

AGB 309 In-Class Presentations

Each group has now been assigned to a winery. Before each excursion groups are expected to research both their winery and corresponding wine region. You must then make a 10-12 minute presentation in-class the Tuesday before each excursion (allot approximately 2 minutes for each winery). Each presentation should include:

- *General wine information* (Compare Australia and U.S.)
 - What are current trends in the wine market?
 - What is the relevant history of the wine industry?
 - Important legal/political information?
 - What do the consumers look like?
 - Are there different segments?
 - What characterizes Australian wine?
 - Interesting facts?
- *Wine region information*
 - What characterizes this wine region?
 - How does it differ from other regions?
 - Terroir, legal/political, historical, cultural
 - What activities does the region on a whole offer?
 - How important is wine to this region?
 - Number of wineries, total value etc.
 - Interesting facts?
- *Winery Information* (for each winery)
 - Winery history
 - Varietal specialization
 - Product overview
 - Any information that will give more context for students attending the tour
 - Website, outreach, importance in the community etc.

Your slides are due on PolyLearn the Sunday before class. As this is a sales course you will be especially graded on presentation skills well as content; individual scores may be assigned if necessary. Grading will consist of

1. Oral presentation style (not reading off slides or cards)
2. Non-verbal signals
3. Presentation flow
4. The quality of information provided
5. Slide design and layout
6. Slide content
7. Fully addresses prompt
8. Creativity/any additional audiovisual elements or “props”

“*General wine information*” should not be repeated in presentations. If it was highlighted by a previous group then you need to find something new!