



Presenting With Ease!

Workbook



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Define the need:

There are three ways to determine the underlying need or needs on which a successful presentation can be constructed. These are:

1. _____

2. _____

3. _____

What are the specific needs your presentation will address?

Translate the need into value:

Analyzing the audience & event:

Overall, there are three ways in which to analyze an audience and the event at which you are presenting. Your goal is to take this information and apply it to your content in a way that taps into their common characteristics and enables you to capitalize on who they are, what they believe, what they have in common, and why they are there.

1. _____

2. _____

3. _____

Audience Profile Worksheet

Analyzing Demographic Characteristics

- How many people are expected to attend your presentation? (Or how many people have you targeted to attend?)

- What is the age range of the group?
 - Is there an average age?
 - How old will be the oldest person in the room?
 - How old will the youngest person be?

- Will members of the audience be predominantly:
 - Male? Female?
 - A mix of both?
 - What is the ratio of that mix?

- Is the educational background of participants important? If so, does the audience have:
 - High school or equivalent?
 - Post-secondary?
 - Postgraduate?

- Is everyone of similar occupations?
 - Or is the audience a mix of a diverse range of occupations?
 - What are those occupations?
 - What is the largest single occupation represented in the room?
 - What percentage of people come from that occupation?

- What is the range of income of the audience?
 - Is there an average income?
 - How does income relate to their occupation or station in life?

- Is the audience primarily of one:
 - Race?
 - Religion?
 - Nationality?
 - A mix? Describe.

- Are there people in the audience who do not fit these descriptions?
 - If so, describe them.

Analyzing Opinions

- What expectations do you feel the audience will have about the need you're addressing or the value you plan to provide?

- How will the need you address and the value you offer capture their attention?

- What specifically do you hope participants will do with your information at the end of the presentation?

- How willing will they be to take that step when you walk into the room?

- Will members of the audience support your message, be opposed to it, or not have an opinion about it?
 - Of those three options, which will be prevalent?
 - What percentage of the audience will fall into each category?

- Are there any sensitive issues that should be avoided?
 - What are they and why are they sensitive?

- Are there any specific issues that should be discussed?
 - What are they and why should attention be drawn to them?

- Are there any significant events that have occurred for this group in the past year?
 - How do those events relate to your message?

- What will be the audience's interest in the topic?

- What, specifically, will the audience know about the topic?

Analyzing The Event

- Am I the only person delivering a presentation to this group at this time?
- If I'm not the only person delivering a presentation, how many other presentations will be delivered to this group?
- If other people are presenting information to the audience, who are those other people and what will they cover?
- Is there a specific purpose to the meeting (i.e. management meeting, sales conference, recognition event, etc.)?
- Is the group participating in a larger conference or program? If so, what is the program or conference theme?
- What should the presentation achieve? What should the audience do or not do (think or not think) at the end of my presentation?
- Are there any sensitive issues that should be avoided? If so, what are those issues and why are they sensitive?

- Are there any significant events that have occurred in the industry, organization or group during the past year that affect their need for information (such as new product introductions, ownership changes, downsizings, increased competition)?
- What will be the audience's interest in the topic?
- What will the audience currently know about the topic?
- Are there any areas, topics or examples that need to be covered during my presentation?
- What are one or two things about this group that my contact person feels I should know before addressing them?
- What is my time frame for the presentation? When am I scheduled to start? At what time must I be finished?
- What takes place immediately before and after my presentation (coffee break, meal, etc.)?

Communication Objectives

The following are samples of communication objectives. Use these if you wish, or develop your own. When you have established or confirmed your communication objectives, take a few minutes to think about how you will determine whether you actually achieved these objectives.

- Create a two-way exchange of information with participants that results in them asking numerous questions (i.e. at least 30 questions during a 30-minute presentation).
- Answer participants' questions effectively during the presentation.
- Use visual aids and other tools in a way that helps participants easily understand the concepts I'm presenting, but doesn't interfere with the message of my presentation.
- Explain concepts surrounding the issue I plan to discuss during my presentation in a way that enhances participants' understanding of them.

How will you determine whether you have achieved the communication objectives you've outlined?

Developing Content

Overall, there are four steps to developing content that is clear and concise, and adheres to the principle of “less is more”.

1. _____

2. _____

3. _____

4. _____

Notes:

Basic Presentation Framework

The single, most important message to be contained in your presentation.

Your two-part call to action (the value you plan to provide and what you want the audience to do or not do with your message).

Sub-point #1

Sub-point #2

Sub-point #3

Conclusion

Presentation Notes — Three- To Five-Minute Version

- Like talk to you today about: (main message of this section of the presentation)

_____.

- By end of my presentation hope you will _____.

_____.

- To do that, I'll cover following points:

- Sub-point #1 _____.

- Sub-point #2 _____.

- Sub-point #3 _____.

Sub-point #1

- _____.
- _____.
- _____.
- _____.

Sub-point #2

- _____.
- _____.
- _____.
- _____.

Sub-point #3

- _____.
- _____.
- _____.
- _____.

Conclusion

- _____.
- _____.
- _____.

Presentation Notes — 10- To 15-Minute Version

- Like talk to you today about: (main message of presentation)

_____.

- By end of presentation hope you will _____

_____.

- To do that, I'll cover following points:

- Sub-point #1 _____.

- Sub-point #2 _____.

- Sub-point #3 _____.

Sub-point #1

- _____.

- _____.

- _____.

- _____.

- _____.

- _____.

- _____.

- _____.

- _____.

- _____.

Sub-point #2

- _____.

- _____.

- _____.

- _____.

- _____.
- _____.
- _____.
- _____.
- _____.
- _____.

Sub-point #3

- _____.
- _____.
- _____.
- _____.
- _____.
- _____.
- _____.
- _____.
- _____.
- _____.
- _____.

Conclusion

- _____.
- _____.
- _____.
- _____.

◦

◦

- At end presentation, I'll answer final questions / wrap up.
- But don't want you wait until the end of presentation to ask questions.
- In fact, hope you'll ask questions throughout.
- Any question so far?

<<PAUSE>>

- Let's turn attention to first topic

Expanding The Content Worksheet — Sub-point #1

The single, most important message to be contained in this section of presentation (as drawn from sub-point #1 on page 12).

The call to action (how you want the audience to apply the information in this section of the presentation).

Sub-sub-point #1

Sub-sub-point #2

Sub-sub-point #3

Conclusion (recap what has been covered in this section and restate what you want the audience to do or not do with it).

Presentation Notes — Sub-point #1

- Like talk to you today about: (main message of this section of presentation)

_____.

- By end of this section hope you will _____.

_____.

- To do that, I'll cover following points:

- Sub-sub-point #1 _____.

- Sub-sub-point #2 _____.

- Sub-sub-point #3 _____.

Sub-sub-point #1

- _____.
- _____.
- _____.
- _____.

Sub-sub-point #2

- _____.
- _____.
- _____.
- _____.

Sub-sub-point #3

- _____.
- _____.
- _____.
- _____.

Conclusion (for this section of the presentation)

- _____.
- _____.
- _____.

Expanding The Content Worksheet — Sub-point #2

The single, most important message to be contained in this section of the presentation (as drawn from sub-point #2 on page 12).

The call to action (how you want the audience to apply the information in this section of the presentation).

Sub-sub-point #1

Sub-sub-point #2

Sub-sub-point #3

Conclusion (recap what has been covered in this section and restate what you want the audience to do or not do with it).

Presentation Notes — Sub-point #2

- Like talk to you today about: (main message of this section of presentation)

_____.

- By end of this section hope you will _____.

_____.

- To do that, I'll cover following points:

- Sub-sub-point #1 _____.

- Sub-sub-point #2 _____.

- Sub-sub-point #3 _____.

Sub-sub-point #1

- _____.
- _____.
- _____.
- _____.

Sub-sub-point #2

- _____.
- _____.
- _____.
- _____.

Sub-sub-point #3

- _____.
- _____.
- _____.
- _____.

Conclusion (for this section of the presentation)

- _____.
- _____.
- _____.

Expanding The Content Worksheet — Sub-point #3

The single, most important message to be contained in this section of the presentation (as drawn from sub-point #3 on page 12).

The call to action (how you want the audience to apply the information in this section of the presentation).

Sub-sub-point #1

Sub-sub-point #2

Sub-sub-point #3

Conclusion (recap what has been covered in this section and restate what you want the audience to do or not do with it).

Presentation Notes — Sub-point #3

- Like talk to you today about: (main message of this section of presentation)

_____.

- By end of this section hope you will _____.

_____.

- To do that, I'll cover following points:

- Sub-sub-point #1 _____.

- Sub-sub-point #2 _____.

- Sub-sub-point #3 _____.

Sub-sub-point #1

- _____.
- _____.
- _____.
- _____.

Sub-sub-point #2

- _____.
- _____.
- _____.
- _____.

Sub-sub-point #3

- _____.
- _____.
- _____.
- _____.

Conclusion (for this section of the presentation)

- _____.
- _____.
- _____.

The Conclusion

- In conclusion, I'd like to recap what covered during presentation.
- Because (if):
 - _____.
 - _____.
 - _____.
- We hope you'll _____

<restate the value of the presentation; what you hope
they'll do / not do with the information >

- Are there any final questions?

<<PAUSE>>

- Thank you for opportunity present this information to you.
- I'll be here for awhile if you'd like to stay and chat.

Follow up

Names and telephone numbers of people who requested additional information about an aspect of the information presented during the seminar, or who had a question that couldn't be answered.

Measure your results

Discuss the ways in which you could measure your results. How do you compare your results to your original objectives?

Presentation Feedback

As a means of helping me to improve my presentations, I hope you'll take a few minutes to complete the following survey.

On a six-point scale, where one means you strongly disagree and six means you strongly agree, please respond to each of the following comments. After completing this form, please leave it face down on the table at the back of the room.

	Strongly Disagree				Strongly Agree	
The information presented was appropriate for the venue and me, as an audience member.	1	2	3	4	5	6
The logic of the presentation was well-structured.	1	2	3	4	5	6
The information presented was easy to understand.	1	2	3	4	5	6
There was just the right amount of information presented.	1	2	3	4	5	6
The information was presented at just the right pace.	1	2	3	4	5	6
The presenter gave me lots to think about.	1	2	3	4	5	6
The presenter gave me time to think about each thought.	1	2	3	4	5	6
The visual aids reinforced the message.	1	2	3	4	5	6
Questions were answered effectively.	1	2	3	4	5	6
I felt comfortable listening to the presenter.	1	2	3	4	5	6

Additional comments: _____

Notes:

Notes:

Notes: