

WRITTEN EVENTS TOOLKIT

PRESENTATION TIPS:

- Use hand motions!
- Strike a balance between aesthetics and minimalism.
- Mention key points multiple times in your presentation to ensure judges remember.
- Most people remember the beginning and the end, so make it count!
- Make your presentation unique in any way you can! catchy intro, enthusiastic tone, quirky conclusion, etc.
- Consider having a PowerPoint with important points you are covering so that it is clear to the judge what you are currently talking about.
- Don't be tempted to cram too much information into your presentation: Pacing matters!
- Use hand movements and smile!
- If screen sharing, curate your screen to look as professional as possible (i.e. Large font size, close other applications, etc.)
- Don't script everything out. Try to maintain a conversational tone
- Exaggerate your facial expressions and body movements since it is harder to be engaging online.
- Be sure to sound confident even if you are unsure about what you are saying and make eye contact with the judges!
- Give the judge some visuals to look at if possible! It creates a more personal experience for the judge, helps you communicate your ideas more clearly, and shows off your creativity!
- Make sure to practice giving your presentation/pitch at least two times before you present it to your judge.

WRITTEN BODY:

- Make sure to incorporate pictures, charts/tables, and other visuals into your written report!
- Get as many people as possible to check your report and presentation.
- Take advantage of all your resources and think about what you can say in your presentation to make it more engaging and stand out.
- PREPARE IN ADVANCE!!! Figure out what event you want to do early, coordinate with team members, and start your research ASAP to give you a lot of time to perfect your written and practice presenting!
- Make sure both your written document and presentation slideshow look nice and follow a cohesive theme! This will make everything easier to analyze for the judge and improve your overall organization!
- Use visuals in place of descriptions WHENEVER possible! This will make your written easier to analyze by the judge and more aesthetically pleasing!!
- Do your research: have actual data to back up your claims and ideas.
- Design is important: make sure your report and any extra materials you have look cohesive and are easy to read/understand. Canva is a great resource.
- Make sure the info the judges will be looking for is able to be easily found-- have specific subsections for everything in the rubric to make sure you are not missing any info!
- Always have someone else read your report so you can make sure it makes sense to someone who didn't actually write the project.
- Have at least three people outside of your written event group read your paper to make sure there is no information you are lacking.

- Establish clear headings and emphasize/repeat crucial information
- Double check the penalty point rubric to ensure that you haven't missed anything.
- Always make sure you can justify whatever you put on your report and make sure everything has a theme!
- START EARLY!!! Do not procrastinate, make sure that you schedule your written event and set mini deadlines for each section. This allows you to not cram information the night before the deadline.
- Always make sure to format your written events, it is simple, yet you can lose a few points even if you miss a page number. Do NOT use more than 1-2 fonts on your report. Use Canva or Adobe Spark for visuals.
- Dig deep for your research- research your competitors for entrepreneurship writtens, research your target market for marketing writtens / BOR, research trends in your industry for PSE events, etc. when you really know your space, you'll sound like a true professional and will be well-equipped to answer any judge questions.

[Past ICDC Winner Tips](#)

ZOOM RECORDING TIPS:

- Allow an even amount of space for each delegate (if recording on Zoom, each delegate can join the call individually and the call can be recorded.
- Make sure you are centered within the screen.
- Practice the submission process beforehand so that no technical issues occur.
- Try to film in nice lighting (we recommend facing towards a window for the best lighting possible. If it's dark outside, film with a light in front of you so that your face can be easily seen and there are no harsh shadows.

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