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# PLANNING YOUR PRESENTATION



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The 5 Ps of presentation are **Proper Preparation Prevents Poor Performance**. The more time put into the planning stage, as with any project, the more successful the outcome is likely to be.

In short there are **3 key areas** to consider:



WHO?



WHAT?



HOW?

# WHO IS MY AUDIENCE?

Consider your audience under all the relevant headings, which may include:

**P**hysically – culture, gender

**R**ole – sales, finance

**O**bjective – WIIFM, need

**F**eeling – personal, business

**I**mpact – benefits for them

**L**evel – knowledge

**E**xtra – info, Q+A



# WHAT IS THE PURPOSE OF MY PRESENTATION?

Every presentation should have a specific purpose – it is necessary to identify it in order to achieve it. On occasions your presentation may have more than one purpose.

Possible purposes may be:

1. Motivate
2. Inform
3. Convince
4. Entertain

**“So that.....”**





# HOW TO STRUCTURE

There are many different ways to structure a presentation, choose the one most appropriate for your topic.

One popular technique is to divide the topic into 3s. Threes are rhythmical, magical and memorable.

We talk about beginning, middle & end; starter, main course & dessert; yesterday, today & tomorrow; ABC; and 123.

The brain finds it relatively easy to grasp threes.



# HOW?

## BRAIN DUMP

1. Thoughts onto paper
2. Group into headings
3. Allocate appropriate

## 3 IN 1

1. Heading 1, 2, 3
2. Dublin, Irl, EU
3. Problem, Cause, Solution

## TIMELINE

1. Past, Present, Future
2. Q1, Q2, Q3
3. 10:00, 11:00, 12:00

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