ZURICH ENTERPRISE CHALLENGE 2018
Submission Preparation

Phase 1
Important criteria

Please bear in mind the seven criteria used to evaluate submissions at Project Firefly.

Those criteria are, in no particular order of importance:

- Application of the Zurich Risk Room tool: Your team should demonstrate excellent understanding and application of the Zurich Risk Room tool.

- Relevance: Direct relevance to the question asked.

- Coherence: Coherence of the sequence of material presented.

- Presentation of multiple-step arguments: Easy-to-follow presentation of multiple-step arguments.

- Sophistication: Sophistication of argument appropriate to the matter being discussed.

- Convincing and innovative: The answer is compelling and introduces novel arguments or conclusions of argument.

- Marshalling of evidence: Identification and credibility of supporting evidence.

Submissions failing to consider these criteria will not be considered.

12 suggestions that might improve the quality of your submission

1. Allow your team plenty of time to prepare the submission, as it will no doubt conflict with other important priorities.

2. It is often better to compose a submission over a number of sittings. Most submissions benefit from having time to reflect on whether each and every part is necessary and, if so, it could be better stated.

3. There is no need to address your submission to a particular person, persons, or institution.

4. There is **not** a single, correct answer to a question. The questions posed are sufficiently open-ended so as to allow different teams to pursue different aspects of the question. **Focus on the key elements of a question**; a collection of unrelated asides is unlikely to impress the reader.

5. Where appropriate, use the submission as an opportunity to show what tools and skills you have learned at university and to reflect on the implications and further development of those tools and skills.

6. Acknowledging caveats and counter-arguments need not be a sign of weakness, indeed, if skillfully employed, they can add credibility to the submission by not appearing to claim "too much" for the argument(s) being advanced.

7. Get used to presenting sophisticated, multi-step arguments, often as separate points. There should be precise exposition within each point, showing mastery of terms, appreciation of the facts, and a critical perspective.

8. Include succinct, clear explanations only of those terms absolutely necessary to understand an argument. **Avoid irrelevant or superfluous ideas and concepts.**

9. Make sure your submission has informative introductory and concluding statements, that leave the audience in no doubt as to the nature of the subject matter discussed, its importance, and the final arguments or implications that you have drawn.

10. If necessary, provide references with the submission. Remember the **submission should be entirely your team's work.**

11. Once you have prepared your video submission, review the content and re-rehearse and record it at least once before submitting it. Be sure to watch your final version at least once before submission.

12. Please ensure your audio and video qualities are high enough to allow review.

Preparing a compelling video presentation

Well-designed and executed video presentations allow analysts to make a compelling case in a visually attractive manner that keeps the attention of watchers much more than readers of written reports.

With a video presentation, the spoken word can be combined with text and diagrams over time, making it possible to make a sophisticated, multiple-step argument that demonstrates excellent technical knowledge, originality, and presentational skills. Video presentations, therefore, are a superb vehicle to demonstrate thought leadership in an era where the audience wants to learn a lot as quickly as possible.

The fact that video presentations have so many dimensions—spoken word, visual images (not just PowerPoint text), and time—means that a premium is placed on planning a presentation carefully.

The image-by-image or slide-by-slide nature of video presentations expose easily logical deficiencies, false inferences, and exaggerated conclusions. No amount of flashy imagery will cover up for poor content, so make sure the underlying material, frameworks, and their applications are well understood.

A video presentation does not have to be long to cover a lot of ground. Viewers absorb ideas from videos faster than most people read. The rich informational content of video presentations also means that typically they cannot be too long as the attention span of many viewers is limited.

A good starting point is to sketch out step-by-step the arguments to be made. Then, for each step the associated visual images should be identified. It is quite possible that in making one step in the argument several visual images that build upon each other are used. Indeed, viewers tend to lose concentration if they listen for too long without seeing movement on the screen in front of them.

Before starting to plan a presentation it is often useful to watch some best practice, short video presentations. Doing so will stimulate creativity.