



district xi

April 27, 2023

I. Introductions

II. Campaign Presentation

- (1) 30-minute rehearsal/set up time prior to presentation
- (2) Absolutely no audio/video recording or photography during the presentations, unless provided by D11.
- (3) Teams **must** use the presentation title slide provided by the AAF to display on the screen before the presentations starts – DO NOT make any changes to the template except to insert your team number.
- (4) Any presentation material **must be** covered/hidden prior to the start of your presentation. Boards, if flipped around, must not have any identification beyond the title slide.
- (5) Only members of the four-student presentation team may speak or operate visual equipment, lights and/or displays during the presentation.
- (6) Presenting team introductions for AdStar awards, followed by team # and confirmation everyone is ready to go. If you introduce yourselves at the beginning of your presentation, we will skip the team introductions.
- (7) For the 20-minute presentation timing will begin when your music starts, or your presenter begins speaking. Do not display any work prior to the start of your presentation.
- (8) Patti Cody is the official keeper of time – no other record of time will be acknowledged. You may request the timekeeper give you a one or two-minute warning. The timekeeper is the only person who may signal the time remaining during the presentation. (Note: it can be intrusive).
- (9) You may hand the judges examples of displays or other sales promotion and advertising materials, but the judges may not keep these materials. **YOU MUST TAKE THESE BACK AT THE END OF Q&A SESSION OR THEY WILL BE THROWN AWAY.**
- (10) During Q&A, each team will have 15-minutes to respond to any questions from the panel of judges.
- (11) Presentation material cannot be posted online at any time
- (12) No additional creative or supplementary materials may be presented during the Q&A.
- (13) All members of the team may move to the front of the room or to the stage during Q&A.
- (14) Any member of the team can answer any questions at any time – team members DO NOT need to be called on to answer.
- (15) Reminder sheets will be collected following your presentation (or turn into Rik after this orientation)

III. Equipment/Rooms

- (1) Equipment is as stated in P&Ps (Page 12)
- (2) A/V technicians **MAY NOT** participate in your presentation and have no authority to make equipment substitutions or any other decisions concerning the competition.
- (3) In the event of equipment failure or medical emergency, **ONLY a presenter can announce "STOP TIME"**. The clock will be stopped immediately, and the equipment repaired. Anyone may assist the A/V technician if necessary.
- (4) During a time out there will be a limit of 15-minutes, after which time the presentation may be rescheduled, within the course of the current competition.

IV. Miscellaneous

- (1) AdStar Awards
 - Each team to provide a presenter for the AdStar Awards
- (2) Awards Banquet agenda
 - We will introduce student American Advertising Award winners and showcase their work
 - We will announce the recipient of the Ambassador program
 - Introduce the judges and teams
 - Present the AdStar Awards
 - Winning team announced
- (3) Score sheets and Judges comments will be provided to each school within 14 days of the competition
- (4) Winners of D11 will move on to the Semi-Final competition being held May 4-5 2023
 - AAF will contact winning team with details
 - In general, send 20-minute presentation video to AAF ASAP
 - AAF will contact advisor from team to provide date/time for 15-minute Q&A video call with the judges
 - Students should be prepared to answer questions about their presentation
 - Any member of the team may answer questions
- (5) Judges Critique will begin at 9am in Jepson 108 classroom. Each team will have approximately 20-minutes to ask questions of the judges. Check the schedule closely as several teams switched their critique times
- (6) Advisor only meeting on Saturday morning @ 830am in Caltado 1887 (next to Globe room where breakfast is being served)
- (7) We will be taking pictures throughout the day and would like to take a few during your rehearsals. Please let us know if that is a problem.
- (8) Review schedule order - rehearsal, presentation, judge's critique, etc.
- (9) Reminder do not post any of your creative on social media.