



ASSESSOR GUIDE

BSBCMM411

Make presentations

Assessment 2 of 4

Project



Assessment Instructions

Assessment overview

This assessment consists of one [1] task.

- **Task 1: Plan and prepare presentations**

In this task, you must complete the *BSBCMM411_02_Presentation_Plan* to prepare for the delivery of two [2] presentations.

Additional resources and supporting documents

To complete this assessment, you will need:

- *BSBCMM411_02_Presentation_Plan*



Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

TASK 1: Plan and prepare presentations

To begin this task, read the following scenario and email. Complete the instructions that follow.

Scenario

Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services. They create print and digital media of high quality. Their goal is to make businesses meet all their clients expectations by delivering great results.

For the purpose of this assessment, you will play the role of Lena Brown, a Marketing Specialist at Fusion Graphix and you report to Lionel Boyle, the Marketing Manager.

Lena has been working with Fusion Graphix for the last two (2) years, and Lionel often turns to her to help onboard new staff.

As part of the company's restructuring, Fusion Graphix has developed new values intending to keep staff members motivated within the workplace, working efficiently, and aligning with company values.

The new company values are:

- **Collaborative**- At Fusion Graphix, we collaborate on projects across different teams to meet client's marketing and communication needs for their businesses and value feedback.
- **Innovative** - At Fusion Graphix, we strive to provide our clients with the most current industry trends and technologies for their marketing campaigns.
- **Creative**- At Fusion Graphix, we believe in thinking outside the box and using creativity to personalise services to our clients.
- **Distinctive**- At Fusion Graphix, we aspire to stand out from the rest, creating unique services and products for our clients.

Lionel has emailed Lena to provide instructions to help with the onboarding of new staff members.



To:	Lena.Brown@Fusion Graphix.com.au
From:	Lionel.Boyle@Fusion Graphix.com.au
CC:	
Date/time:	Monday 7 th June
Subject:	Onboarding staff members
Attachments:	

Dear Lena,

I hope you have been well. As you are aware, we have just undergone an exciting new restructuring that has enabled us to expand our team and use expertise from people all over Australia.

The team of Graphic Design specialists is growing, and we have recently recruited two [2] new people, Josh and Georgia. They bring years of experience and knowledge to Fusion Graphix and will be working with us remotely.

Our primary form of collaborating and communicating with each other will be online.

Lena, as you are familiar with our new company values at Fusion Graphix, I am appointing you the task to help onboard Josh and Georgia.

The plan is to create two [2] presentations that give them an understanding of the values we hold within Fusion Graphix.

Before the presentations, I will need you to plan and prepare for each delivery. See the following attached workplace document that I need you to complete.

- **BSBCMM411_02_Presentation_Plan** template (attached)
Use this document to plan and prepare for your presentations. *[one (1) plan per presentation]*

See the following details you will need to prepare for each presentation.

Presentation 1:

Date and time: Monday 7th of July at 9am.

Plan for this presentation to assist them in becoming familiar with the new company values to help excite them for their new roles at Fusion Graphix.

Time Duration: 15-20 minutes

Presentation 2:

Date and time: Tuesday 8th of July at 9am.

Plan this presentation to explain the importance of aligning the values (explained in presentation 1) to all work tasks, including marketing campaigns and its deliverables that are conducted at Fusion Graphix.

Time Duration: 10-15 minutes

Plan each of your presentations with your creative flair, ensuring they meet the intended outcomes.

Complete the **BSBCMM411_02_Presentation_Plan** and attach it to your email response by Friday 11th of June, so I can have sufficient time to review and approve before you deliver the two [2] presentations.

I am looking forward to hearing from you soon.

Regards,

Lionel Boyle

Marketing Manager



1 King Street, Sydney, NSW 2000

Phone: 02 987 654

For this task, you will assume the role of Lena Brown and follow the instructions given to you by Lionel Boyle. Access and complete the attached resources of Lionel's email and complete the **BSBCMM411_02_Presentation_Plan** template (one [1] plan per presentation), addressing each of the sections outlined below. Communicate each section using a suitable grammatical structure and clear, logical language.

Your template must include the following for each of your presentations (Presentation 1 and Presentation 2):

- 1.1 Give each of your presentations a name and insert it into this section of the template with the presentation number. [Presentation 1 or Presentation 2]
- 1.2 Insert the name of who will be delivering each presentation
- 1.3 Record the location of where each presentation will be delivered. For example, venue, meeting room, virtual online session etc.
- 1.4 Select the delivery method that is going to be used for each presentation. For example, Face to face or virtual
- 1.5 Record the date and the time you have scheduled for each presentation to be delivered
- 1.6 Document the start and finish times for each presentation
- 1.7 Briefly describe your target audience (25-30 words). Who is the target audience? What are their names? How many attendees?
- 1.8 Describe the learning outcomes. (30-45 words)
- 1.9 List three to five (3-5) resources. These must include visual and written formats you plan to use in your delivery. For example, technology, handouts, emailed notes, weblinks, images, graphs, slides, videos, a whiteboard etc.
- 1.10 Select which strategies will be used within each presentation. Describe how you will use this strategy within the presentations. (45-70 words for each strategy selected)
- 1.11 Record the amount of time you will be spending for each sequence of the presentations. For example, 10:00am-10:02am
- 1.12 List the topics covered during each presentation within the time schedule recorded in this task [Task 1: 1.11]. For example, the content, and housekeeping, present the learning outcomes
- 1.13 List the resources you plan to use for support during each sequence of the presentations
- 1.14 Select the evaluation technique/s you plan to use during each presentation.

In addition to the Presentation Plan, complete the final point below before submitting this task.


- 1.15 Using the following email template, write a short email to Lionel Boyle (90-100 words). Advise in the email that the *BSBCMM411_02_Presentation Plan* templates are attached (one [1] per presentation), and you are requesting approval for delivering your two [2] presentations.


For task submission, complete the following template with your email response and submit:

- this assessment document. [*BSBCMM411_02_Project*]
- the completed *BSBCMM411_02_Presentation Plan* template for each plan.

Please note: Save the two [2] presentation plans under the following naming conventions before submitting them.

- *yy_mm_dd_yourname_BSBCMM411_02_Presentation_Plan_1*
- *yy_mm_dd_yourname_BSBCMM411_02_Presentation_Plan_2*

 <p style="color: #00A0C0; font-weight: bold;">Email Template</p>	
To:	<<Add name(s) and position title of main email recipients here>>
From:	<<Add your name and position title here>>

CC:	<<Add names and position titles of carbon copy email recipients here>>
Date/time:	<<Add the time and date of the email here>>
Subject:	<<Add the subject of the email here>>
Attachments:	<<Add the name of any attachments here>>
Dear <<Add email recipient(s) name here>>, <<Add message here>> Regards, <<Add your name here>> <<Add your job position here>>	
	1 King Street, Sydney, NSW 2000 Phone: 02 987 654

Assessor instructions

Purpose of the task

- Plan the approach for two (2) presentations to the intended outcomes of aligning the values of Fusion Graphix to newly recruited team members and motivating them for their new roles.
- Identify in the planning template, who is the target audience, the location of where the presentations will be delivered and the resources requirements for the planned presentations
- Select and describe the strategies, format and methods planned for each presentation's delivery.
- Select techniques planned to use during each presentation to evaluate the effectiveness and responses of audience members.

Guidance to assessors about this task

The student must complete and submit the *BSBCMM411_02_Presentation Plan* template provided to help plan and prepare for two (2) presentations they will deliver for two (2) newly recruited staff members. The student must read the scenario and email instructions, in order to complete the *BSBCMM411_02_Presentation Plan* template.

Please note: The student must save the two (2) presentation plans under the following naming conventions before submitting them.

- yy_mm_dd_yourname_BSBCMM411_02_Presentation_Plan_1*
- yy_mm_dd_yourname_BSBCMM411_02_Presentation_Plan_2*

All responses must use suitable grammatical structure, and clear, logical language and must address the following for each presentation (Presentation 1 and Presentation 2.):

Sample answer below:

Presentation plan

<p>1.1 Name of presentation and number <i>Include a title and number. For example, The title: Make a presentation Number: Presentation 1</i> <i>The student must give a title for each presentation that corresponds to the content that will be presented. The response must include a name that relates to the presentations delivered.</i></p>	<p><i>Sample answer for Presentation 1: Fusion Graphix's company values- who we are Presentation 1</i></p> <p><i>Sample answer for Presentation 2: Instilling Fusion Graphix's company values- how we shine Presentation 2</i></p>
<p>1.2 Name of presenter <i>Insert your name</i> <i>The student must read the scenario and email to insert the correct name of the presenter.</i> <i>The response must correspond to the exemplar answer.</i></p>	<p><i>Lena Brown.</i></p>
<p>1.3 Location of presentation <i>For example, venue, meeting room name, virtual online lesson etc.</i> <i>The student must record the location where the presentation will be held. The response must demonstrate knowledge of presenting to audience members that will be working remotely.</i> <i>The student responses may vary to specify the software they plan to use to deliver their presentations, however, the response must include:</i></p> <ul style="list-style-type: none"> ▪ <i>a virtual online format that enables a screen share, such as Teams, GoToMeeting, Zoom and Google Meet.</i> 	<p><i>Virtual online presentation.</i></p>
<p>1.4 Delivery method <i>Select which method you will use to deliver your presentation. Mark your selection with an (X)</i> <i>The student must demonstrate their knowledge of the most appropriate delivery method to apply when presenting to a remote audience.</i> <i>The response must correspond to the exemplar answer.</i></p>	<p><input type="checkbox"/> Face to face</p> <p><input checked="" type="checkbox"/> Virtual presentation (online)</p>
<p>1.5 Date and time of presentation <i>The student must read the email to determine the date and time for each presentation. The response must correspond to the exemplar answer.</i></p>	<p><i>Sample answer for Presentation 1: Monday 7th of July at 9am.</i></p> <p><i>Sample answer for Presentation 2: Tuesday 8th of July at 9am.</i></p>
<p>1.6 Duration of presentation <i>For example, 30 minutes</i> <i>The student must read the email to determine the amount of time to allocate for each presentation. The response may vary but must be within 15- 20 minutes in duration for Presentation 1 and 10-15 minutes for Presentation 2.</i></p>	<p><i>Sample answer for Presentation 1: 15- 20minutes</i></p> <p><i>Sample answer for Presentation 2: 10- 15minutes</i></p>
<p>1.7 Target audience [25-30 words] <i>Describe your audience. Who is your target audience? What are their names? How many attendees?</i> <i>The student must read the scenario and email to gain information relating to the audience members. The response must include:</i></p> <ul style="list-style-type: none"> ▪ <i>Two [2] new recruited marketing specialists, Josh and Georgia</i> 	<p><i>The target audience for this presentation includes two [2] new recruits at Fusion Graphix who have been employed as Marketing Specialists. Their names are Josh, and Georgia.</i></p>

<p>1.8 Learning outcomes [30- 45 words] Determine the purpose of the presentation and the desired learning outcomes for the audience and/or business. <i>The student must read the scenario and email to gain information about the presentation's purpose, which will determine the learning outcomes required for each presentation. The response may vary, however, it must include:</i></p> <p>Presentation 1:</p> <ul style="list-style-type: none"> ignite drive, and motivate the audience in their new roles at Fusion Graphix have the audience learn and understand Fusion Graphix's new company values. <p>Presentation 2:</p> <ul style="list-style-type: none"> have the audience understand the importance of aligning Fusion Graphix's new company values in their roles as marketers/ to their work tasks. 	<p>Sample answer for Presentation 1: The purpose of this presentation is to ensure all audience members gain an understanding of Fusion Graphix's new company values. The plan for this presentation is to ignite drive and motivation at the commencement of their newly appointed positions at Fusion Graphix.</p> <p>Sample answer for Presentation 2: The purpose of this presentation is to follow on from Presentation 1 and have the audience understand the importance of aligning all work tasks to the Fusion Graphix's new company values.</p>								
<p>1.9 Resources [List three to five [3-5]] These must include visual and written formats you plan to use in your delivery For example, technology, handouts emailed notes, weblinks, images, graphs, slides, videos, a whiteboard etc. <i>The student must list three-to-five [3-5] resources they plan to use during their presentations that include both visual and written formats. Responses may vary, however, they must contain resources that are applicable to use during an online presentation. See the examples provided.</i></p>	<ol style="list-style-type: none"> Laptop Microphone Lighting Quiet room Extension cord PPT slides Images Graphs Headset 								
<p>1.10 Presentation strategies Select which strategies will be used within your presentation. Mark your selection with an (X) and describe how you will use this strategy within the presentation. [45-70 words] <i>The student must select the strategies they plan to use during their presentations. The response must describe examples of how they will implement each selected strategy during the delivery of the presentations. Responses will vary, however:</i></p> <p>Verbal communication must include:</p> <ul style="list-style-type: none"> Spoken strategies that help communicate intended messages during the presentation. <p>Non-verbal communication must include:</p> <ul style="list-style-type: none"> The use of body language to communicate intended messages during the presentation. <p>Persuasive Strategy must include:</p> <ul style="list-style-type: none"> Communicate information with the aim to persuade the audience in connecting with Fusion Graphix's company values to help ignite drive and motivation in the audience's new roles. <p>Other strategies may include:</p> <ul style="list-style-type: none"> Any other form, method, principle, strategy, or technique that effectively delivers information for the intended learning outcome to the audience members. 	<table border="1"> <tr> <td colspan="2" data-bbox="959 1046 1493 1081">☒ Verbal communication</td> </tr> <tr> <td data-bbox="959 1081 1098 1585">Describe [45-70 words]</td> <td data-bbox="1098 1081 1493 1585"><i>I will be speaking with confidence and varying my tone of voice to keep the audience engaged in my presentation. I will not be reading of the presentation slides and will have separate commentary that supports each slide. I will allow time for questions and discussions, listen to the input and questions of audience members and help clarify any misinterpreted communications.</i></td> </tr> <tr> <td colspan="2" data-bbox="959 1585 1493 1621">☒ Non-verbal communication</td> </tr> <tr> <td data-bbox="959 1621 1098 1984">Describe [45-70 words]</td> <td data-bbox="1098 1621 1493 1984"><i>I will have my camera switched on and encourage the audience members to do the same in order to have a form of eye contact and interpret their engagement and comprehension during the presentation. I will smile and use gestures to maintain a positive energy during the presentation.</i></td> </tr> </table>	☒ Verbal communication		Describe [45-70 words]	<i>I will be speaking with confidence and varying my tone of voice to keep the audience engaged in my presentation. I will not be reading of the presentation slides and will have separate commentary that supports each slide. I will allow time for questions and discussions, listen to the input and questions of audience members and help clarify any misinterpreted communications.</i>	☒ Non-verbal communication		Describe [45-70 words]	<i>I will have my camera switched on and encourage the audience members to do the same in order to have a form of eye contact and interpret their engagement and comprehension during the presentation. I will smile and use gestures to maintain a positive energy during the presentation.</i>
☒ Verbal communication									
Describe [45-70 words]	<i>I will be speaking with confidence and varying my tone of voice to keep the audience engaged in my presentation. I will not be reading of the presentation slides and will have separate commentary that supports each slide. I will allow time for questions and discussions, listen to the input and questions of audience members and help clarify any misinterpreted communications.</i>								
☒ Non-verbal communication									
Describe [45-70 words]	<i>I will have my camera switched on and encourage the audience members to do the same in order to have a form of eye contact and interpret their engagement and comprehension during the presentation. I will smile and use gestures to maintain a positive energy during the presentation.</i>								

			<input checked="" type="checkbox"/> Persuasive strategy		
			Describe [45-70 words]	<i>I will be coherent in communicating information and ensure it has been received and understood correctly. I will use the word "you" to show I am focused on the audience members. I will use images and diagrams to help convey my message in an impactful way. I will use motivational speech to try and get the audience members on board with my message and excited about working at Fusion Graphix.</i>	
			<input type="checkbox"/> Other		
			Describe [45-70 words]		
<p>1.11 Time For example, 10:00am- 10:05am [5 minutes]</p> <p><i>The student must read the email to gain information relating to the expected duration for each presentation to determine how they can sequence their time during the presentation. The response will vary, however, must include the following for each presentation:</i></p> <p>Presentation 1 must:</p> <ul style="list-style-type: none"> ▪ commence at 9:00 am ▪ include sequences for each topic planned to be presented ▪ ensure sequences are within the 15-20 minutes timeframe. <p>Presentation 2 must:</p> <ul style="list-style-type: none"> ▪ commence at 9:00 am ▪ include sequences for each topic planned to be presented ▪ ensure sequences are within the 10-15 minutes timeframe. 			<p>1.12 Content For example, housekeeping rules, presenting the learning outcomes etc.</p> <p><i>The student must apply a logical sequence for the delivery of the presentation that meets the learning objectives.</i></p>		<p>1.13 Resources required Explain at what point of the presentation you will require the resources listed in the table above. For example, DVD, legislation acts, print out of slide notes etc.</p> <p><i>The student must demonstrate knowledge of appropriate resources that can be used for presentations that are delivered online. The responses will vary, however, they must include:</i></p> <ul style="list-style-type: none"> ▪ presentation accessories and equipment appropriate for online use.
Sample for presentation 1	Sample for presentation 2	Sample for presentation 1	Sample for presentation 2		

9:00am- 9:02am	9:00am- 9:02am	Introduction of presentation 1, myself and my time at Fusion Graphix	Recap of Presentation 1- engage the audience to respond to questions to determine if they understood Fusion Graphix's new company values.	Quiet room, lighting, presentation slides
9:02am- 9:04am	9:02am- 9:04am	Ice breaker- introduction with each audience member- each to talk about their name and experiences etc.	Introduction of presentation 2.	Laptop, Laptop charger, headset, extension cord
9:04am- 9:16am	9:04am- 9:10am	Body of content- Explain Fusion Graphix's new company values	Body of content- Explain the ways that the values can be incorporated in varying tasks in their roles.	Distribute presentation slides
9:16am- 9:18am	9:10am- 9:14am	Questions and Answers	Questions and answers- Allow for ideas, discussion, and input.	NA
9:18am- 9:20am	9:14am- 9:15am	Conclude	Conclude- summarise presentations 1 and 2. Hand out feedback forms.	NA
1.14 Evaluation Techniques Select the techniques you will use to evaluate the engagement and understanding of the audience during the presentation. Mark your selection/s with an [X] The student must select the evaluation techniques planned to use in each presentation. The responses will vary, however, they must include: <ul style="list-style-type: none"> At least one evaluation technique that will assist during each presentation to ensure the presentation is effective. 			<input checked="" type="checkbox"/> Invite questions <input checked="" type="checkbox"/> Ask the audience questions <input type="checkbox"/> Encourage input and discussion <input checked="" type="checkbox"/> Observe engagement	

1.15 Using the following email template, write a short email to Lionel Boyle (90-100words). Advise in the email that **BSBCM411_02_Presentation Plan** templates are attached (one (1) for each presentation), and you are requesting approval for delivering your two (2) presentations. Be sure to use correct spelling, language, and terminology.

Assessor instructions

The student must write an email to Lionel Boyle by Friday 11th of June that must: (90-100 words).

- advise that the Presentation Plan is attached
- request approval for the delivery of each presentation.
- use correct spelling, language, and terminology.

Email	
To:	Lionel.Boyle@Fusion Graphix.com.au
From:	Lena.Brown@Fusion Graphix.com.au

Date/time:	<i>Monday 7th of July</i>
Subject:	<i>RE: Onboarding staff members</i>
<p><i>Hello Lionel,</i> <i>I am delighted to be a part of the onboarding process for our newest marketing specialists and Fusion Graphix, Josh and Georgia. I look forward to meeting with them and presenting our new company values.</i></p> <p><i>Thank you for providing me with the resources I will need to plan this task.</i> <i>Find attached the completion of the presentation plans. See below:</i></p> <ul style="list-style-type: none">▪ <i>yy_mm_dd_yourname_BSBCMM411_02_Presentation_Plan_1</i>▪ <i>yy_mm_dd_yourname_BSBCMM411_02_Presentation_Plan_2</i> <p><i>Please advise if you approve the presentation plan and if you are happy for me to deliver both presentations on the given days.</i> <i>I am looking forward to your reply.</i> <i>Lena Brown</i></p>	

Learning material: MODULE 15, TOPIC 15.1, SUBTOPIC 15.1.3: PREPARING FOR A PRESENTATION

Learning material: MODULE 15, TOPIC 15.1, SUBTOPIC 15.1.4: CATERING FOR LEARNING STYLES

Learning material: MODULE 15, TOPIC 15.1, SUBTOPIC 15.1.5: KNOW YOUR AUDIENCE

Learning material: MODULE 15, TOPIC 15.2, SUBTOPIC 15.2.2: IDENTIFY AND MANAGE COMMUNICATION BARRIERS

Learning material: MODULE 15, TOPIC 15.2, SUBTOPIC 15.2.3: VERBAL AND NON-VERBAL COMMUNICATION TECHNIQUES

Learning material: MODULE 15, TOPIC 15.2, SUBTOPIC 15.2.4: PERSUASIVE COMMUNICATION TECHNIQUES AND PRINCIPLES

Learning material: MODULE 15, TOPIC 15.2, SUBTOPIC 15.2.5: PRESENTATION AIDS AND MATERIALS

Assessment checklist:

Students must have completed all tasks within this assessment before submitting. This includes:

TASK 1: Plan and prepare presentations		
Complete a <i>BSBCMM411_02_Presentation_Plan</i> template addressing the following for Presentation 1 and Presentation 2:		
1	Give each presentation a name and insert it into this section of the template.	<input type="checkbox"/>
2	Insert the name of who will be delivering each presentation.	<input type="checkbox"/>
3	Record the location of where each presentation will be delivered.	<input type="checkbox"/>
4	Select the delivery method that is going to be used for each presentation.	<input type="checkbox"/>
5	Record the date and the time you have scheduled for each presentation to be delivered	<input type="checkbox"/>
6	Document the start and finish times for each presentation.	<input type="checkbox"/>
7	Briefly describe your target audience. (25-30 words) Who are the target audience? What are their names? How many attendees?	<input type="checkbox"/>
8	Describe the learning outcomes. (30-45 words)	<input type="checkbox"/>
9	List three to five (3-5) resources you will be using for each presentation.	<input type="checkbox"/>
10	Select which strategies will be used within each presentation. Describe how you will use this strategy within the presentations. (20-40 words for each strategy selected)	<input type="checkbox"/>
11	Record the amount of time you will be spending for each sequence of the presentations. For example, 10:00am-10:02am.	<input type="checkbox"/>
12	List the topics that will be covered during the presentations within the time schedule recorded in this task (Task 1: 1.11).	<input type="checkbox"/>
13	List the resources you plan to use for support during each presentation.	<input type="checkbox"/>
14	Select the evaluation technique/s you plan to use during each presentation.	<input type="checkbox"/>
Email to the managing director, Lionel Boyle:		
15	<p>Advising the <i>BSBCMM411_02_Presentation_Plan</i> templates are attached (one [1] for each presentation)</p> <p>Please note: Save the two [2] presentation plans under the following naming convention before submitting them.</p> <ul style="list-style-type: none"> ▪ <i>yy_mm_dd_yourname_BSBCMM411_03_Presentation1</i> ▪ <i>yy_mm_dd_yourname_BSBCMM411_03_Presentation2</i> 	<input type="checkbox"/>
16	Requesting approval for delivering each presentation	<input type="checkbox"/>
17	Use correct spelling, language, and terminology.	<input type="checkbox"/>

Congratulations you have reached the end of Assessment 2!



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