

**Information and Communications Technology Industry Training Advisory Committee
Software Products and Software Services (SW) branch
Unit of Competencies**

1. Title	Present effectively to team members and clients	
2. Code	ITSWG404A	
3. Range	Present information related to general business and technical information effectively to team members and clients in the context of a two-way communication process to encourage audience to respond to the theme as shown in a presentation [Generic Skills – Communications Skills]	
4. Level	4	
5. Credit	2	
6. Competency	<p>6.1 Know the principles of presentation</p> <p>6.2 Prepare for a presentation</p> <p>6.3 Deliver effective presentation on information related to general business and technical information to team members and clients in logical order</p>	<p><u>Performance Requirement</u></p> <p>Be able to recognise that</p> <ul style="list-style-type: none"> ▪ the purpose of presentation is to persuade the audience for a target, it is more than the ability to speak or read out loudly ▪ people are overloaded with information and they could forget them fast ▪ perception is more powerful than lots of fact for conveyance of a message ▪ effective presentation tries to get attention from audience, feed them with meaningful information, make the presentation memorable and induce response towards the target <p>Be able to</p> <ul style="list-style-type: none"> ▪ know the audience and tailor the approach ▪ prepare ideas for the objectives or target of presentation, develop the corresponding narrative and supplemental materials ▪ arrange presentation materials in logical order ▪ make proper usage of audiovisuals if that should fit the setting, support the message or awaken the audience ▪ note that effective media messages could be pictorial, colourful and creative but their use should be in moderation ▪ check visibility of projected text and image for contrast with background and clarity <p>Be able to</p> <ul style="list-style-type: none"> ▪ start with a cheerful greeting, stating the objective and showing an outline of the presentation ▪ present information related to general business and technical information effectively in logical sequence such as <ul style="list-style-type: none"> ➢ Key Point 1, Supporting Material, Transition ➢ Key Point 2, Supporting Material, Transition ➢ Key Point 3, Supporting Material ➢ Closing: Summary and ' To do '

	<p>6.4 Improve effectiveness of presentation</p> <p>Be able to</p> <ul style="list-style-type: none"> ▪ relate what is relevant to the audience and to the intended target ▪ explain the use of special terms or short forms ▪ invite interaction from audience via techniques such as ask questions or use recalls ▪ relate the information, technique, product or service in the presentation to the audience from their perspective ▪ develop good vocal qualities and intonation, use intentional pauses and avoid using fillers (er, um, ah) ▪ use clear, simple, emotive words ▪ monitor feedback and adapt as appropriate
7. Assessment Criteria	The integrated outcome requirement of this UoCs are the abilities to deliver a presentation on information related to general business and technical information effectively to team members and clients, in which the intended messages is clearly conveyed.
Remark	