



Certified Spirits Educator (CSE) Certification: Presentation Skills Demonstration Outline Requirements

Before you will be allowed to make or submit your presentation skills demonstration, you must have your outline approved by SWE. To do so, you need to submit your outline to the SWE General Manager at least two weeks prior to your requested presentation date. This handout includes a template to help you design your presentation outline as well as a sample outline for reference.

Your outline should be brief; one page or less, and should begin by stating your topic and your audience level - for instance, consumer (beginners), intermediate (students), or trade (beverage industry professionals). Follow this by a short (approximately 50 word) abstract of the presentation. Next, state your learning objectives, followed by a brief sentence describing your introduction. Next, concisely define your content topics. Most presentations will have between 2 and 5 basic topics to be covered. Finally, briefly describe your planned conclusion. There is no need to go into detail on the information you will cover – just note the main topic segments.

As you write your outline, keep the following in mind:

- When planning your presentation, make sure that your content matches your audience. Consumers are not interested in soil types or pH levels, and professionals do not need to be told what a pot still.
- Make sure that your content supports and demonstrates the learning objectives you have specified for your presentation.
- Don't try to do too much. In 15 – 20 minutes, you cannot teach your audience (no matter who they are) all about Cognac or the history of American whiskey. Choose something culturally or historically interesting about your topic to provide some context as an introduction, and then focus on your key points.
- Keep in mind that the time allotted for the presentation (15 - 20 minutes) should allow for a question-and-answer period at the end of the session. Be sure and pre-plan some ways to fill the allotted time (if necessary) in the event that no one in the audience asks a question.
- If you are planning to conduct a tasting, be sure and specify the products you will use.

PRESENTATION SKILLS DEMONSTRATION OUTLINE WORKSHEET:

Candidate Name:	
Topic:	
Intended Audience: For example: consumers (beginners), students (intermediate), or trade (beverage industry professionals)	
Abstract: In 50 words or less, briefly describe your presentation:	
Learning Objectives: In one concise sentence apiece, state what your students should be able to do after your presentation. Note that 2 to 3 learning objectives are recommended.	
Learning Objective #1:	
Learning Objective #2:	
Learning Objective #3:	
Introduction: In one or two sentences, describe your introduction:	

Content Topics: In one or two brief sentences each, define your content's general topics. Note that while there is no required number of content topics, most presentations of this type will have between 2 and 4.

Content Topic #1:

Content Topic #2:

Content Topic #3:

Content Topic #4:

Content Topic #5:

Demonstration/Tasting: Note that a demonstration and/or tasting are optional. However, if one is planned, briefly describe the demonstration and/or provide a list of the products to be presented:

Conclusion: In one or two sentences, describe your conclusion: