Presentation Blueprint

|  |  |
| --- | --- |
| **t**  **i**  **t**  **l**  **e** | ▪ First impressions matter  ▪ Use words that get audience’s attention  ▪ Include graphical element[s] to support |

|  |  |
| --- | --- |
| **i**  **n**  **t**  **r**  **o** | ▪ What’s in it for me? [WIIFM]  ▪ Tell a story/make it relatable  ▪ Let them know what to expect |

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **1** | ▪ Keep essential content only  ▪ Nice to know/need to know  ▪ When in doubt, leave it out |

transition

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **2** |  |

transition

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c 3** |  |

transition

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **4** |  |

transition

Presentation Blueprint [cont.]

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **5** | ▪ Keep essential content only  ▪ Nice to know/need to know  ▪ When in doubt, leave it out |

transition

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **6** |  |

transition

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **7** |  |

transition

|  |  |
| --- | --- |
| **t**  **o**  **p**  **i**  **c**  **8** |  |

|  |  |
| --- | --- |
| **q**  **&**  **a** | ▪ Final questions and answers  ▪ Do it before the conclusion  ▪ Prepare common questions |

|  |  |
| --- | --- |
| **c**  **o**  **n**  **c**  **l** | ▪ Summarize main points  ▪ Reconnect with audience  ▪ End on most important |

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