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