

## **Formal Long Proposal and Presentation**

### **Solicited External Proposal – 20% of final grade**

The National Business Communicators Association is planning an upcoming convention. This association of 500 members conducts a 3-day conference during late October that includes at least one general session and as many as five breakout groups of 50-75 participants in each session. The chair of the group's convention site committee has invited Tempe, AZ, to submit a proposal bidding for the convention's 2016 national meeting.

Your team has been appointed by the Executive Director of the Economic Development Council to write a proposal including specific information to convince the group that Tempe, AZ, can provide the needed meeting facilities, hotel accommodations, affordable transportation from major U.S. cities, and a variety of social and recreational activities for members and guests. You must obtain the necessary information on Tempe from the Chamber of Commerce, Tempe Tourism Office, and Internet research.

### **Presentation – 5% of final grade**

Because this is a priority task, the Executive Director has asked your team to give an oral presentation of your proposal for her prior to sending the formal document to the NBCA Convention Planning Committee. The time limit for presentations is 20 minutes—up to 15 minutes of speaking and 5-10 minutes for questions and answers. Please note that all group members must participate in some way during the presentation; however, it is not required that all group members speak for equal amounts of time. As part of their presentation, project teams are responsible for preparing a visual aide to support their presentation (e.g., PowerPoint, Prezi, video, etc.).

Ultimately, each team's job is to "sell" their proposal to the Executive Director and convince her that it is the best proposal for Tempe to be selected for the 2016 NBCA Convention. That is, it is not your group's responsibility to report on your *research process*; you are "selling" the proposal to your supervisor.

### **Professional Collaboration – 5% of final grade**

Project teams will consist of 4-5 team members. As part of the individual professionalization assessment, team members will be asked to submit feedback regarding their own and their peers' involvement in the project throughout the sequence of the assignment.

### **Other Things to Consider**

Use a logical document structure. Make sure to organize your document clearly and signal to the readers how you will be arranging your content. The overall design and layout of a document play a major role in the acceptance by an audience. This is especially true of a proposal. Keep in mind that your proposal will be competing with many other proposals and the first impression it makes will be visual, so be sure to use elements such as photos, illustrations, graphs, and tables effectively. It should be attractive, logically organized, and reader friendly.

### **Grading Criteria**

This proposal will be graded according to the following criteria:

- How well the requirements for the document are followed

- How effective the document is in accomplishing the task involved
- How well the audience is considered
- Correct document format
- Mechanical and grammatical correctness of each letter

This presentation will be graded according to the following criteria:

- How well the presentation pitches the content of your team's proposal
- How well the presentation is delivered (voice, dress, attitude, confidence, audience engagement, preparedness, team cohesion)
- The appearance of presentation slide content and visual aide(s)

### **Due Dates**

A printed rough draft of this report will be due on **Thursday, October 30** by the beginning of class for peer review.

Presentations will occur during class on **Thursday, December 4**, and the Final Proposal Draft must be posted by 11:59 p.m. on the same day.