**Chairman’s Tips and Tricks**

**General Ideas**

* Organize all documents and photos into one central location accessible to all Marketing members ( ex. Google Drive or Dropbox)
* Be aware of submission dates and times
* Be fully aware of restrictions such as character count
* Take LOTS of pictures and videos
* Have a team leader designate submitter on STEMS (needs to be done every year)

**Sample Order**

* List of all the things that are important to your team
* Organize into a theme or overriding idea
* Executive summary
* Paper outline
* Write the paper
* Write the video script
* Create the video
* Create a presentation script
* Design the presentation visuals
* Practice

**Paper**

* Organize before you start
* Be descriptive
* Focus on things that are unique to your team
* Be concise and to the point
* The paper doesn’t need to match the presentation but needs to be consistent
* Watch the word count

**Video tips**

* The video can only be three minutes
* Strive for good video quality
* Can submit in on a CD or Flash drive
* Make it look professional
* Showcase all aspects of the team
* Highlight community events

**Presentation**

* Most critical part
* PRACTICE, PRACTICE, PRACTICE
* Create easy to follow visuals with large photos
* Construct judges packets
* Be ready to answer questions (mentors ask students questions about the presentation)
* Be prepared for time to start right away (not always true)