



UNIVERSITY OF
LIVERPOOL

Presentations Student Guide





Instructions

As part of your Assessment Centre Experience, you are required to prepare a 5-minute presentation that you will deliver to your assessor and a very small group of your peers.

- Working individually, choose one topic from the relevant subject (see list below) and create a five-minute presentation.
- There will be **no** PowerPoint facilities on the day of the assessment centre. **However**, you can prepare and use notes to support your presentation. You can prepare and use notes and visual aids/handouts to support your presentation if you wish
- On the day, the assessor will invite you to present when it is your turn. Please ensure that any notes are easily accessible.
- You will be presenting to your assessor and a small group of your peers. It is important to show respect by listening and not being disruptive when in the audience.
- The assessor will stop any presentations at 5 minutes to ensure fairness and consistency.
- The assessor will ask questions at the end of the presentation.
- There will be time at the end of all the presentations for general questions and advice.





Presentation Topics

Amazon

- 1) Innovation at Amazon: Disrupting Industries: Highlight Amazon's innovative practices, such as the development of Kindle, AWS (Amazon Web Services), and the use of robotics in fulfilment centres.
- 2) The Impact of Amazon on Traditional Retail: Discuss how Amazon has disrupted traditional retail models and explore the challenges faced by brick-and-mortar stores in the age of e-commerce.
- 3) Amazon's Sustainability Initiatives: Examine Amazon's efforts towards sustainability, including its commitment to renewable energy, eco-friendly packaging, and the Climate Pledge.
- 4) Amazon's Role in the Gig Economy: Opportunities and Challenges: Analyse the impact of Amazon on the gig economy, considering the opportunities it provides for independent contractors and the challenges associated with working conditions.

BDO

- 1) Corporate Culture at BDO: Understand BDO's culture, values, and mission. Show how these aspects influence the company's success. Use examples to explain the impact on employees and outcomes.
- 2) Financial Services Offered by BDO: Learn about BDO's financial services like audit, tax, and advisory. Explain their importance for clients. Use examples to illustrate BDO's expertise.
- 3) BDO's Role in Corporate Responsibility and Sustainability: Research BDO's initiatives in corporate responsibility and sustainability. Develop a presentation with examples of BDO's efforts. Discuss their impact on reputation and sustainability.
- 4) Innovation and Technology at BDO: Understand BDO's technology initiatives and innovation strategy. Create a presentation explaining how they benefit clients. Use examples to show how technology enhances services.



Presentation Topics

Johnson and Johnson

- 1) Global Presence: Discuss Johnson & Johnson's international presence and how it operates in various regions around the world. Explore how the company adapts its strategies to different markets.
- 2) Corporate Social Responsibility (CSR): Investigate Johnson & Johnson's CSR initiatives and commitment to sustainability. Highlight any notable programs or partnerships that contribute to social and environmental well-being.
- 3) Challenges and Crisis Management: Explore any challenges or crises that Johnson & Johnson has faced, such as product recalls or legal issues. Discuss how the company handled these situations and the impact on its reputation.
- 4) Product Portfolio: Showcase some of Johnson & Johnson's well-known products and brands. Highlight innovation and key products that have had a significant impact on healthcare and consumer well-being.

Kraft Heinz Company

- 1) Corporate Culture and Values: Explore Kraft Heinz's corporate culture, values, and any notable corporate social responsibility initiatives. Discuss how the company fosters a positive workplace environment.
- 2) Innovation and Technology: Explore how Kraft Heinz embraces innovation and technology in its products and operations. Discuss any recent product launches or technological advancements.
- 3) Market Presence: Explore the company's global presence and market share in various regions. Discuss any notable challenges or successes in different markets.
- 4) Business Model: Explain Kraft Heinz's business model, including its core products and markets. Discuss its key revenue streams and how the company operates within the food and beverage industry.



Presentation Topics (Cont.)

Legal & General

- 1) Challenges and Opportunities: Identify the challenges Legal & General faces in the current business environment. Discuss potential opportunities for growth and expansion.
- 2) Market Presence: Examine Legal & General's presence in different markets and regions. Discuss how the company adapts its strategies to local markets.
- 3) Innovation and Technology: Explore how Legal & General embraces innovation and technology in its operations. Highlight any recent technological advancements or digital initiatives.
- 4) Future Outlook: Provide insights into Legal & General's future plans and strategic vision. Discuss any upcoming trends that may impact the company.

LEGO

- 1) LEGO Education: Explore the educational benefits of LEGO, including its use in schools and educational programmes. Discuss how LEGO promotes creativity, problem-solving, and teamwork.
- 2) LEGO in Popular Culture: Explore the influence of LEGO in movies, TV shows, and video games. Discuss the success of LEGO movies and their impact on the brand.
- 3) LEGO Sustainability Initiatives: Highlight LEGO's commitment to sustainability, such as their investments in eco-friendly materials and efforts to reduce environmental impact.
- 4) LEGO Community and Events: Discuss the global LEGO fan community and events like BrickCon and BrickFair. Showcase notable fan creations and discuss the collaborative nature of the LEGO community.



Presentation Topics (Cont.)

Ralph Lauren

- 1) The Impact of Ralph Lauren on American Fashion: Explore how Ralph Lauren has shaped the landscape of the fashion industry in the United States and beyond.
- 2) Ralph Lauren's Business Success: Analyse the strategies behind Ralph Lauren's achievements, for example, its brand positioning, marketing techniques, and global expansion efforts. Include By case studies and financial data.
- 3) Crafting Brand Stories and Lifestyle Marketing: Explain how the brand weaves narratives of aspiration and sophistication through its advertising, collaborations, and experiential marketing. Share insights into the strategies employed by Ralph Lauren to connect with consumers.
- 4) Ralph Lauren's Commitment to Sustainability in Fashion: Explore Ralph Lauren's journey towards sustainability and ethical practices in the fashion industry. For example, the company's initiatives in environmental conservation, ethical sourcing, and community engagement.

