

PRESENTATION PLANNER

1. Clarify Purpose

- Inform
- Persuade
- Get Results
- Impress
- Entertain



KEY CONCEPTS & IDEAS



METAPHORS



PRESENTATION TITLE

2. Assess Audience Needs

Who are they?

What do they know?

What are they like?

3. Set participant objectives

What will they do?

Under what conditions/constraints?

What will define success?

