

Presentation Planner



Prepared by:

Date:

Logistical Considerations

Topic:

Presentation Time: <ul style="list-style-type: none">• % Time for Telling:• % Time for Interacting:	Actual Minutes Telling Interacting Total
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Presentation Location:

Address

Floor

Room #

Attendees:

Attendees:

Decision Makers-

Key Influencers-

Others-

Seating Arrangement:

Other Description (if applicable)

Best Visual Aids for Presentation:

Handouts

Power Point Slides

Flip Charts

Photos

Video

Models

Demo

Other

Equipment Requirements/Details

Projector

Screen

Console Control-lights, audio, computer, projector, web access

Laptop

Flash Drive Capability

Presentation RF Remote

Multi-plug extension cord

Flip chart easel

Flip chart paper

Markers

Pre-Planning

Background/History Re. Need for Presentation:

Overall Objective:

Desired Outcome:

Pre-Planning

Audience Analysis:

Audience's Knowledge of Topic:

- Extremely knowledgeable
- Varied knowledge levels
- Limited knowledge

Audience's Expectations:

Audience's Attitude toward Topic, Message, Presenter, Company:

	Topic	Organization	Presenter
Favorable			
Neutral			
Unfavorable			

Audience's Most Important Concerns, Issues and Questions:

Content

Over-arching Message/Proposition

Main Ideas:

Main idea #1:

- Supporting points:
- Relevance to audience:

Main idea #2:

- Supporting points:
- Relevance to audience:

Main idea #3:

- Supporting points:
- Relevance to audience:

Main idea #4:

- Supporting point:
- Relevance to audience:

Main idea #5:

- Supporting points:
- Relevance to audience:

Content

Anticipated Questions

Prepare answers to potential questions and objections re. main ideas, supporting points, or other unexpected inquiries.

Key Idea #1:

- Q1:
- Q2:
- Q3:

Key Idea #2:

- Q1:
- Q2:
- Q3:

Key Idea #3:

- Q1:
- Q2:
- Q3:

Key Idea #4:

- Q1:
- Q2:
- Q3:

Key Idea #5:

- Q1:
- Q2:
- Q3:

Key Structural Elements

Presentation Opening

- **Interest generating/compelling introduction:**

- Rhetorical question

- Story/anecdote

- Introductions

- Startling statistic

- Survey

- Exercise

- **Key benefits to audience:**

- Savings

- Efficiency

- Profitability

- Morale boost

- First to market

- Competitive advantage

- Other

Presentation Closing

- Recap of key audience benefits:

- Requested action to be taken (The ASK):

Evaluation of Desired Outcome

Explore advantages/disadvantages to your desired outcome.

- **Desired Outcome:**

Pro:

Con:

- **Alternative 1:**

Pro:

Con:

- **Alternative 2:**

Pro:

Con:

Decision Impacts

Identify implications of decision to move forward, or not to move forward.

Impact of decision to move forward:

Impact of decision not to move forward:

Timing Considerations:

Presentation Planner

Visuals: Reinforcing Key Ideas

Visual aids are excellent vehicles for reinforcing, illustrating key ideas. Consider that each visual may require at least three minutes of presentation time. Use the following pages to draft your visuals.

Visual #

Outline key elements of the visual and what point it will illustrate.

Title/Headline _____

Visual Element _____

Supporting Text _____

Visual #

Outline key elements of the visual and what point it will illustrate.

Title/Headline _____

Visual Element _____

Supporting Text _____

Presentation Planner

Visuals (Cont):

Visual #

Outline key elements of the visual and what point it will illustrate.

Title/Headline _____

Visual Element _____

Supporting Text _____

Visual #:

Outline key elements of the visual and what point it will illustrate.

Title/Headline _____

Visual Element _____

Supporting Text _____

Presentation Planner

Visuals (Cont):

Visual #

Outline key elements of the visual and what point it will illustrate.

Title/Headline _____

Visual Element _____

Supporting Text _____

Presentation Re-cap

Create a quick summary of the presentations sequence of events.

Proposition:

Key Idea	Visual Aid	Other Engagement Technique	Benefit to Audience
		Survey Audience Questions Stories/Examples Role Plays Audio Testimonial Demonstration Quote	
		Survey Audience Questions Stories/Examples Role Plays Audio Testimonial Demonstration Quote	
		Survey Audience Questions Stories/Examples Role Plays Audio Testimonial Demonstration Quote	
		Survey Audience Questions Stories/Examples Role Plays Audio Testimonial Demonstration Quote	
		Survey Audience Questions Stories/Examples Role Plays Audio Testimonial Demonstration Quote	

Engagement Techniques

Getting agreement to a particular outcome requires active involvement on the part of an audience. Consider incorporating the following tactics wherever appropriate.

Polling/Surveys: *Get a pulse on how an audience feels about a particular issue.*

Current Events: *Capture attention through an interesting lead-in to a particular point.*

Quotes: *Illustrate a point in a memorable way.*

Exercises: *Keep audience members active versus sitting and listening for long periods of time.*

Role Plays: *Teach by getting other to simulate real life situations.*

Testimonials: *Draw upon the audience's experiences*

Stories/Humor: *Stimulate interest while illustrating points by interjecting stories and helping audiences to relax.*

Questions: *Ask questions to check for understanding and confirm agreement.*