|  |  |
| --- | --- |
| **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)* | |
|  | |