Below you will find the criteria for effective professional presentations. You can expect to make professional presentations as a student, and in your career. Below you will find terms important to consider when preparing for a professional presentation.

The way you come across to an employer or potential client is crucial. The way you communicate can suggest to them if they can trust you or not:

- Are you competent enough to do what you say you can do?
- Do you have the information needed to complete the job?
- Are you able to solve any problems that might arise?

Yes, all this can be communicated by the way you present yourself. And, don’t be fooled, looks do matter. As part of your presentation, make sure that you are neatly dressed and that your attire is audience appropriate.

**Some areas to consider**

**Professionalism:** This component includes dress and presentation style. Every presenter should address his/her audience using eye contact, good posture and a clear tone. Presentations should be delivered in a manner that suggests adequate preparation. Transitions between speakers in a group presentation should be fluid.

**Justification of Target Market:** The target market should be clear and justified. Your audience will require substantial reasons as to why this market was chosen for the current project.

**Clarification of Target Market:** The target market should be well-defined and communicated. Your presentation should reflect a well-researched demographic including, but not limited to, generational attributes, interests, and values.

**Justification of Current Line for Target Market:** It is important to be able to discuss how the current line relates to the target market based on researched performed.

**Communication of Abstract Direction for Line:** The presentation should clearly define the steps taken towards developing your current fashion line; including research and background information. This aspect includes the *inspiration* portion of the presentation.

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The basics of speaking are, for the most part, consistent across disciplines. Knowing the expectations of a discipline is an important part of adapting to your audience, however. The papers in the “Speaking, in my opinion…” series do not represent an official statement from the department. They do, however, give you an introduction to different faculty opinions on effective speaking.
**Sourcing Decisions:** This aspect includes information on where the products will be made and why.

**Production Planning:** Production planning includes lead times and deadlines for apparel to be produced. This also includes the planned assortment in terms of sizes and styles. Specification sheets may be used.

**Costing:** Cost sheets need to be thoroughly completed to give an accurate estimate of the total cost of production. Costing should include the projected wholesale price and suggested retail price.

**Overall Likeliness of Design:** This component is based on how complete your estimates are and your overall production plan. This asks the question: Can I go to the printer with the information you have given me and expect to have the design printed as is?

**Group Participation:** Generally, in group projects in the major, you can expect your group to be asked to rank you according to your participation in meetings and the overall project design. Your score will be based on an average of all scores provided by your group members. You will also be asked to rank your group-mates.

Do not be afraid to ask for help! If you have questions, you may see me or contact the Speaking Center for more help. The Speaking Center can clarify your questions, calm your nerves, and even give you space to practice your presentation (with feedback!).