

# Roller Coaster Marketing Presentation

## **The Challenge**

The Roller Coaster Marketing Presentation challenge explores the economic and social benefits of building an amusement ride. Participants must persuade the audience and judges that the marketed design is well designed, cost effective and appealing to the public.

## **Marketing Presentation Criteria**

Five (5) minute oral presentation accompanying a Powerpoint, Keynote or Prezi digital presentation

Elements of presentation to include:

- Design process
- Images of roller coaster features (e.g. loops, height, and any special features)
- Graphed data showing velocity and G-Force
- Cost efficiency of design {generally track costs US\$100/linear foot} and projection of return {i.e. when do you project the roller coaster will become profitable based on comparable existing rides}
- References cited and image attributions

## **The Process**

Recommend using roller coaster design entered the roller coaster test cycle challenge

# PowerPoint or Keynote Presentations

## *Things to Consider*

PowerPoint or Keynote presentations are like a museum exhibit showcasing your work. Thus, the same rules that apply to creating good exhibits also work for creating good PowerPoint or Keynote presentations.

**Color:** Choose three colors that you can use for

1. Background (white is a color as is black),
2. Major Titles and
3. Text

**Font:** Choose a font that can be easily read from a distance. The most common fonts are Times New Roman and Arial. You can use others that are more aesthetic for the major titles or you can shadow, outline, emboss, engrave or use Small Caps for emphasis.

**Text:** Good Visual presentations take into account that your audience has only so much attention span. In museums and interpretation centers such as parks and zoos, the signage follows the

### **3-30-3 Rule**

**3 seconds** for someone to read your title and major headings

**30 seconds** to read whatever you have on the screen as text. Avoid paragraphs like the plague. Use bullets to make your point. Put the backup data to your points in your notes below the slide. Use charts and graphs to visually present numbers and statistics.

**3 minutes** for any inserted video or sound file. If you are using a longer video edit it to capture the point you wish to make.

**Images & Video files:** Be sure to either embed your video files or place the video files in the same folder with the presentation so that it will play when the slide comes up. *ALWAYS DO A TRIAL RUN BEFORE YOUR PRESENTATION!!*

**Borders:** Borders and shadow give images a 3-dimensional feel and add texture to an otherwise flat presentation.

**Transitions & Animation:** Be careful with transitions. Too fast, your audience will get carsick on you. Too slow, and they will fall asleep. Once again if you use transitions be sure to do a trial run so that your timing is good. Animation can make a simple presentation very sophisticated using motion to reinforce points. Good animation is the mark of an advanced presentation.

**Notes:** Notes are an excellent way to help you remember detailed facts. For example, if you have a set of statistics to present and you show a chart or graph to the audience you can have the exact backup data in your notes.

**Acknowledgements & Citations:** If you use images or information from a published report or someone else's website be sure to either cite the source directly under the image or acknowledge the source in your final slide for **References & Acknowledgements**.

**Final presentation submission:** All final presentation submission should be in a **.pps** format, which is the slide show. If possible print out your slide show in **3 slides per page** for the audience to follow along.

***What every slide show should have:***

1. **Title Slide:** Name of Presentation, Author(s) name(s), Date, and if appropriate logos of partners and/or sponsors
2. **Introduction Slide:** Can be a quote, simple statement or challenge that sets up your discussion of the coming data presentation
3. **Content Slides:** The content slides present your data in an orderly fashion. Make every attempt to have images or graphs interspersed throughout your data so that it is visually engaging as well as informative
4. **Conclusion Slide:** Use a final slide, often referred to as the “sunset slide” to give you time to conclude your presentation summing up your data.
5. **Acknowledgements & References Slide:** Your very last slide should acknowledge any assistance you’ve gotten and reference the sources of information you cite within your talk.