



NATIONAL COUNCIL FOR
Community and Education Partnerships

Delivering Effective Presentations

Become a Better Ambassador by Design

Workshop Exercises

Audience:

Message #1:

Data points:

- 1.
- 2.
- 3.

Message #2:

Data points:

- 1.
- 2.
- 3.

Message #3:

Data points:

- 1.
- 2.
- 3.

Step #1: Identify Your Audience

Presentation Topic:			
Who is your most essential audience?	Why are they unique?	Why will they care?	What challenges do the present?
<i>Think Return on Investment</i>	<i>Think Attitudes, Beliefs, & Values</i>	<i>Think Benefits & Solutions</i>	<i>Think Barriers & Obstacles</i>
Audience 1:			
Audience 2:			
Audience 3:			
What are the key commonalities among these audiences?		What are the insurmountable differences between these audiences?	

Step #2: Identify Your Goals

Presentation Topic:					
Target Audience:					
Cognitive		Affective		Behavioral	
What do you want your audience to know?	What existing schemas or frameworks can you use to help them understand?	What do you want the audience to think?	What might be their misconceptions or negative perceptions?	What do you want the audience to do?	What risks or obstacles might dissuade or prevent them from acting?

Step #3: Create Your Messages

Presentation Topic:		
Key Messages	Key Arguments/Stories	Data points
Message #1:		
Message #2:		
Message #3		

The Easiest Way in the World to Tell a Story:

Once upon a time there was _____.

Every day, _____.

One day _____.

Because of that, _____.

Because of that, _____.

Until finally _____.