**Plus3 – Company Poster Paper – Prompt – Fall 2010**

Each Plus3 team is responsible for submitting a poster paper which provides a visual depiction of their analysis of the company they focused on during Plus3. The company poster paper assignment is designed so that student teams can utilize a combination of their pictures and observations from the company visits on the Plus-3 trip and additional research on the company to complete a strategic analysis of the company within its industry and competitive environment.

Format: The basic format for the company poster paper can be seen in the sample poster on the Bowe-Systec company. Each team should identify the main overall challenge that its company is currently facing and base their analysis around this central point. For example, in Germany, Bowe-Systec is experiencing financial challenges due to its dependence on selling costly high speed mail inserting and sorting machines; Audi and Daimler-Benz are both facing strong external pressures to develop electric vehicles; and the FC Augsburg soccer club is developing a strategy to become competitive enough to be promoted to Germany’s top professional soccer league. Each one of these (and many others for that matter) could be the focus of a poster paper which provides an overview of the company and its industry/environment, a strategic analysis and set of recommendations - with text and images that are organized around a cogent theme.

The sample poster has 12 slides of content that are organized as follows:

* Slide 1: Overview Question for the Reader
* Slides 2-4: Introduction to Electronic Mailrooms and Bowe/Relevance to Business and/or Engineering
* Slides 5-6: Industry Analysis (Note: See the short handout on P.E.S.T. Analysis)
* Slides 7-8: Firm Analysis (Note: See the short handout on S.W.O.T. Analysis)
* Slides 9-10: Recommendations (short-term, mid-range, long-term and opportunities/risks)
* Slide 11: Takeaway Point for the Reader
* Slide 12: Works Cited (Note: Wikipedia entries should NOT be cited here)

The poster paper has similar content to a regular academic paper, but is unique in that it utilizes a combination of images and text to bring a topic to life.

Audience: The poster papers should be designed to appeal to freshmen in CBA and Engineering. From a practical standpoint, this is important to remember, as the posters will be used in events for freshmen to recruit participants for Plus3 programs in the Spring. From a content standpoint, teams should make their posters with the thought in mind that an intelligent group of younger peers will be reading the posters.

Grading: The Poster should be 48” by 32” and teams should use the Bowe-Systec sample paper as a guideline. The final version of the poster paper must be submitted as a PowerPoint presentation so that the poster can be printed out for the presentations. Team members will take part of a day in CBA or in Engineering in the early fall to present their posters to students, particularly to freshmen who might be considering Plus3. Each student will also evaluate their individual group members to determine what percentage of the research and group posters was done by each member. Final group report grades will then be distributed based on these percentages. The company poster paper assignment is 10% (content-clarity-creativity) of a student’s Plus3 grade and the presentation is 5%.

Due Date: Teams should submit a rough draft of their poster paper to their faculty on **Tuesday September 14th**. Teams must submit their final PowerPoint file to Matt Long (Germany), Krysta Hougham (Vietnam), Ben Pilcher (Chile) or X (China) by **Friday October 1st**. Early in the Fall term, Plus3 teams will be scheduled to present their poster papers at one of the study abroad recruiting events for CBA or Engineering freshmen in October or November.