

CUSGEN05A Make presentations

This unit describes the skills and knowledge required to make effective presentations for many different purposes using a range of media.

Element	Performance criteria
1 Plan and prepare for the presentation	<ul style="list-style-type: none">1.1 Identify the purpose, the audience, and the medium to be used for the presentation1.2 Collect information and materials required for the presentation, check accuracy and currency of the information collected and organise it in a logical structure1.3 Evaluate the information and materials and select information/materials suitable to the level of knowledge and understanding of the audience1.4 Create slides, overheads, tapes, brochures, pamphlets, pitching document and any other materials needed for the presentation as required
2 Make presentation	<ul style="list-style-type: none">2.1 Present information in a clear, logical and interesting way, ensuring that there is a good introduction and a strong conclusion2.2 Use appropriate public speaking techniques and visual and audio aids effectively as required2.3 Encourage audience participation, where possible, and provide means for gaining audience feedback2.4 Monitor and respond to audience needs and reactions and adjust presentation to ensure ongoing rapport and audience engagement in the presentation
3 Evaluate presentation	<ul style="list-style-type: none">3.1 Review presentation to see how well it met the requirements and check audience feedback to gauge the effectiveness of the presentation3.2 Identify strengths and weaknesses of the presentation to inform subsequent presentations

Range of variables

Variable

Scope

Information sources may include:

- media
- reference books
- libraries
- unions
- industry associations and organisations
- industry journals
- union publications – newsletters, magazines, bulletins and letters
- computer data, including internet
- induction kits
- organisational policies, procedures and journals
- personal observations and experience
- discussions with current industry practitioners
- discussions with manufacturers - technical and sales personnel
- specialist technical publications
- manufacturers' handbooks, manuals, promotional material

Audiences may include:

- colleagues
- business clients
- community groups
- general public

Public speaking techniques may include:

- pace of speech
- tone of voice
- inflection
- accent
- eye contact
- volume

Settings of the presentation may include:

- corporate
- education
- product launch
- fundraising
- events
- concerts

Evidence guide

Underpinning skills and knowledge

Assessment must include evidence of essential knowledge of, and skills in, the following areas:

- industry information sources
- technology information sources
- laws and regulations
- basic research skills:
- identification of relevant information
- questioning techniques to obtain information
- sorting and summarising information
- presentation skills

Linkages to other units

This unit has strong linkages to the following units and combined training delivery and/or assessment is recommended:

- CUSADM03A Manage a project
- CUEMAR3A Undertake marketing activities
- CUFRAD02A Develop and implement designs

Critical aspects of evidence

This unit of competence applies to a range of industries for example, film, television, radio and multimedia. The focus of assessment will depend on the industry involved. Assessment must be customised to meet the needs of the particular industry and industry sector in which performance is being assessed.

Assessment should only address those variable circumstances, listed in the range of variables statements, which apply to the chosen context. Care should be taken in developing training to meet the requirements of this unit. The specific focus of training will depend upon the industry sector involved. For generic pre-vocational training, organisations should provide training which is tailored to meet the needs of the particular industry. It is intended that participants will have an opportunity to develop skills in this area based on practice and modelling of good skills by mentors, teachers and trainers.

The following evidence is critical to the judgement of competence in this unit:

- ability to source, evaluate and select supporting information
- the skill of presenting the information effectively, based on good preparation

Method and context of assessment

Assessment may take place on the job, off the job or a combination of both of these. Off the job assessment must be undertaken in a closely simulated workplace environment.

Assessment may incorporate a range of methods to assess performance and the application of essential underpinning knowledge, and might include:

- practical demonstration (direct observation may need to occur on more than one occasion to establish consistency of performance)
- work samples or simulated workplace activities
- third party reports and authenticated prior achievements
- portfolios of evidence

Resource requirements

Assessment requires access to a range of relevant and current industry information materials listed in the range of variables statement.

Workplace based assessment should use a range of materials current and relevant to that workplace environment.

Key competencies

Level

Collecting, organising and analysing information

3

Communicating ideas and information

3

Planning and organising activities

3

Working with others and in teams

2

Solving problems

2

Using mathematical ideas and techniques –Using technology

2