

Creating a marketing proposal

This witness statement is a crucial document enabling comments to be made on the candidate's ability to apply their ICT proposal to their chosen business context. Comments can also be made on the presentation skills demonstrated by the candidate.

Centre Name:

Centre Number:

Candidate Name:

Context of Presentation:

Comments on candidate's ability to apply their marketing proposal to the needs of the consumer within their chosen business context:

Presentation Skills:

Criteria	Comments
Use of appropriate business terminology:	
Use of visual aid sand other techniques to engage the audience:	

Criteria	Comments
Structuring of the material so that the presentation maybe easily followed and moves at a reasonable pace:	
Clarity of expression with the stimulus material that is being used:	
Eye contact and use of body language:	
Willingness to take questions from the audience at the appropriate time:	

Additional comments:


Evidence provided to support presentation:

- Copy of the PowerPoint slides **Yes** **No**
OHTs **Yes** **No**
Prompt cards **Yes** **No**

Please check that you have completed all the relevant boxes above and then complete the boxes below.

I confirm that the comments provided are an accurate record of the candidates ability.

Name and Position: Date:



Note: To complete this form and return it via e-mail you will need Adobe Reader version 7 or above. Download the latest version of Adobe Reader from the Adobe website (<http://get.adobe.com/uk/reader/>). To avoid any technical difficulties with completing this form, please ensure you have the latest version of Adobe Reader.