

Planning your own presentation

Use the questions below to help you plan and structure an audience centred presentation.

Overall Aim

s your aim to inform/education, motivate/inspire, highlight and solve a problem
gather opinions, or entertain? What will be different at the end of your speech?
What will the audience know, understand, or do afterwards?
2

2.	Looking at the above, now describe in one sentence the overall aim of	our/
	presentation?	

Logistics

- 3. How long is the presentation expected to last?
- 4. What do you know about the venue?

5.	How many people are likely to be present?
6.	What is their existing level of knowledge? Are there any terms / jargon phrases that will not be familiar to them?
7.	What are their expectations and likely reactions?
8.	What questions might your audience ask you and might they have any objection
Conte	
9.	List all the things you think you could mention to achieve that aim (list as many possible without evaluating how important they might be)

10. Prioritise those things so that you have **no more than 3 - 5** sub-themes / messages (use the content selection grid to make this clear for you)

What MUST be	What SHOULD be	What COULD be	What can I
included?	included?	included?	assume they will
			know?

Structure / Format

11. What format will you use for your presentation? (meaty sandwich, inverted pyramid, ambush) and why?

12. How will you open your presentation?

	ou have for the middle section or your sub-themes and how will	of your presentation? (What is the you bring them up?).	
	I the presentation? (Think about the close with panache!)	ut the last line you are going to say	
mccrudden training	0845 257 5871	www.mccrudden-training.co.uk	ζ.