

Evaluation of teams presenting to you – IN PERSONA

You will have several teams present to you.

- Each team will be presenting to you their work idea. You will listen to the presentation “as the person” below. You will write your feedback as the person below. Think of this as acting or taking on the personality of someone or fully being in character.

What you’re about:

- You work at an agency of about 70 people, 24 of whom are creative like you
- You are not very organized
- You LOVE being a creative. Your entire life you have drawn and written things. That doesn’t have to mean you did them well – it just means that that was how you expressed yourself.
- You didn’t “fit in” in high school and college, where you got a general fine arts degree. People thought you were too artsy and not serious enough. And some of the true artists didn’t quite get you either – you’d always be saying things like “wonder how this would look on YouTube”.
- Your father thinks you’re crazy. He can’t understand what it means to “be a creative” at an advertising agency.
- Your mother thinks it’s great. She understands that you create things for clients that she sometimes sees as advertisements. She has a business degree and values what you do
- Being at an agency is a revelation for you – you finally have people who are as quirky and talented as you; interested in brands, products, selling stuff, and doing so in cool ways.
- You have been working on smaller clients who sometimes can’t explain themselves all that well – you’re curious if this local campaign for a big company will be better “set up”
- You really wish you were working on a really big national campaign – not this local marketing exercise. If you were working on a national campaign it would mean you’d advanced in your career. So you outwardly you are not too excited, inwardly you’re quietly on the prowl for a great assignment. You hope the people pitching today have that idea for you.

What you will learn from this exercise:

- Almost any job in marketing works with creatives. Role-playing their situation is a great way to learn a small bit about these folks’ headset, skills, and what it’s like to “be in their shoes”.
- Presenting consciously to people who not like you is a core skill for marketers. Think about what it takes to give these presentations – both as you see it going in real time rated against your objectives as well as how it is going for others as you watch them. Being able to critique yourself and others is a core managerial skill. You want to lead a marketing team some day? You will do this exercise every day you are in that job. Start now!
- Making quick decisions on how things are going, interpreting learnings quickly – these are skills you will need, and you’ll be using in this assignment. Most schooling isn’t “in the moment”. Most work situations are. This exercise forces you to watch others’ work and interpret it and provide feedback on a very quick basis. It’s a great skill to learn!

The assignments and things you’ll do today and in the near future:

- You will fill out a form evaluating each team that presents. You do not fill one out for your own presentation. These will be filled out in a simple form online. The link to the “first” form is on Vista, the rest of the time just click “fill out another form” at the end of each submission.
- At the end of the presentations you will fill out a “best of” form.
- You will have one last 5 point assignment, which is a reflection piece.

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| Your written creative brief | 10 possible points awarded to the team by Ann |
| Your presentation | 5 possible points awarded to the team using input from the “creatives” |
| Your reflection piece | 5 possible points awarded individually by Ann |