

Presentation Planning Worksheet

Purpose

The best way to produce an effective presentation is to have a clear statement of your goals and the obstacles necessary to achieve them. You also have to take your audience into consideration as well as their attitude towards your presentation goals. The size of your audience and the length of your audience should also be considered.

Project

Today's date

**Presentation
date**

Your name

1

What is the purpose of the presentation?

- | | |
|-----------------------------------|---|
| <input type="checkbox"/> Inform | <input type="checkbox"/> Motivate |
| <input type="checkbox"/> Persuade | <input type="checkbox"/> Share |
| <input type="checkbox"/> Inspire | <input type="checkbox"/> Other (describe) |

2

What is the single most idea you want to communicate?

Why? (Describe)

3

What is the next most important idea?

4 What other information do you want to include?

- 1.
- 2.
- 3.

5 What action do you want the audience to take?

6 How familiar is your audience likely to be with your presentation topic and goals?

- Informed
- Unfamiliar

- Neutral
- Likely to be supportive
- Likely to be opposed

Why? (Describe)

7 What obstacles do you have to overcome in order for the audience to support your goal?

8 What arguments or evidence can you provide to support the action you want the audience to take?

9 What possible questions and objections might be brought up by opponents?

10 What evidence can you provide to handle these objections?

11 How formal is your presentation?

12 Where will you deliver your presentation?

13 Are there any time or budget limitations?

14 How much audience interaction do you desire?

15 How much time do you have available for your presentation?

16 Who is going to introduce you?
