**A2b Student Presentation Feedback**

**Presenter Name**: (*type here*)

**Your Name**: (*type here*)

You may base your comments and score on the A2b Business Presentations Rubric below (pages 3-4). Save and send this feedback sheet to the presenter you have evaluated.

**Audience orientation:** *(type your comments here)*\_\_\_\_\_\_\_\_\_

Score (0-5):

**Organisation:** \_\_\_\_\_\_\_\_\_

Score (0-5):

**Delivery:** \_\_\_\_\_\_\_\_\_\_

Score (0-5):

**Language (Spoken):** \_\_\_\_\_\_\_

Score (0-5):

**A2b Business presentation rubric**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **5** | **4** | **3** | **1-2** | **0** |
| **Audience orientation** | **Clearly very targeted to audience**.  **Audience info**: background, knowledge, needs and concerns, attitude and motivation are fully addressed. | **Targeted to audience** | **Mostly targeted**.  **Audience info**: some info fails to consider audience background, knowledge, needs and concerns, attitude or motivation. | **Not very targeted** | Audience **completely overlooked**. |
| **Organisation / structure of presentation** | Clearly & logically **structured**.  **Core message** clearly stated & highlighted.  3 clear parts:   1. **introduction** - highly impactful; 2. **body** - coherent structure & **clear transitions**; 3. **conclusion** – strong, **repeats** core messages & calls to action.   **Claims always supported** -compelling evidence (quantitative & qualitative) from relevant & respected sources. | The presentation is clearly and logically organised. The core message is clearly stated but could be better highlighted during the presentation.  **Intro &/or the conclusion could be more impactful**.  **Most claims are supported**. | **Core message** could be more clearly presented in a more memorable way.  **Intro &/or conclusion could be more impactful**  **Some claims** **lack** solid, compelling evidence. | **Not well organised**  **Lacks overall coherence** & cohesion - key ideas remain unclear.  **No clear introduction and / or conclusion**.  **Claims** **not substantiated** by suitable evidence. | Presentation fragmented.  **Lacks clear structure** & overall sense of coherence - difficult to follow.  Not clear introduction and / or conclusion.  Claims unclear and, in the main, unsubstantiated. |
| **Delivery** | Engaging:   * capturing & maintaining **audience attention** * offering opportunities for **audience interaction** * **interesting facts, figures, examples**, illustrations, analogies, **quotations, stories** to support the message * using **nonverbal** techniques (body movement, gesture, eye contact) - presentation compelling | Relatively engaging by doing most of these things:  … | Somewhat engaging:  … | Not particularly engaging - fails in:  … | Not engaging - does not do any of these:  … |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Language (Spoken)** | **Speaks effortlessly** with a natural conversational flow.  Language is accurate, vivid & expressive.  Varies **pace & pitch**.  **Pronunciation** is clearly intelligible.  Speaker is totally **independent of notes.** | **Speaks smoothly** and fluently.  Language is accurate and relatively expressive.  Often varies the pace & pitch. Pronunciation is clearly intelligible. The speaker uses minimal or no notes. | Speaks clearly and at a fairly even tempo.  **Sometimes lengthy pauses**  Could be **more vivid and expressive**.  **Pronunciation**: occasional mispronunciations.  Speaker has to rely on notes for parts presentation. | **Speaks relatively clearly**  But **frequent mispronunciations**.  **Choice of vocabulary** not always accurate.  Speaker relies on notes for the whole, or most of, presentation. | A lot of what is said is hard to follow due to the fact that the speaker constantly uses the inappropriate vocabulary, and frequently mispronounces words. The speaker is totally dependent on notes during the presentation. |

Organizational Communication, Department of Management Studies, Aalto University School of Business 04.01.2021