentation2_v2***

Assessor instructions:

Purpose of the Task

The student must demonstrate their ability to:

- Review and analyse their self-evaluation, the feedback documents gathered from two [2] participants and the feedback from Joanne Browne.

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- Identify information relevant to each specific presentation and make changes to the presentations based on feedback received.

Guidance to Assessors About this Task

Students must review self-evaluation and feedback from participants and Joanne Browne, identify areas of improving the presentations and update the previously completed **BSBCMM411_03_Slides_Presentation1_v1** and **BSBCMM411_03_Slides_Presentation2_v1** from assessment **BSBCMM411_03_Presentations**.

Please note: the student will save the two [2] presentation slides under the following naming conventions before submitting them.

- **yy_mm_dd_yourname_BSBCMM411_04_Slides_Presentation1_v2**
- **yy_mm_dd_yourname_BSBCMM411_04_Slides_Presentation2_v2**

Students' answers may vary. However, the responses must use suitable grammatical structure and clear, logical language and must address the following:

- 1.2 Using the following email template, write an email response to Joanne [290-300 words]. Your email response must include the following:
 - a) **Preparation:** If you will/will not need to adjust any steps relating to preparing for your presentations. *For example, resources, planning, timing, and the sequence of each topic. Etc.*
 - b) **Communication techniques:** If you will/will not need to adjust any communication techniques when delivering your presentations. *For example, gaining clarification, listening and questioning, varying your tone, speaking clearly and concisely, speed, body language, and persuasive techniques. Etc.*
 - c) **Developed Materials:** If you will/will not need to modify any developed material for any of your presentations. *For example, presentation slides, handouts, images, graphics, data, and topics. Etc.*
 - d) Using your previously completed presentation slides [**BSBCMM411_03_Slides_Presentation1_v1** and **BSBCMM411_03_Slides_Presentation2_v1**] from assessment **BSBCMM411_03_Presentation_v1**, amend the slides incorporating the feedback [where appropriate] and attach each of the amended presentation slides to the email. *For example, you may need to add/remove/adjust visual, written and engaging content that supports the information being delivered.*

The student's email responses will vary, however, the answer must reflect areas of improvement identified in the self-evaluation, feedback from participants and Joanne Browne.

These identified areas must be included in the email response. The student must amend the presentation slides in alignment based on feedback received.

The submitted presentation slides may include content that has been either added/removed/adjusted/ in the following areas:

- *visual and written formats: for example, images, graphs, textual information, headings, bullet points, punchy statements.*
- *support your content that is being delivered to your participants: for example, have slides that aid in conveying Nova's new company values.*

- *help to deliver the content to the participants in an engaging way: for example, layout of text and images, keep it simple, colour pallets chosen, visual aesthetics.*

Sample answer below: (the student may not list all the points in the sample answer below)

Email	
To:	<i>joanne.browne@nova.com.au</i>
From:	<i>matilda.jones@nova.com.au</i>
Date:	<i>Monday 19th of June</i>
Subject:	<i>RE: Presentation feedback</i>
<p><i>Hello Joanne,</i></p> <p><i>Thank you for your feedback. I believe that will really help the audience connect with the presentation. I have also carefully considered my own experience and self-evaluation and the feedback of the two [2] participants to determine areas of the presentation that could be improved on. There was very valid feedback given and I have decided that the following areas needed to be modified:</i></p> <p><i>Preparation:</i></p> <ul style="list-style-type: none"> ▪ <i>preparation of presentation resources need to be set up prior to the presentation started</i> ▪ <i>handouts for the slides were better handed out via email at least a day before the presentation to allow the participants to print them off ready for the presentation</i> ▪ <i>extend the time of each presentation to allow for more time to dedicate to participants' questions, inputs and discussions</i> ▪ <i>extend the time to discuss new content relating to an inspirational business person.</i> <p><i>Communication techniques:</i></p> <ul style="list-style-type: none"> ▪ <i>ask questions to seek further clarification of key points</i> ▪ <i>vary my tone and read less from notes</i> ▪ <i>slow down the pace in delivering the concepts</i> ▪ <i>give eye contact and smile</i> ▪ <i>addresses participants by name when speaking directly with them</i> ▪ <i>include an example of an inspirational business person to discuss as a part of the presentation to help participants connect with the content in a personal way.</i> <p><i>Developed materials:</i></p> <ul style="list-style-type: none"> ▪ <i>reduce the amount of text-heavy slides and present them verbally instead, and by using a simple image and bullet points to convey the same message.</i> ▪ <i>include new content from an inspirational business person</i> ▪ <i>add images and a quote to support the new content</i> ▪ <i>add new slides to handouts.</i> 	

Please find attached the following amended presentation slides:

- **yy_mm_dd_yourname_BSBCMM411_04_Slides_Presentation1_v2**
- **yy_mm_dd_yourname_BSBCMM411_04_Slides_Presentation2_v2**

Thank you for assisting me in this. I am looking forward to delivering the new and improved presentation to future onboarding staff members.

Regards,

Matilda Jones

Marketing specialist

59 Kenyons St Sydney, NSW 2000
Phone: 1300 6681



Assessment checklist:

Students must have completed all tasks within this assessment before submitting. This includes:

Task 1- Analyse and incorporate feedback		
1	Completed an email to Joanne Brown to include areas of improvement identified from self-evaluation, feedback from participants and feedback from Joanne Browne, relating to the: a) preparation b) communication techniques c) developed materials	<input type="checkbox"/>
2	Amended presentation slides (BSBCMM411_04_Slides_Presentation1_v2 and BSBCMM411_04_Slides_Presentation2_v2) and attached them to the email	<input type="checkbox"/>



Congratulations you have reached the end of Assessment 4!

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