

Assignment 4: Team Pitch Presentation **HADM 3650, Persuasive Communication for Hospitality Leaders**

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You will pitch a city to professional association considering locations for their annual conference. As a team, you have two major deliverables for this project: a presentation and follow up email. Individually, you have three minor deliverables: participate in the Q&A sessions, complete a peer assessor form, and complete the team assessment form.

Scenario

Imagine that you are part of a management team of a Destination Marketing Organization (DMO) for an American city located in the United States. The Association for Business Communication (ABC) plans to hold their 2020 annual conference in the U.S. and your city is one of six that they are considering. Your organization has been invited to pitch your city to the ABC Executive Committee at a meeting scheduled in October.

DMOs serve as a city's official point of contact for convention, business, and leisure travelers. Most DMOs are funded through occupancy taxes and membership dues. DMOs go by a variety of names. For example, the local DMO is called Ithaca/Thompkins County Convention & Visitors Bureau, and the DMO in Albany is called the Albany Visitor Association. You can learn more about DMOs by visiting www.destinationmarking.org.

During this assignment, you will practice your ability to:

- Select relevant and appropriately detailed information to respond to the needs of the audience
- Build rapport with your audience by creating a dialogue, asking follow-up questions, and engaging them physically and/or mentally in your presentation
- Use visuals to support your message
- Respond to difficult questions—throughout your presentation—in a clear and professional manner
- Create and ask probing questions (as audience members)
- Write an email to address audience questions
- Work effectively as a team member.

Instructions for the Team

Your team will have two deliverables for this assignment. **As a team**, you will complete the following:

1. Deliver a team presentation with PowerPoint slides
2. Write a follow-up email to the Executive Committee (due 48 hours after your presentation)

Individually, each member of your team will also complete the following:

3. Participate in the Q&A after the other team presentations
4. Complete a peer assessor form for another team's presentation (due at the end of the team's presentation)
5. Complete a Team Assessment

Deliverable 1: Team Presentation

Using the following list, select a city to represent.

Some semesters I provide a list (to prevent repeats), some semesters I let students pick any U.S. city, and some semesters I let students pick an international location.

Conduct an audience analysis. This will help you adapt your message to their needs and potential questions and concerns. Your primary audience is the Executive Committee (EC) of the Association for Business Communication. Individuals on the EC are college professors, communication consultants, and business practitioners from around the country who have been elected by their peers.

Adapt the organization, phrasing, and argument of your pitch to the EC. You are not speaking directly to the members who will attend the conference. Analyze carefully what the ABC's probable concerns and priorities are. The actions you want the EC to take are to agree to host the conference in your city. Keep in mind that you are competing against five other DMOs. Page 3 of this assignment includes a message from the conference organizers.

You should also keep a secondary audience in mind. Consider the needs of the potential participants: college and university professors from all over the world. What's important to them? For example, financial considerations are important. As a non-profit association, ABC will organize the conference, but most of the funding comes from individual members. Attendees will pay for their own travel, conference registration fee, lodging, dining, and entertainment. The main conference typically begins on a Wednesday and ends on a Saturday. Sessions are typically held in the host hotel conference facility during business hours and attendees participate in centrally coordinated or individual activities most evenings. Reference the tentative schedule on page 4 for more information.

Decide what content to include, how much detail to provide, etc. What do people need to know? Think carefully about the reasons why ABC should choose your city rather than others. You are not merely describing the city, but making an argument why the ABC should choose to visit in 2020. In addition to the DMO website for your city, you should use library databases.

Please also complete the following tasks:

- Determine which role each of you will play, for example, the CEO, Sales Director, Convention Sales Manager, etc.
- Draft an outline for your presentation and decide who will speak when.
- Brainstorm potential questions and agree on how you will respond to them.
- Plan to present for 20-25 minutes, plus 5-10 minutes for Q&A.
- Create your PowerPoint presentation.
- Practice your presentation with our TA. Pay particular attention to how you're connecting with your audience and the transitions between speakers.
- Email your PPT slides to the instructor prior to class on the day you present.
- Save your slides to the desktop on the classroom computer on the day you present.

Message from Conference Organizers

Our 2020 conference is likely to be the largest in ABC history. We anticipate that 400 communication scholars from more than 15 countries will attend. At our annual meeting we also recognize outstanding contributions to the field through awards and fellows program.

We suspect the conference host hotel may not be able to accommodate all attendees due to the large number of participants. We will offer up to six concurrent sessions so we require meeting rooms that can hold as few as 30 and a banquet hall that can accommodate all of our attendees.

Our ABC staff will make arrangements with your hotel's event team. We will reserve the conference space and work with your food and beverage team to plan for breakfast, snacks throughout the day, and evening receptions. We will hold a block of rooms and attendees will book their room individually.

Our presenters and attendees expect state-of-the-art audio visual systems and free wireless internet throughout the conference venue.

Included below is a list of our past and future conference locations.

2020: TBA

2019: Detroit, MI

2018: Miami, FL

2017: Dublin, Ireland

2016: Albuquerque, NM

2015: Seattle, Washington

2014: Philadelphia, PA

2013: New Orleans, LA

2012: Honolulu, HI

2011: Montreal, Quebec

2010: Chicago, IL

2020 Tentative Schedule

This is the tentative conference schedule, but the Executive Committee is open to suggested modifications.

Wednesday

8:00 a.m. – 6:00 p.m.	Preconference Meetings
3:00 p.m. – 6:00 p.m.	Registration
6:00 p.m. – 8:30 p.m.	Opening Reception: heavy hors d'oeuvres, live (local) music

Thursday

7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 12:30 p.m.	Professional Development Sessions
12:30 p.m. – 1:45 p.m.	Lunch – Keynote Speaker
2:00 p.m. – 5:00 p.m.	Professional Development Sessions
6:00 p.m. – 9:00 p.m.	Time for participants to explore the city on their own

Friday

7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 12:30 p.m.	Professional Development Sessions
12:30 p.m. – 1:45 p.m.	Lunch
2:00 p.m. – 5:00 p.m.	Professional Development Sessions
6:00 p.m. – 9:00 p.m.	Awards Dinner at Hotel Property

Saturday

7:30 a.m. – 8:30 a.m.	Breakfast
8:30 a.m. – 12:00 p.m.	Professional Development Sessions
12:00 p.m. +	Optional Excursions (Preregistration Required)