



Presentation Skills Demonstration Requirement

1. Overview

- a. The CWE candidate must successfully demonstrate he/she is capable of presenting a wine education session in front of a live audience.
- b. The Society will provide twelve presentation themes per year detailing the topic and the target audience. It is up to the candidate how he/she will address the topic to show mastery of the topic and appropriate teaching/presentation skills.
- c. The presentation skills demonstration will occur in front of a panel of no fewer than three members of the Board of Examiners. The opportunity to conduct this presentation will be given to candidates at the SWE's annual conference and at other locations and dates determined by the SWE.
- d. Alternatively, the candidate may submit a video recording of the session recorded in front of an appropriate audience. This form of submission must be pre-approved by the SWE.
- e. The candidate's presentation shall not be less than 10 minutes in length and not longer than 15 minutes in length.
- f. The candidate must submit a presentation outline including learning objectives at least two weeks prior to the presentation date.
- g. The presenter may provide to the Society a copy of handout materials and other presentation materials (i.e. videos shown, PowerPoint presentations). The Society recognizes that these are proprietary materials and will not use them in any form without express permission from the presenter. We suggest that the presenter prepare supporting materials to show ability to engage visual learners.

2. Video Recording Physical Environment/Recording Guidelines

- a. The environment must be conducive to a professional course – i.e. not in a living room or a busy retail environment. It is fine to record in a retail establishment, but it must be free from distractions such as excessive noise or customer activity.
- b. The video recording must focus on the presenter with a clear picture and sound for the entire recording. Recordings that are not audible or clear will not be assessed. Recording device is irrelevant as long as the picture and sound are clear.
- c. Pan the audience at least once to show a minimum of 6 in the audience. Pan the audience an additional two times during the live taping to show engagement and involvement of the participants.
- d. The recording must be free of editing – that is, it must be a live, continuous recording of a 10 to 15 minute presentation.
- e. The presenter may move around, but the amount of time the presenter is visible in the recording must be adequate to assess teaching ability. We suggest 80 – 95% of the recording include images of the presenter.



- f. Submission of the video recording must be in an electronic file format supported by Windows Media Player. For a complete list of formats, visit: <http://support.microsoft.com/kb/245608>
- g. All costs of recording and submitting a video recording are completely absorbed by the candidate.

3. Audience

- a. Minimum of 6 participants
- b. The Society will provide a profile of the audience participants when the presentation themes are released.
- c. The presenter will include on the video recording a statement from a minimum of 6 participants. The participant must state his/her name, occupation and how he/she knows the presenter.

4. Delivery

- a. DVD or flash drive via mail/surface delivery. The DVD or flash drive will not be returned to the candidate.
- b. File transfer via internet upload service such as YouSendIt, Sharefile, FileSavr. It is the candidate's responsibility to select the upload service and send appropriate instructions to the SWE for file download. The candidate is also responsible for any costs associated with the service.

5. Timing

- a. Presentation themes will be released annually, beginning in the second quarter, 2010.
- b. A candidate must successfully pass the four other CWE exam requirements (i.e. multiple choice exam; essay; varietal/regional/rationale tasting; components tasting). It is up to the candidate to decide when to sit for the presentation requirement. The candidate should contact the SWE's Director of Education to schedule presentation timing, to identify the appropriate presentation theme, and to inform the SWE whether the presentation will be live in front of a panel or via video recording.
- c. Once the candidate has identified a presentation theme, he/she has one calendar quarter to complete a live presentation or submit a video presentation. If the presentation does not occur or is not submitted within that time frame, a new presentation theme must be selected.
- d. Results of the presentation requirement will be returned to the candidate within six weeks of presentation/submission.
- e. If the candidate is not successful in passing the presentation requirement, he/she will be allowed 2 additional attempts (a total of three). A new presentation topic must be selected for each attempt.
- f. The candidate must pass this portion of the CWE exam within three years of passing the four other CWE exam requirements.



6. Grading

- a. A standardized grading rubric will be used for each topic and will be delivered to the candidate at the time of scheduling the presentation.
- b. Results of a live presentation will be compiled and the candidate informed of a pass or fail assessment within 1 business day.
- c. The video recording will be reviewed and graded by a committee of no fewer than three members of the Board of Examiners.
- d. Candidates will be notified within six weeks of video recording submission of a pass or fail assessment.



Rubric and Grading Criteria

1. Accuracy of content Sub-total 25 points
 - a. Statements are factual (10 pts)
 - b. Statements are relevant/support the topic being presented (10 pts)
 - c. Pronunciation of wine related terms are correct and understandable (5 pts)

2. Organization Sub-total 25 points
 - a. Clear learning objectives laid out, are appropriate to the audience and are communicated to the audience (5 pts)
 - b. Sequence –flow of information is logical (10 pts)
 - c. Conclusion statement made (2 pts)
 - d. Repetition or emphasis of main points (3 pts)
 - e. Timeliness – candidate does not receive these points if the 20 minute time limit is exceeded, not if the 15 minute minimum is not met. (5 pts)

3. Supporting Materials Sub-total 15 points
 - a. Visually engaging (5 pts)
 - b. Not a distraction (2 pts)
 - c. Added value to the presentation (5 pts)
 - d. Clarity and correct spelling of PowerPoint or other written material (3 pts)

4. Oration Sub-total 15 points
 - a. Confidence of speaker's voice and demeanor (3 pts)
 - b. Clarity and Audibility (2 pts) – the speaker can clearly be heard and his/her words are understandable
 - c. Rhetoric – the speaker is persuasive (5 pts)
 - d. Method of delivery – the speaker is mostly extemporaneous and does not overly rely upon reading from notes or PowerPoint (5 pts)

5. Appropriate knowledge for the targeted audience Sub-total 5 points

6. Engagement of audience Sub-total 10 points
 - a. Audience's attention is clearly captivated (5 pts)
 - b. Direct interaction with audience takes place (5 pts)

7. Professionalism Sub-total 5 points
 - a. Dress and grooming appropriate for audience and at least business casual (3 pts) Guidelines at:
http://humanresources.about.com/od/workrelationships/a/dress_code.htm
 - b. Professional conduct – in manner, speech, interaction with audience. (2 pts)
 - c. Note that inappropriate humor or offensive language will result in a loss of 2 points for each occurrence with no maximum deduction.



8. Rubric
 - a. Twelve Presentation Themes will be released annually, beginning in the second quarter, 2010.
 - b. A complete grading rubric including the factors above and content requirements will be delivered to the candidate at the time of scheduling the presentation.

9. Passing grade
 - a. A minimum score of 65 points is required to pass the Presentation Skills Demonstration.