

## Structure

In order to plan an effective presentation ask yourself the following 5 questions:

1. **WHY** am I doing this presentation?

In other words what is my objective? Do I want to

- Inform them
- Persuade them
- Convince them
- Help them reach a decision
- Motivate them
- Inspire them

Write out your objective to yourself in no more than three sentences so that it remains succinct and focused at all times. The clearer the objective is for you, the more accessible it will be for your audience.

2. **WHAT** am I going to add to bring my objective to life?

Here the start point is to brainstorm your ideas and collect supporting information and illustrations e.g. diagrams, showreels, fact and figures, pictures etc.

You then edit everything until you have the essential messages and illustrations which will ensure you achieve your objective.

Every presentation should have a clear beginning, middle and end, so now is the time to decide on a logical sequential order so that you can tell your story most effectively.

Examples of structures:

- a. Tell them what you are going to tell them = your story headlines  
Tell them = the story  
Tell them what you have told them = summary of key points
- b. The PEP formula  
P = Point  
E = Example  
P = Point

These two examples are useful when your purpose is to inform or convince the audience

- c. The 4 P's framework  
Position - The current situation  
Problem - The challenges it presents  
Possibilities - The options available to meet the challenge  
Proposal - Your chosen option

This example is useful when your purpose is to persuade an audience, motivate or inspire them or help them to reach a decision.

3. **WHO** am I presenting to?

Think carefully about the needs of your audience

- What knowledge or familiarity do they have with the subject matter?
- What level of status in or outside an organisation do they have?
- What attitudes are they likely to have towards the subject matter?
- How many people should I expect?
- Do we speak the same language (check your content for jargon or in-house expressions)?
- What would the audience want/need to know?

4. **WHERE** am I presenting?

- Check out the venue and how much space you will have in which to work
- How will people be seated?
- Check sight-lines so that you and your visuals are visible from every seat
- Check your visual aids and the equipment you will be using
- Will you need a microphone?
- Use your voice in the space as part of a warm up

5. **HOW** am I going to present?

Think about your presentation style and visual aids

- How should I dress for the presentation
- What visual aids should I use?
  - o Is it clear, in short sentences and simple – remember to try not to use the written word
- Should I prepare handouts or explanatory notes?