Presentation Planner

Whether you are delivering a keynote, a formal presentation, or an informal discussion, all great presentations have a few main features. Use this template to prepare yourself to deliver your message with impact and leave your audience impressed!

**Prep**

|  |  |
| --- | --- |
| Objective | Audience |
| *What is the goal of your presentation? Selling something? Convincing your audience to take a next step? Persuading their thinking? Start with a clear objective. What do you want your audience to think, feel or do?* | *Who is the audience? Their demographics, thought process, knowledge on the topic, and the environment for your presentation should all weigh in to how you shape your content.* |

**Content**

|  |  |  |
| --- | --- | --- |
| Introduction | | |
| *Attention Getter: A quote, a story, an interesting fact, something that will make your audience stop what they are doing and listen.*  *Purpose: Tell them why you’re talking to them*  *Preview of key messages: Tell them what you’re going to tell them.* | | |
| **Core Content** | | |
| Key Message 1 | Key Message 2 | Key Message 3 |
| *A key message is not a topic, it is a concise, declarative statement that conveys a message or opinion. Here’s an example: “dogs” it a topic, “dogs are man’s best friend” is a key message. That’s what you want your audience to walk away remembering.* | *Fill in each key message, along with notes on any supporting content.* | *Fill in each key message, along with notes on any supporting content.* |
| **Conclusion** | | |
| *Recap of key messages: Remind the audience of the things they heard. Repetition is key; this is your last chance to make those messages stick.*  *Closing statement or request: ask for the business, ask them to consider or do something. This should tie direction to your objective – be forthright about it!* | | |

Would you like help with an upcoming presentation, or want to elevate the skills of your team? Reach out to us at LuminariesConsulting.com.

**About Luminaries Consulting**

Luminaries Consulting is a partnership of organizational development professionals with over 30 years of combined experience helping individuals and organizations achieve their goals. Our expertise in learning, leadership development, talent management, strategy development and change management uniquely equip us to help you achieve your business needs.

[www.luminariesconsulting.com](http://www.luminariesconsulting.com)