

PRESENTATION SCENARIOS

Imagine you are a group of concerned citizens and shopkeepers living and working in one of your city's historic neighborhoods. A large theater located on a main intersection has been abandoned for an extended period of time.

Team 1

It is difficult to find parking in your neighborhood. Your group wants to persuade the city council to tear down the theater and replace it with a municipal parking garage. The city could cover its costs by charging a parking fee.

Team 2

The theater is one of the few remaining examples of the neighborhood's original architecture. Your group wants to persuade the city council to refurbish the building and turn it into a community center.

Team 3

As more businesses move into your neighborhood, the amount of housing available has become severely limited. Your group wants to change the zoning on that block, which would enable developers to divide the theater into condominiums.

Team 4

As your neighborhood becomes increasingly commercialized, the city council has instituted more and more regulations. Your group thinks the city council should leave the theater, and its zoning, alone. Your group believes that a private company will eventually purchase the building and put it to good use.

PRESENTATION PREPARATION WORKSHEET

Instructions: Use this worksheet to draft ideas for your presentation. Refer to the workbook (pages 18-25) for help. Divide speaking responsibilities equally among all team members.

Constraints: Time, budget, specialties of the team, limitations/opportunities of the setting

Step 1: Audience Needs, Attitude, Knowledge Level, Mood, Demographics

Step 2: Position-Action-Benefit

Step 3: Main Ideas Brainstorm, then narrow list to 2-5 points

- 1.
- 2.
- 3.
- 4.
- 5.

Step 4: Develop Subpoints and Organize the Presentation Flow

Finalize the flow of the presentation contents on the Presentation Outline Worksheet (H3).

Subpoint possibilities: facts, data, references, stories, analogies, evidence

Step 5: Introduction and Conclusion

Use the position-action-benefit in both the introduction and the conclusion.

Optional: anecdote, humor, involving or rhetorical questions, shocking statement, quotation

PRESENTATION OUTLINE WORKSHEET

Use this worksheet to finalize the outline for your presentation.

1. Introduction (Required: position-action-benefit; Optional: introductory device)

2. Preview sentence (Tell them what you are going to tell them)

3. Flow of main ideas and subpoints

4. Review sentence (Tell them what you told them)

5. Conclusion (Required: position-action-benefit; Optional: concluding device)

PLANNING VISUAL AIDS

Make them legible

Summarize for more impact

Don't get carried away

- One key point per visual aid
- Numbers: show the “bottom line” only
- Text: use the 5 x 5 rule
- Use graphs or illustrations to make difficult concepts easier to grasp
- Write assertive titles

Key idea to be expressed

1. _____

2. _____

3. _____

4. _____

Best way to represent the idea

1. _____

2. _____

3. _____

4. _____
