



Charles Sturt
University

SLOWposium Elevate the Pitch

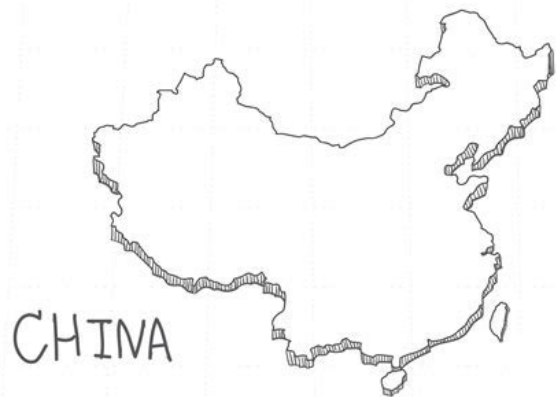
Tegan DeClark

2nd September 2026

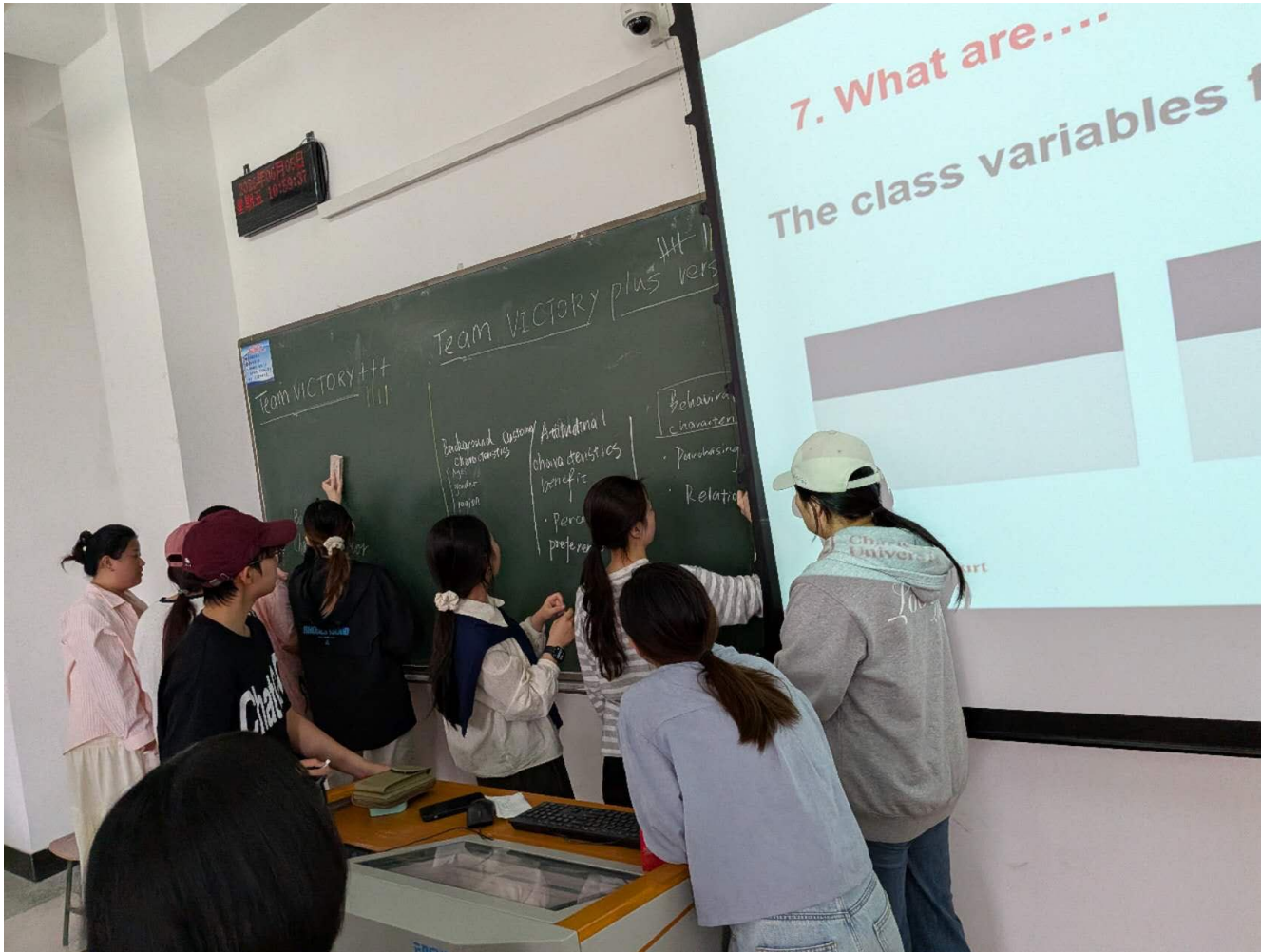
My story today...

1. Intensive Teaching
2. Right! Competition time
3. I Caught Them...Studying
4. The Vanishing Framework
5. My Orphan Students
6. Professional ≠ Serious

Why this matters



Right! Competition Time



7. What are....

The class variables for customer segmentation



7. They are....

Background customer characteristics	Attitudinal characteristics	Behavioural characteristic
• Demographic, • Socio-economic, consumer • Lifestyle	• Benefit • Perception • Preferences	• Purchase habits • Relationship-seeking.

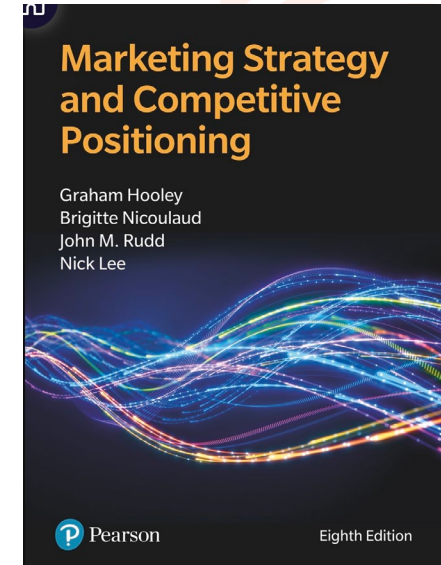
I Caught Them...Studying



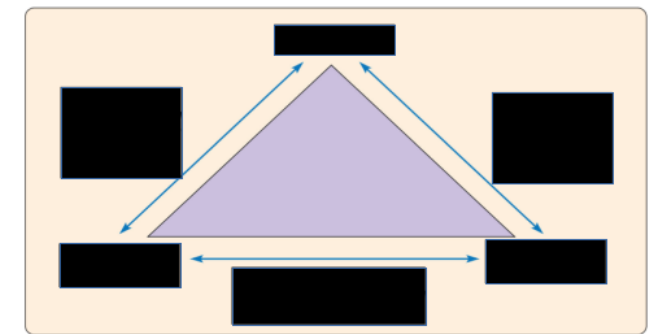
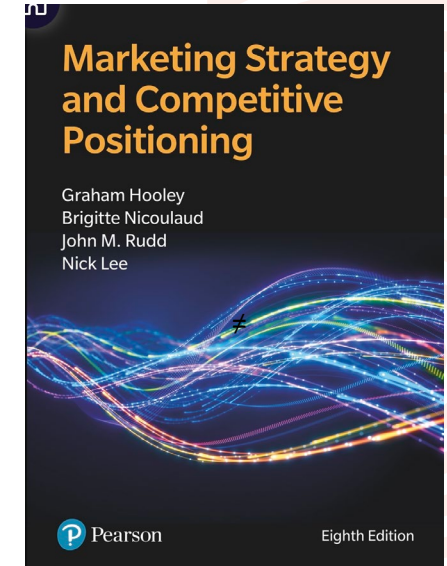
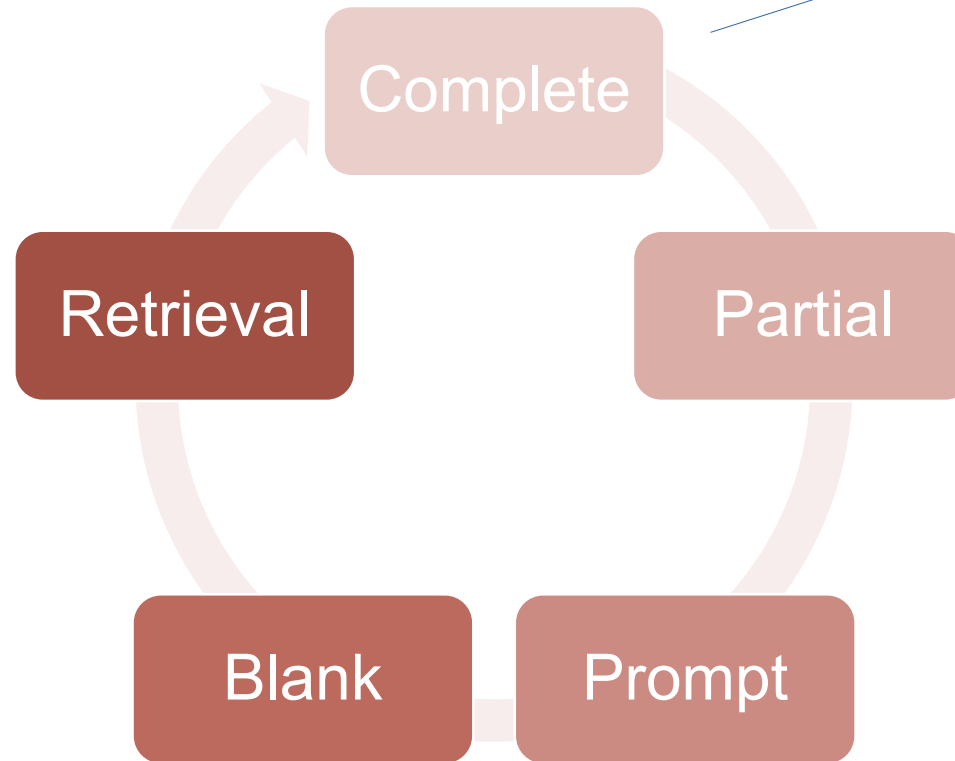
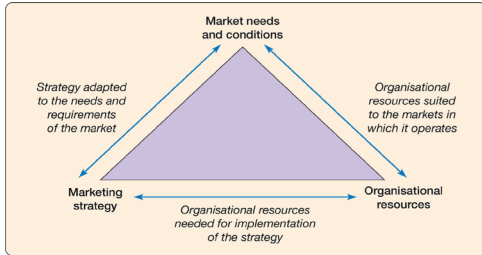
Teaching $\neq$ Retention

Complete

Retrieval

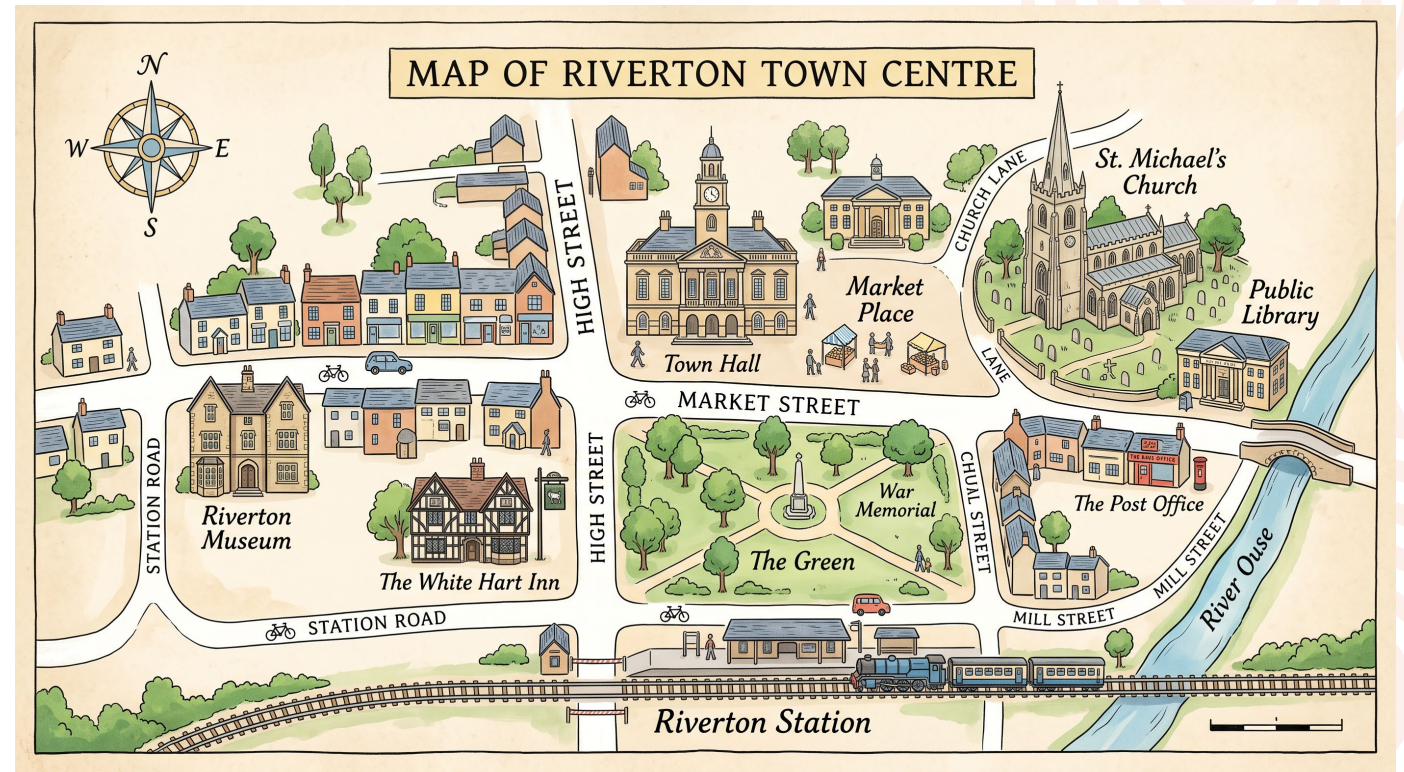
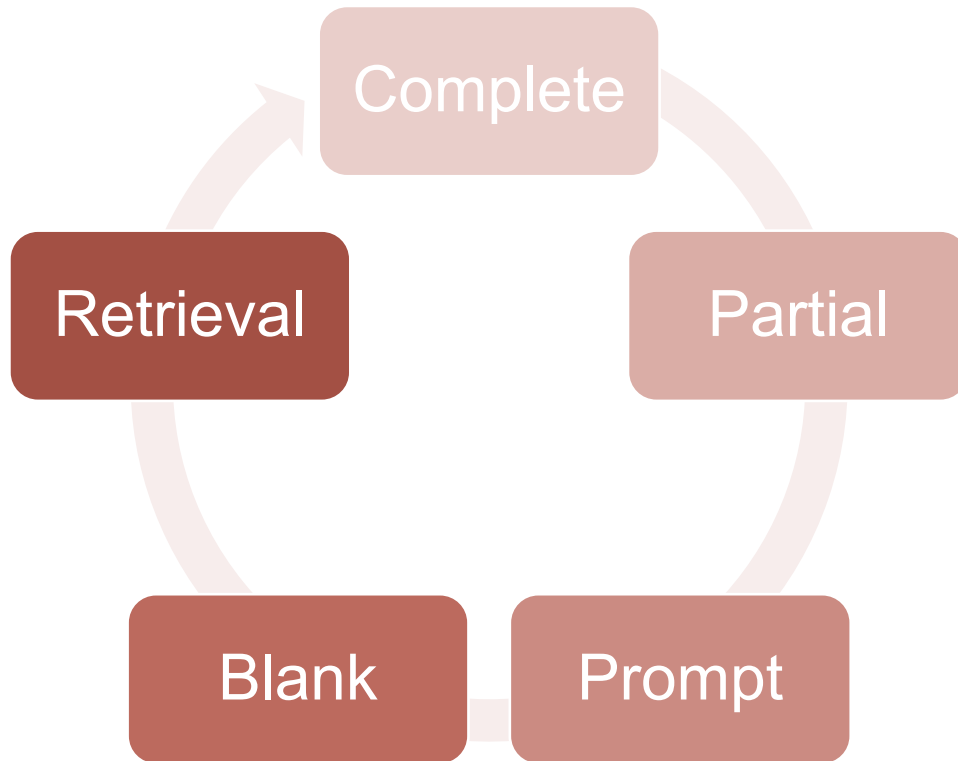


The Vanishing Framework

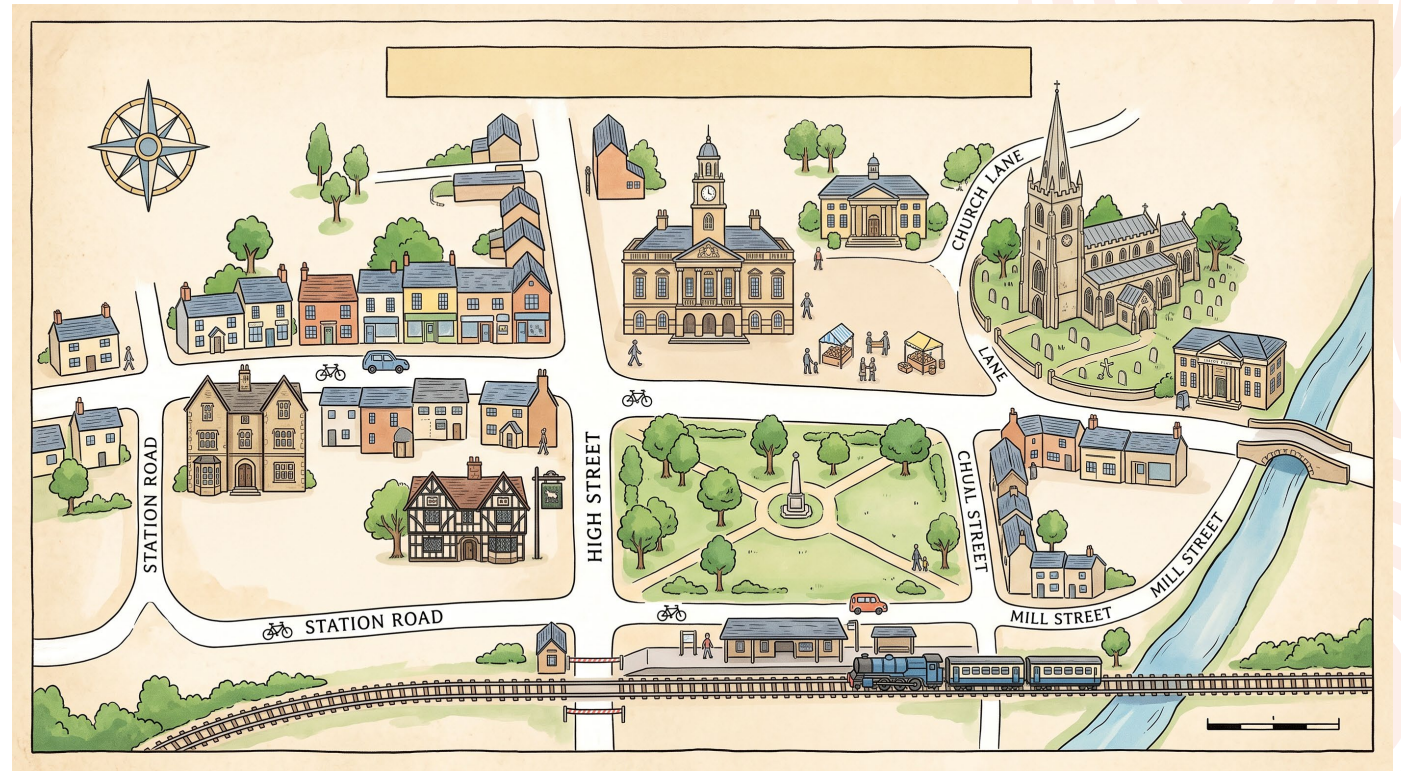
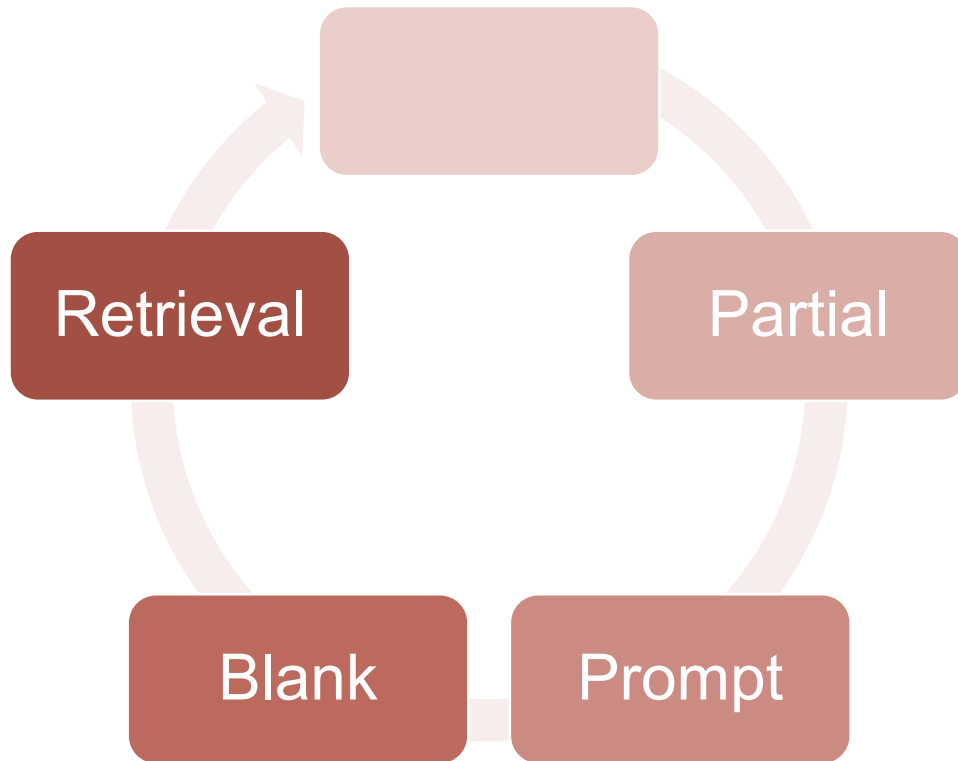


Competition Time

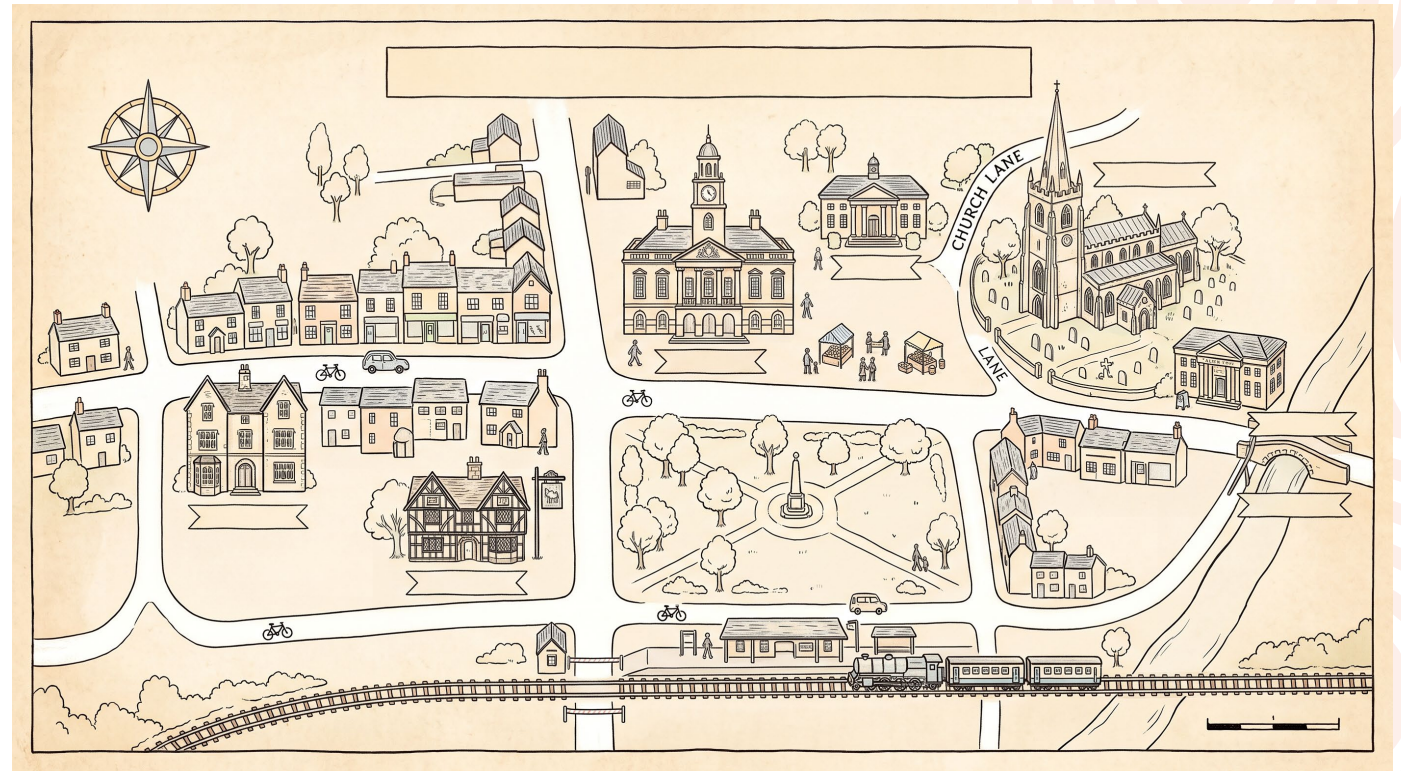
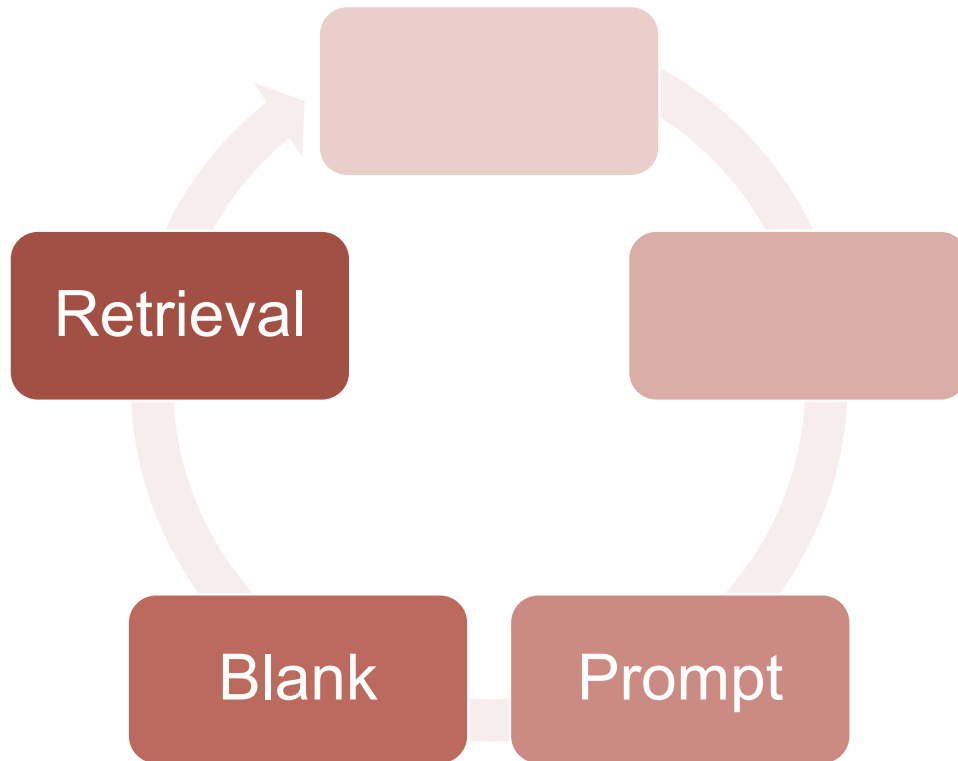
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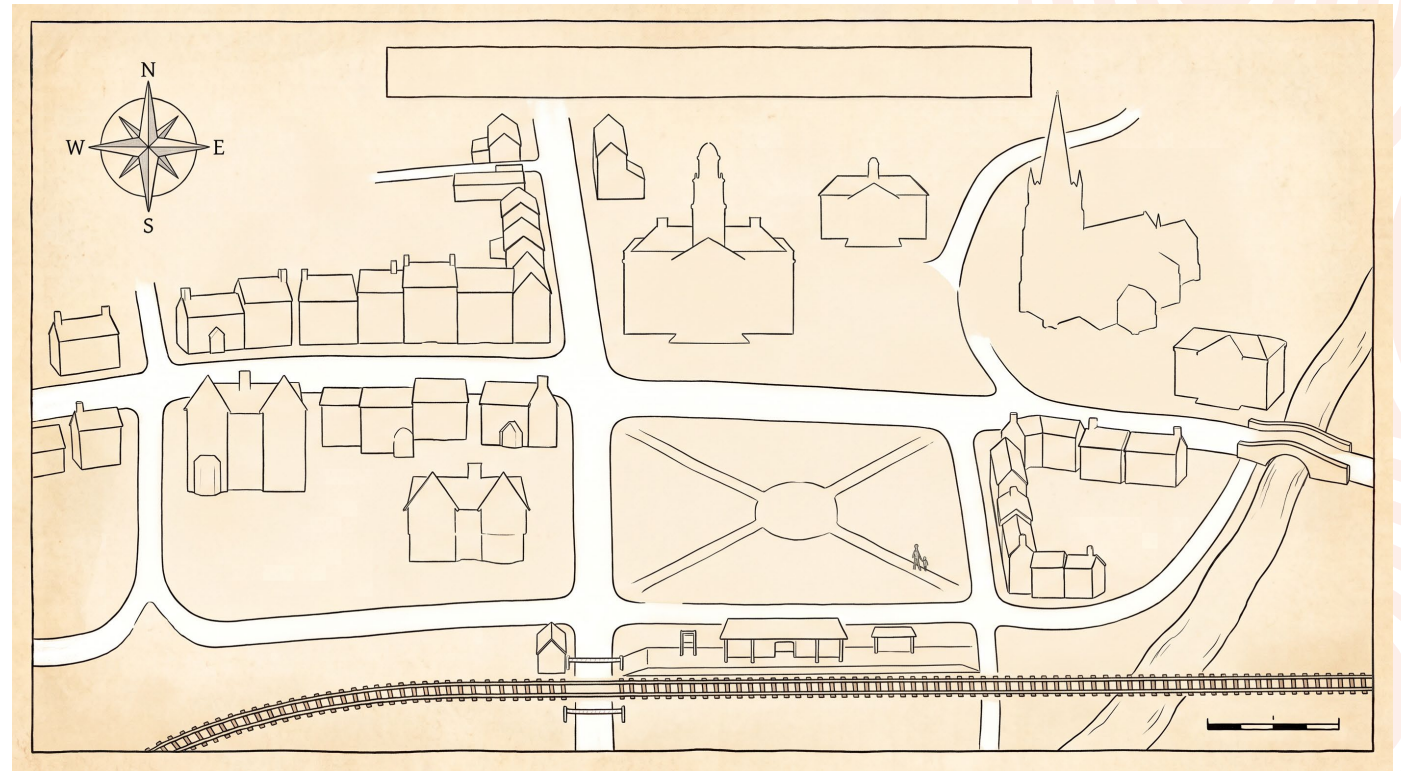
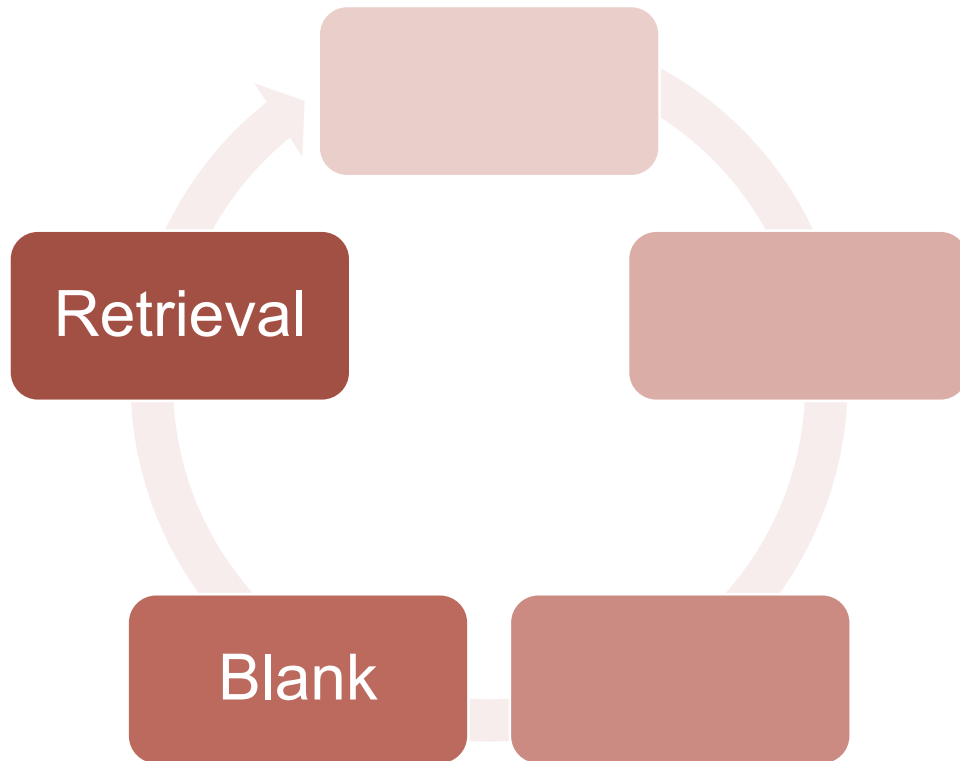
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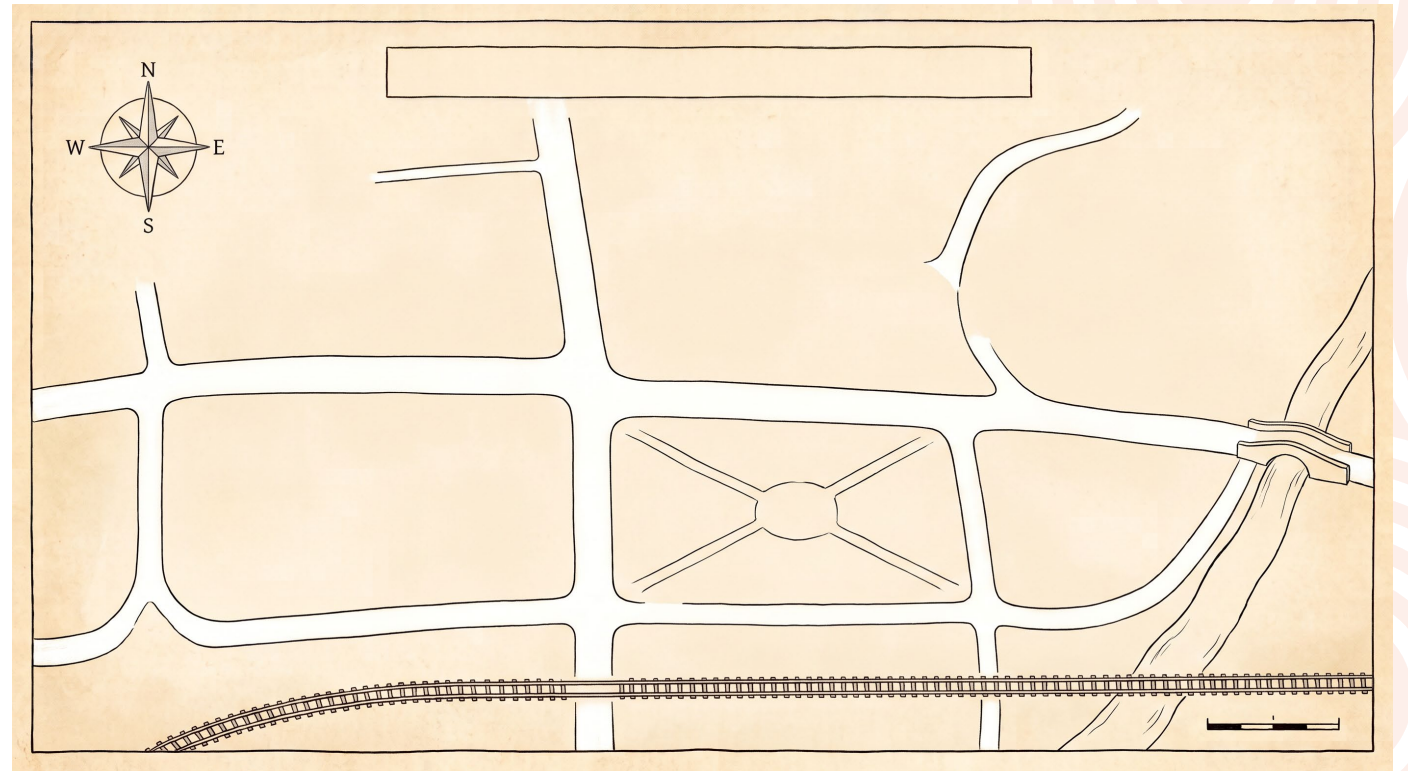
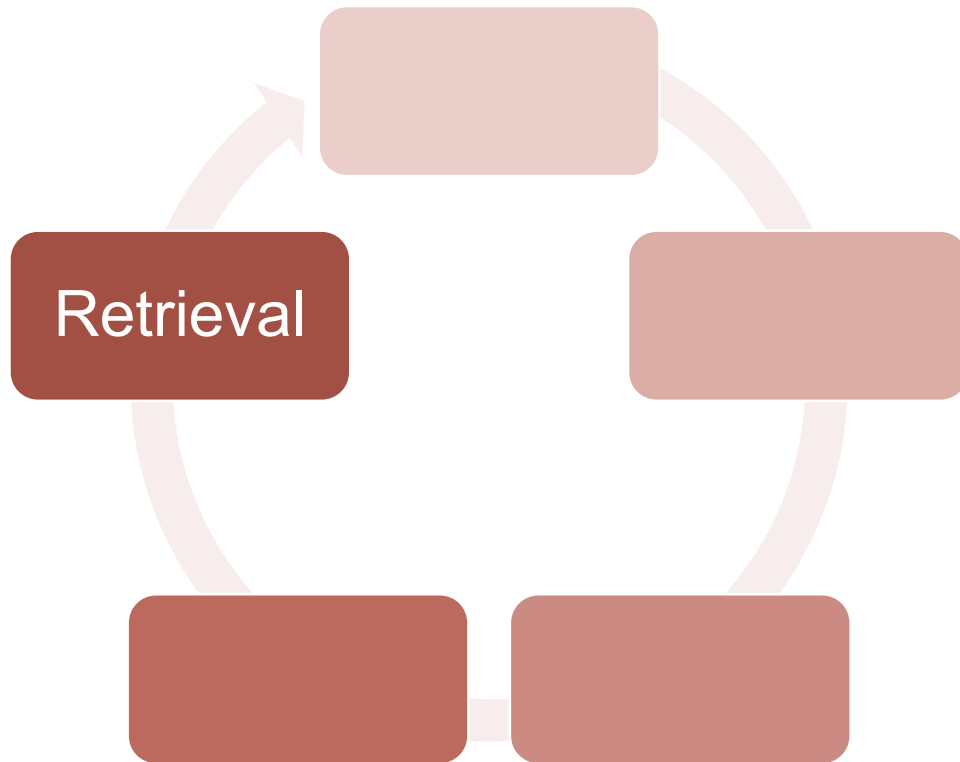
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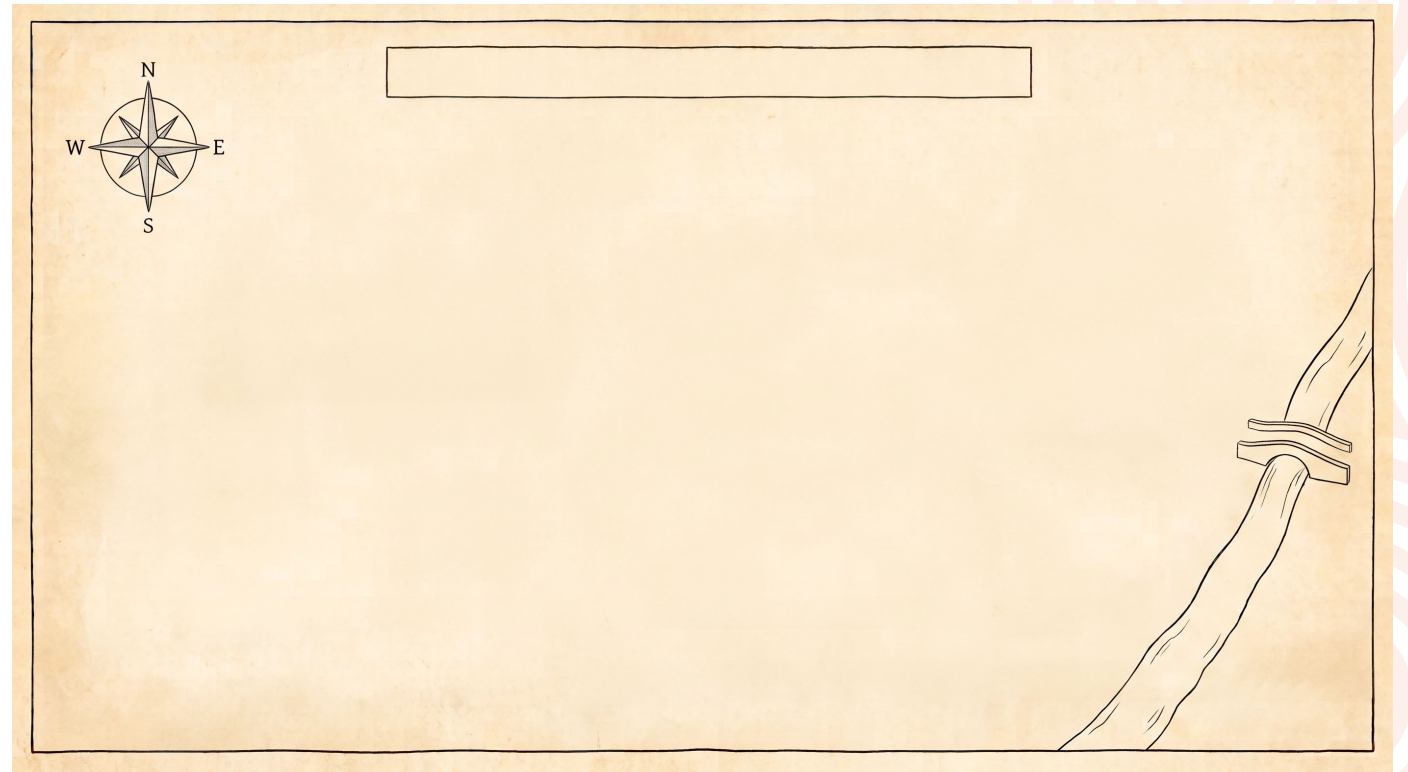
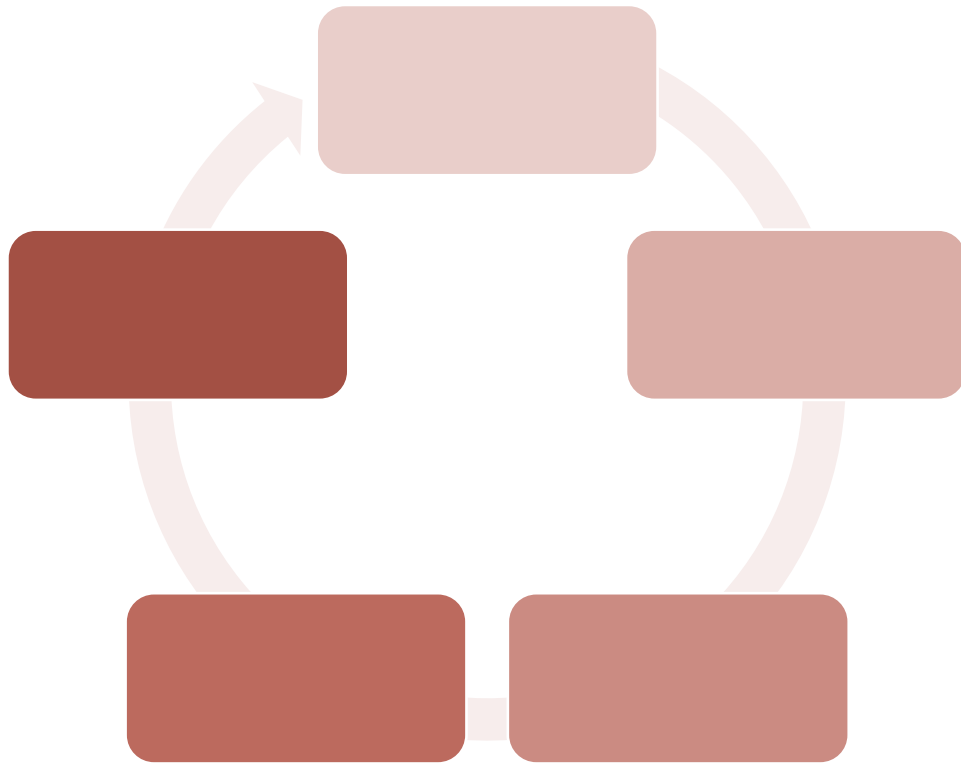
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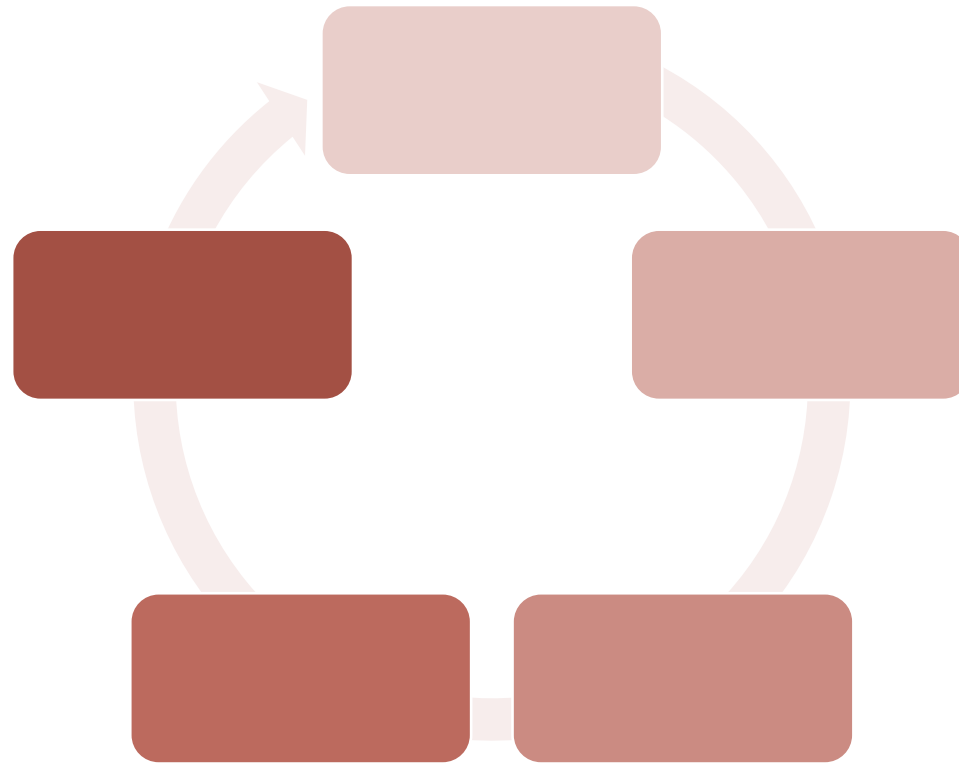
Retrieval



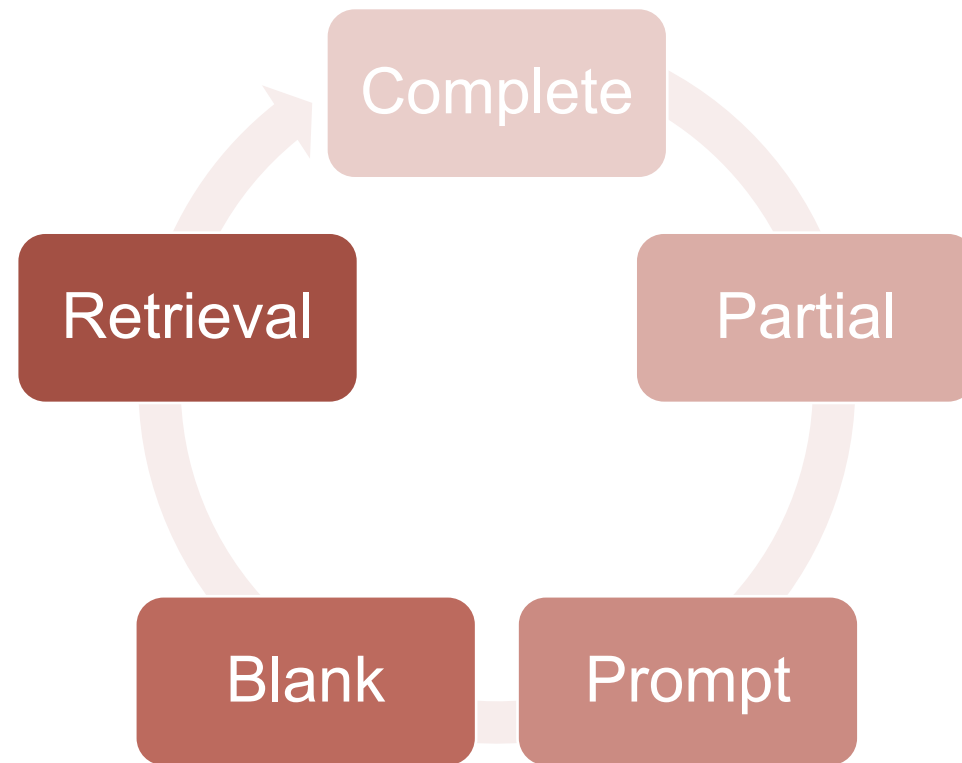
Exam Conditions



Right! Competition Time



The Vanishing Framework



Orphan Students



I think you've done an excellent job—your game design has helped us find ourselves in the classroom. However, due to the pressures of our environment, many students struggle to engage fully. I'm truly grateful to have discovered you; the charm of your class is unmatched.

Professional ≠ Serious



**Those who know, do.
Those that understand,
teach.**

ARISTOTLE

**And PLEASE.....
have FUN!**



Charles Sturt
University

Thank you

