

What:

How Long:

Who:

When:

Where:

**Materials
to bring:**

What are the objectives and goals for this presentation?

• *Yours*

• *Theirs*

• *Others*

What do I know about the audience?**What do I want them to:**

- *Think?*

- *Feel?*

- *Do?*

Things that I must demonstrate (*what can I show, not just tell?*)

Key message –(use the SWAMPUM criteria: **S**imple, **W**hat the audience needs to know from me, **A**ction-oriented; **M**otivates with either pleasure or pain, **P**ersonalized to them, **U**rgent/ important, **M**emorable)