

# Royal Robotics

## Lesson Plan – Marketing

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Definition: Marketing is the act of getting the organization’s message out to non-members in a positive and memorable way.

### Concepts & Principles:

#### BRANDING

Methods used to make ourselves memorable are called **BRANDING**. The term branding literally comes from branding cattle – the simple designs of the branding marks were meant to be used to quickly identify a cow’s owner. Often ranchers would put their brands on the gates of their ranch. Brands from large ranches would often be known all over a region. Those same concepts apply to marketing brands - coming up with a symbol or image that sticks in the mind and is associated with who we are and what we do.

How many of these images can you identify? (logo/brands posters)

page 1: Warner Bros Studio, Nike, Mercedes Benz, Apple, Lego, Microsoft, Red Cross, Peanut Butter, McDonalds, Cingular, Disney, General Electric. page 2: Quicktime, Public Broadcasting Service, Olympics, Volkswagon, Target, Kellogg, Superman, Mitsubishi, Adidas, Puma, Pepsi, Subaru

Our image is “Royals”. We have been branding our team by using the main symbol of a crown with a paw print (poster). Since we also want to include Robotics, we often blend symbols of royalty with technology, such as a cyborg chimera, or swords/shields and gears. Our team currently uses branding on letterhead, business cards, banners, flags, signs, posters, flyers, brochures, Posters, Powerpoints, buttons and other giveaways, team shirts, crowns, etc.

Making ourselves memorable or branding is why we often require that team members wear their team shirts, tabards, and crowns at outreach events and competitions. It is also why we expect a high standard or “royal” behavior from you when you wear these items, for you are representing the team and we want only the best image left in the minds of those observing us.

#### COMMUNICATION

Presenting a message is a bit like teaching with a very limited time frame, although with a touch of sales thrown in as you are often attempting to convince your audience to agree with you. A successful presentation takes work, but anyone can do a good job if they follow a few steps.

Planning and preparation: Like an iceberg there is more to a presentation than what the audience sees. A truly polished presentation requires planning and preparation.

Step 1: Define the goal of the presentation.

This is like picking a ‘thesis’ for an essay. The goal will usually determine what content is included in the presentation. It also helps to make sure everything is focused on the goal instead of leading away from it.

Step 2: Scripting

Identify your audience – what are they hoping to get? (ID our audiences: judges, public – adult and youth, students, sponsors, etc.) What level of formality is expected? (you would NOT speak the same to a group of friends as you would to the US Senate) Remember the power of words, word choice can totally change how a message is perceived, whether negative or positive. Know facts ahead of time, then if speaking extemporaneously you can still have good messages to share.

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### Step 3: Include ways to engage the audience

find ways to draw them into the discussion, don't just lecture

1. Ask leading questions; get them thinking about the topic in their minds.
2. Visual aids: The majority of people respond quicker to visual than auditory items. But visuals should be used with some care. Think about placement (are they visible to all), how will you and audience interact with them and what to do if something goes wrong, particularly with equipment (for instance the robot is broken).
  - pictures – a picture or drawing can shorten the amount of words needed to explain a concept.
  - posters - the advantage is no need for electronics, the disadvantage is the space required to display and transport. Don't overwhelm with too much info, leave "white" space which makes it easier to see.
- Powerpoints – (show youtube video from <http://www.youtube.com/watch?v=zDvm1PVtgWo&feature=related> stop at graphs section when he says "call me Old McDonald")
3. Demonstrations and object lessons – make sure what you are doing is visible to the audience and that you are practiced at it enough to avoid errors and that it truly pertains to the topic.
4. Handouts – there are two types of 'handouts'. One is the simple 'don't forget this' kind of thing like a bookmark that has something to remind the person about the presentation and may include a source for further information. The other is used to present material in detail for their perusal either during or after the presentation. If it is used during, you need to include time for them to go over the material.
5. Get 'Volunteers' to help with something (may be as simple as push a button) not only does this drag in the volunteer, but the watchers get more involved with 'one of their own' and begin to wonder if they might be called up.

### Step 4 Practice (mirror or video to watch self and in front of audience for feedback)

Question and answers: Know your subject, do some studying, prepare. Present to a few people (preferably those that don't know the topic) and see what questions they come up with.

### Performing at the presentation:

1. If possible, arrive with enough time to setup and be ready to start a little early.
2. Looks count – dress right, don't slouch, be clean etc.
3. Attitude – If you don't believe in it, they won't either
4. How to say it: do's (like eye contact, speak clearly), don'ts (UMMM, too fast, mumbling)
5. fight "the butterflies" – breathe, remove muscle tension and remind yourself that you are READY!

Watch video: <http://www.youtube.com/watch?v=whTwjG4ZIJg>

Follow-up/Review: A follow-up can be a powerful end to a presentation. Just simply sending an email thanking them for the opportunity to present leaves a good impression and you are more likely to be asked back again. When seeking something, such as sponsorship, a letter summarizing the purpose of the visit leaves the door open for future opportunities. It is a good idea to review how all presentations go so that improvements can be made where needed and successes can be celebrated.

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### Resources

[http://people.engr.ncsu.edu/txie/publications/oral\\_presentation\\_skills.pdf](http://people.engr.ncsu.edu/txie/publications/oral_presentation_skills.pdf)

<http://www.youtube.com/watch?v=whTwjG4ZIJg>

<http://managementhelp.org/communicationskills/public-speaking.htm#five>

[http://www.presentationmagazine.com/Essential\\_Presentation\\_skills.htm](http://www.presentationmagazine.com/Essential_Presentation_skills.htm)

<http://www.presentation-skills.biz/>

<http://www.presentation-skills.biz/presentation-skills/what-are-effective-presentation-skills.htm>

<http://www.presentation-skills.biz/presentation-planning/how-to-create-a-presentation.htm>

<http://www.presentation-skills.biz/visual-aids/presentation-visual-aids.htm>

<http://www.presentation-skills.biz/presentation-nerve/how-to-overcome-presentation-nerve.htm>

<http://www.presentation-skills.biz/presentation-delivery/improving-your-presentation-delivery-skills.htm>

<http://www.presentation-skills.biz/answering-questions/answering-presentation-questions-confidently.htm>