**MGS 351 Presentation Guidelines**

**Group Role:** Your group has been hired as **external consultants** by the company you chose to create a database for because their current system/lack of system is not a suitable way for them to operate their business. Thus, the perspective your group should take when presenting is for the presentation to be a **persuasive sales pitch** to the company you built the database for and why they should pick your database as opposed to another consulting group’s database.

**Audience:** The rest of the class watching your presentation is the company you are selling your product to. Convince them why they should buy it.

**Presentation Structure: (Use of a PowerPoint is optional)**

1. Introduce your consulting group & start with Group Website
* Group website should be more of a website for the consulting company you work for

|  |  |
| --- | --- |
| DO | DO NOT |
| * Open database from website
* Mention that website contains more info on each member of team
 | * Say this is our consulting website, its already known
* Click through every individual website
* Click through every section of website, your TA will grade this
 |

1. Re-iterate to the company the original problem that they brought to your consulting firm to fix
* Provide a detailed explanation
* Provide examples of their current system failures
1. State & show how you fixed the problem through building your database
* Go through the forms and reports
* Provide examples of how this is going to be better than using the old system

|  |  |
| --- | --- |
| DO | DO NOT |
| * Compare & contrast old system to new
* Emphasize the ease of use
* Only show end user interface
* Navigate database using solely the switchboard
 | * Show every table built
* Show the ERD relationships
* Show me the macros, talk about them as you go along
* Explicitly state the extra features
 |

1. Summarize & Conclude
* The overall business value from this database

**Presentation Etiquette:**

* Business casual
* Be professional! Present as if you were presenting to a future employer
* Practice & rehearse your presentation with your group
* Try your best to NOT use notecards