

# Business Communication (3cr)

## MLI61A130

### Session 2



**Lecturer: Mark Badham**

# Today's agenda

1. QFOTY Team Exercise
2. A1 1<sup>st</sup> Version – Peer review
3. Session 1 Reflection feedback
4. Instructions for **A2a & A2b Individual Persuasive Presentation**  
Strategy Outline & Presentation
5. Instructions for **A5 Critical Reflection**



# 1. QFOTY



Do you know an  
**outstanding father**  
who deserves to be  
**recognised?**

Nominate him now for Queensland Father of the Year.

[www.qldfatheroftheyear.org.au](http://www.qldfatheroftheyear.org.au)

Nominations close 31 July.



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## **TEAM EXERCISE: Queensland Father of the Year (QFOTY) sponsorship request**

Fathers Day: early September in Australia

**Background context...** ([www.suqld.org.au](http://www.suqld.org.au))

SU Qld's CEO, Tim Mander, stated: "Fathers play such a key role in the healthy development of our children. We want to honour our fathers and promote the vital role fathers play in families and society in general."

SU Qld seeks a 5-star resort venue to announce the 2021 QFOTY winner to the news media and to a live audience (eg families of nominated fathers).

# Communication Strategy

## Audience Strategy:

- Marketing Manager, Hyatt Regency Sanctuary Cove, Gold Coast, Australia – decision-maker & influencer (to CEO) – responsible for events that market resort
- Potential objections: no budget & busy staff (no time & money to get involved) – they budget 1 year in advance
- **WIIFT**

**Message Strategy - Communication Objective:** As a result of this message, I want him to agree to sponsor the event at the resort (catering, room costs, prize for winner).

## Communicator Strategy - Credibility Assessment:

- SU Qld track record running QFOTY media publicity & marketing
- Large successful organisation – positive image (*show media reports & marketing material from past years*)
- Common ground: families as our target market (Hyatt & SU Qld)

## Channel Strategy:

- Final goal to get a FTF meeting with Marketing Manager
- Email seeking FTF meeting



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<http://qldfatheroftheyear.org.au>

<https://www.ihg.com/intercontinental/hotels/us/en/sanctuary-cove/bneql/hoteldetail>

See QFOTY documents in MyCourses (under 'QFOTY')

**Team task:** You are asked to seek sponsorship from a 5-star resort for this event.

1. Think about your **communication strategy**.  
*Approx. 10 minutes team collaboration*  
(How will you obtain sponsorship from the resort? How will you write your sponsorship request?):
  - *Audience Strategy*
  - *Message Strategy*
  - *Communicator Strategy*
  - *Channel Strategy*
2. **When ready, begin writing an email to the resort.** *10 minutes individual, then 10 minutes team collaboration*
3. **Submit** your draft text (as document) in MyCourses (under 'QFOTY')



QFOTY Media Release  
Sponsorship Proposal



## 2. A1 1<sup>st</sup> Version – Peer Review

List of 8 teams and team members under 'Teams' in MyCourses. Room number (eg Room 1) = Team number (eg Team 1).

### Peer review:

- Team 1** review **Team 2** + Team 2 review Team 1
- Team 3** review **Team 4** + Team 4 review Team 3
- Team 5** review **Team 6** + Team 6 review Team 5
- Team 7** review **Team 8** + Team 8 review Team 7

Each team to download 2 documents in MyCourses (under Session 2):

- 1. Submitted A1 1st Version:** Download the one that your team has been asked to analyse (for peer review).
- 2. Peer Review Guidelines:** Also download and use the 'Peer Review Guidelines' document.

1. Teams in Breakout Rooms: Individually read the other team's A1 1<sup>st</sup> Version and write your comments (15 minutes)

Return to Main Room in Zoom.

2. Two Teams / Breakout Room: Give the other team your feedback (15 minutes)

Return to Main Room in Zoom.

3. Teams in Breakout Rooms: Each team to discuss feedback & make changes to your own 1<sup>st</sup> Version (20 minutes)

Return to Main Room in Zoom.

4. Be prepared to show me what you have written (eg share your screen)

## 3. Session 1 Reflection feedback

# 4. A2 Individual persuasive presentation (15%)

Due 13.00 on Monday 7 February (Session 4)

## Deliverables

The assignment is divided into 2 parts as follows:

**A2a Presentation Strategy Outline:** submit to the MyCourses submission box before class on Session 4

**A2b Presentation (to peers):** held in Session 4 Zoom Breakout Rooms

5-minute individual persuasive (sell) presentation that you will deliver in class

Your target audience could be:

- **school:** Aalto Mikkeli management, fellow students, potential students, exchange students, corporate partners, student club management
- **company where you (used to) work:** top management, colleagues, company personnel, customers, suppliers, buyers, partners etc

## **2019 Topics:**

- Supporting a football team is an effective investment to improve mental health
- The Fidget Cube: new, *revolutionary device* that will make you more productive during the day + help reduce stress.
- Why is negative economic effects a bad argument against immigration?

## **2020 Topics:**

- Why buying sustainable clothing is worth it
- Is the legalization of marijuana a plan made by the devil?
- Why do we need to hire more women?
- Why is it important that we start plastic recycling in Mikkeli?
- Why should employers pay interns?

2022:

Esports should be an Olympic sport

Legalize cannabis in Finland

*Ski resorts should stop using artificial snow*

Why should companies invest in influencer marketing?

The presentations will be given in small groups (in Zoom Breakout Rooms) - you will get and discuss feedback on the presentations in these small groups.

Before the actual presentation (assignment A2b), you will need to **analyze the situation and plan properly** to ensure that your presentation will be effective.

As an outcome of your analysis and planning, you will need to **present your plan** as a written outline (A2a).



**Length:** 1-2 pages, single-spaced

**Evaluation criteria:** See grading rubric (in MyCourses submission box)

**SEE MORE DETAILS IN ASSIGNMENT INSTRUCTIONS IN MYCOURSES**

# 5. A5 Individual Reflection on Presentation Performance (20%)

**Due:** 11 pm on Sunday 13 February

**Length:** maximum 3 pages.

This assignment requires you to write a critical appraisal of the two persuasive presentations you have given in this course – A2 individual and A4 team – and to assess your overall presentation performance.

**The assignment thus has 3 parts:**

1. Critical appraisal of A2 individual presentation
2. Critical appraisal of A4 team presentation
3. You as a presenter: overall assessment of your presentation performance

Use comments & written feedback from lecturer and fellow classmates + theories of communication.

## **Part 1: Critical appraisal of A2 individual presentation**

- To what extent was your presentation persuasive? Discuss 3-5 points.
- What areas could you have done better in terms of persuasion? Discuss 3-5 points.
- What do you intend to do differently in the next persuasive presentation assignment?

## **Part 2: Critical appraisal of A4 team presentation**

- What aspects of your team's presentation made the presentation persuasive? Discuss 3-5 points.
- In what ways could it have been more persuasive? Discuss 3-5 points.
- How did what you learnt in the first presentation affect the way you approached the second presentation in terms of preparation and delivery?

## **Part 3: You as a presenter: an overall assessment of your BCS presentation performance**

- What seem to be your strengths as a presenter?
- What areas do you feel you still need to develop?

**All three parts (A,B & C) of the appraisal should cover:**

**Communication strategy**

- Audience analysis (Input 1)
- Choice of content and structure (Input 1)
- Argument: claims & evidence (Input 2)
- Benefits (Input 2)

**Presentation delivery**

- Introduction & conclusion (Input 4)
- Slide design (Input 4)
- Nonverbal communication (Input 4)
- Language (Input 4)

# Work due Session 3

Read [Input 4](#) (impactful presentations) available in MyCourses

[A1: Written request](#) final version (team). Due **13.00** (upload to MyCourses)

[A2a 1<sup>st</sup> version](#):

- Choose A2 topic
- Prepare A2a draft version to show peers in class
- Come to class prepared to present your topic (max. 2 minutes, no slides) - explain context + how you will plan your presentation (eg arguments)

## References / Acknowledgments

See in-text citations

Mike Baker, Christa Uusi-Rauva