



BSBCMM51
ASSESSOR GUIDE

Communicate with influence

Assessment 2 Part A of 5

Prepare for and Lead Meeting

Deliver a Presentation on Marketing Strategies

Assessment Instructions

Task overview

This assessment task is divided into two parts. Read each question carefully before typing your response in the space provided.

- In Part A, you will prepare for the presentation and submit a copy of your presentation for assessment via the LMS. Your assessor will then provide feedback and confirm if it is satisfactory before you move on to the delivery of the presentation.
- In Part B, you will deliver the presentation

Additional resources and supporting documents

To complete this assessment, you will need:

- Access to your learning materials.
- Access to a computer, the Internet, and a web browser.
- Access to Microsoft PowerPoint or other equivalent software.
- Access to a word processing application, such as Microsoft Word or similar software.
- Access to the following documents available on the LMS:
 - o BD001 Business Plan
 - o IM003 Communication Policy & Procedures.

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.



Part A: Prepare for a presentation

In Part A, you will prepare for a presentation.

Read the following email and its attachment, and then complete the tasks that follow



To: Shae Hughes [Shae.hughes@cbsa.com.au]
From: Gavin Stead [gavin.stead@cbsa.com.au]
Date/time: Monday 10:30 a.m.
Subject: Marketing Strategy Presentation
Attachment: PresentationPreparation.docx, Power/Interest Grid.docx

Good morning Shae,

As you are aware, CBSA has no current marketing campaigns underway and is totally reliant on using our website as our main marketing tool.

I would like to allocate a budget of \$10,000 towards marketing our organisation to try and increase our market share.

To this end, I would like you to undertake some research on at least three marketing strategies that CBSA can undertake.

I would then like you to present your research and any recommendations to the managers of each department plus myself.

The presentation should take no longer than 20 minutes and include a combination of verbal and visuals so that it can keep the audience interested.

Prior to giving authority to deliver the presentation, I would like you to provide answers to the questions in the attached document and to send it through with the presentation, so I may review it.

Kind Regards,

Gavin Stead

P.S. – I have taken the \$10,000 from the IT department's budget, so you may get some resistance from the IT department.

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



Attachments

Power/Interest Grid.docx

High → POWER ← Low	Keep satisfied	Manage closely
	Monitor (Minimum effort)	Keep informed
	Low ← POWER → High	

Someone's position on the grid shows you the actions you have to take with them:

- **Promoter stakeholders: high power, interested people:** these are the people you must fully engage with and make the greatest efforts to satisfy.
- **Latent stakeholders: high power, less interested people:** put enough work in with these people to keep them satisfied, but not so much that they become bored with your message.
- **Defender stakeholders: low power, interested people:** keep these people adequately informed and talk to them to ensure that no major issues are arising. These people can often be very helpful with the detail of your project.
- **Apathetic stakeholders: low power, less interested people** again, monitor these people but do not bore them with excessive communication.

Presentation Preparation.docx

1. What are the business objectives for the organisation, and which business objective does the presentation align to?

[Approximate word count: 80-120 words]

CBSA's business objectives can be found in the Business Plan on the CBSA website. They are:

- to become Australia's largest business consultancy firm
- to support business owners and their immediate and future needs
- to deliver a first-class customer experience to ensure high levels of customer satisfaction
- to remain up-to-date with the latest business compliance requirements
- The business objective that the presentation aligns with is: 'To become Australia's largest business consultancy firm' as the marketing strategies implemented are designed to increase the organisation's market share.

2. Explain what communication channels are relevant to CBSA.

[Approximate word count: 40-60 words]

The communication channels that CBSA utilises are given in the Communication policy located on the CBSA website. They include:

- Email
- client surveys
- Presentation
- business documentation
- cloud-based collaborative tools
- website and social media channels
- instant messaging
- video-conferencing
- phone

3. List three industry, media, Government organisations, or events that might be relevant to CBSA.

[Approximate word count: 30-50 words]

The student should specify any three industries, media, Government organisations, and events that might be relevant to CBSA. As CBSA provides consultancy services to businesses, a wide range of possible answers is acceptable. Accept any reasonable suggestions. Some examples are provided below:

1.	industries that CBSA provides services for, such as financial, information technology, governance, etc.
2.	Government organisations such as the ATO, WorkSafe, etc.
3.	Events such as 'Ethics in Business conference', 'Future of Work: People, Performance, Innovation', 'Modern Marketing', etc.
4.	Media channels that CBSA can offer its services include web, social media, print, TV, radio, etc

4. Select a forum for this presentation. Explain which forum you have selected for the presentation and why you selected this forum, keeping in mind that you need to include both verbal and media in your presentation. You will need to ensure this aligns with the communication policy at CBSA.

[Approximate word count: 50-70 words]

The Communication policy doesn't specify how or what tools a presentation should be undertaken with. As such, the student can select any tool/methods that would be realistically used in the workplace. As the selected forum must include both verbal and media components, one typical example would be a PowerPoint presentation using verbal notes.

5. Develop a Stakeholder Map using the table below. Map out your stakeholders/presentation attendees on a Power/Interest Grid and classify them by their power over your work and by their interest in your work. List each of them within the map based on whether they are:
- promotor
 - latent
 - apathetic
 - Defender.

The student should develop a Stakeholder map template provided, plotting the audience stakeholders within it. Gavin Stead should be plotted as a promotor. Most managers will be supportive of the marketing strategies and should be plotted as latent or promotors; however, as Con Kafatos has had his budget reduced, he will likely be hostile to the marketing strategy implementation and should be plotted as apathetic. One possible solution is as follows:

☒ Promotor: Gavin Stead

☒ Latent: Wi Zhang, Steve Alfonso, Henry Thomas, Glenda Williams

☒ Apathetic: Con Kafatos

☒ Defender:

High ↑ POWER ↓ Low	Keep satisfied Latent <<Add answer here>>	Manage closely Promoter <<Add answer here>>
	Monitor [Minimum effort] Apathetic <<Add answer here>>	Keep informed Defender <<Add answer here>>
	Low ← POWER → High	

6. What are the two organisational policies relevant to the confidentiality of information? Explain how you would manage any information that may be subject to confidentiality based on these policies?

[Approximate word count: 50-70 words]

The two organisational policies relevant to the confidentiality of information are:

- privacy policy and procedures
- confidentiality policy.

The student should briefly explain how they would manage confidential information. For example, having a confidentiality agreement drawn up between both parties that references the Confidentiality policy or ensuring that any customer's personal information is only shared with appropriate personnel to meet work objectives as per the Privacy Policy.

	Organisational Policies	How would you manage them?
1.		
2.		

Steps

Based on the email, complete the following tasks.

1. Using PowerPoint or a presentation tool of your choice, research marketing strategies that CBSA could implement, and then develop this research into a presentation based on the selected forum and your stakeholder analysis. The presentation must:
 - covers at least three possible marketing strategies that could be implemented
 - include your recommendations on what marketing strategy(s) you would like to see implemented
 - use language that is appropriate for the audience
 - use a mix of verbal and media
 - meet the needs of the audience by creating an engaging presentation that:
 - there is a logical flow to the presentation: introduction, topic information and conclusion or call to action
 - keep the text on the slides to a minimum
 - use a clear and easy-to-read font
 - use relevant images
 - images, diagrams, graphs, and smart art is clear and easy to read from the back of the room
 - pitched at the right level, not too technical and not too simple or is coming across as patronising
 - adheres to the organisational style guide.
2. Write delivery notes to support your presentation, so you have a structured and professional delivery. Notes need to include an introduction, address key points to be discussed so that information on the slides is minimal, and include possible questions and answers, where attendees can go for further information and have a conclusion or call to action.
3. Submit a copy of your presentation for assessment via the LMS. Your assessor will then provide feedback and confirm if it is satisfactory before you move onto the delivery of the presentation.
4. Create a short feedback form that you can use after the presentation to gather information to enable you to evaluate the presentation and your delivery skills, as well as any areas for improvement. The feedback form can be created as either a hard copy or electronic document or alternatively as an online questionnaire using sites such as SurveyMonkey.

Key areas you might address are:

- About the presenter, for example:

- the presenter was approachable
- the presenter was well organised
- the presenter seemed knowledgeable about the subject matter
- the presenter covered information in a clear and understandable way.
- About the presentation, for example:
- the topic matched my expectations
- the amount of content was appropriate for the time available
- the materials and visual aids were easy to read and helpful.

Submission instructions

Submit your assessment for part A via the LMS.

NOTE: You must submit Part A and be marked satisfactory by your assessor before you commence Part B.

Assessment checklist:

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

1	Email	<input type="checkbox"/>
2	Presentation	<input type="checkbox"/>
3	Feedback document	<input type="checkbox"/>

Assessor Instructions: Part A

Purpose of the Task

This part is designed to ensure that the student can prepare for a presentation based on organisational policies and procedures and the objective of the presentation.

Guidance to Assessors About this Task

The student will submit a copy of their presentation for assessment via the LMS.

The assessor will then provide feedback and confirm if it is satisfactory before the student delivers their presentation.

Benchmark responses for each question have been provided.

Assessment marking criteria: Part A:

The evidence submitted demonstrates that the student has satisfactorily:

Assessor instructions: All sections/questions must be completed. Refer to the template for sample answers and benchmarks.

The evidence submitted demonstrates that the student has satisfactorily (S) covered the following criteria or the evidence is unsatisfactory (U) and requires resubmission

		S	U
1	Answer all written questions correctly in line with the decision-making rules provided in the Marking Guide?	<input type="checkbox"/>	<input type="checkbox"/>
2	Develop a presentation on potential marketing strategies for CBSA using PowerPoint or other similar presentation development software? This includes: <ul style="list-style-type: none"> <input type="checkbox"/> Cover a minimum of three possible marketing strategies that could be implemented. <input type="checkbox"/> Including their own recommendations on which marketing strategy or strategies would be most effective and should be implemented. <input type="checkbox"/> Using a combination of verbal presentation and media, such as graphs, charts, infographics, videos, etc. <input type="checkbox"/> Ensuring the presentation meets the needs of the audience, including: <ul style="list-style-type: none"> ▪ Keeping a logical flow to the presentation to ensure it makes sense. For example, introduction, topic information, conclusion, and questions. ▪ Keeping text on the slides relevant, concise, and professional. ▪ Using a clear, appropriately sized, and easy-to-read font. ▪ Any visual media is clear and easy to read. ▪ Avoiding the use of unnecessary jargon and inappropriate and complicated language. <input type="checkbox"/> Ensuring the presentation adheres to the organisational Style Guide. For example, the colours used match the specified colour palette; headers and text are of appropriate font, size, and colour; where applicable, lists are correctly formatted and numbered or bulleted appropriately; where applicable, tables are correctly formatted; appropriate logo image(s) provided were used. 	<input type="checkbox"/>	<input type="checkbox"/>
3	Email the presentation they developed to the assessor for initial approval?	<input type="checkbox"/>	<input type="checkbox"/>
4	Compose delivery notes to support the presentation? This includes: <ul style="list-style-type: none"> <input type="checkbox"/> An introduction addressing key points to be discussed. <input type="checkbox"/> The main points were supporting their arguments for potential marketing strategies, including their own recommendations. <input type="checkbox"/> Possible questions from the audience and answers to these. For example: preparing for the audience to ask about the costs and having an answer ready with a cost estimate. <input type="checkbox"/> Sources of information that attendees may access for further information. For example, websites, governing bodies, intranet, etc. <input type="checkbox"/> The conclusion summarises the content of the presentation and provides final arguments to support their recommendation(s). 	<input type="checkbox"/>	<input type="checkbox"/>
5	Develop a short feedback form to distribute following the presentation to elicit audience feedback? This includes: <ul style="list-style-type: none"> <input type="checkbox"/> Questions relating to the effectiveness of their communication and personal presentation. For example, were they approachable, were they well organised, did 	<input type="checkbox"/>	<input type="checkbox"/>

	<p>they appear to be knowledgeable about the subject matter, did they cover the information in a clear and understandable way, were they professional in manner and appearance, etc.</p> <ul style="list-style-type: none">□ Questions relating to the effectiveness of the presentation. For example, did the topic match the expectations of participants, was the content clear and concise, was it easy to understand, were the visual aids and media easy to read, were the visual aids and media helpful to provide context and information to the presentation, etc.		
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Assessment checklist:

Part A:		
1	Email	<input type="checkbox"/>
2	Presentation	<input type="checkbox"/>
3	Feedback document	<input type="checkbox"/>



Congratulations, you have reached the end of Assessment 2 Part A of 5!

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