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Guidelines for presenting escape games

Introduction
What should be mentioned in the intro?
Introduce your team, the game, are there any requirements on the audience side? Will they need anything special? Knowledge? Expertise? What will be the time requirements?

Delivery & Interactivity
The team must guide the audience through the game - all of them must participate to some extent - how will you distribute the roles? How will you interact with the audience? How will you deal with the "deadends"? Prepare for situations when nobody knows what to do or the "player" loses life:).

Visuals
How will you make it appealing to the audience? Will there be any interactive elements in the game (you touch something, you die ...:))? How will you include instructions in the visuals?

Story & Plot
Game is a genre - what will be the story/plot? Setting? Dramatic build-up? Narrator? Characters?

Tasks & Clues
how will the tasks be connected to the story? make sure it is "solvable" within the required time limit. Prepare multiple ways to explain something again and again. Prepare more hints and help. Put yourself in the shoes of your audience.

Final slide