# PLANNING YOUR PRESENTATION



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:







WHAT?



HOW?

# WHO IS MY AUDIENCE?

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

Physically – culture, gender

Role – sales, finance

Objective – WIIFM, need

Feeling – personal, business

Impact – benefits for them

Level – knowledge

Extra – 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....."



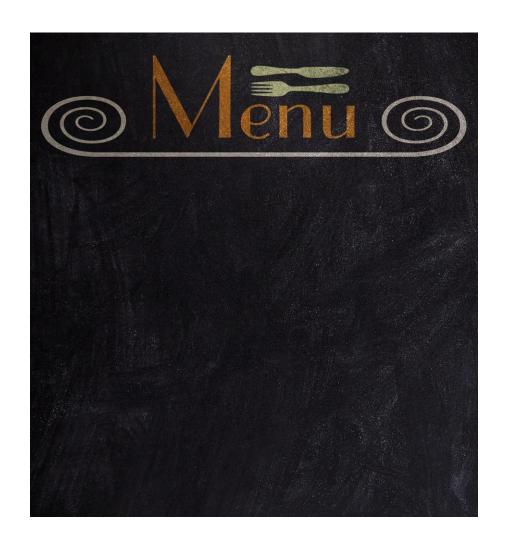
### HOW TO STRUCTURE

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