

# Preparation

## The 5 question approach to preparing a presentation

<b>WHO</b>	<p>Are my audience?</p> <p>What do they want to know? How much do they know about the subject? Interrogate them: style, age, gender, profession</p>
<b>WHY</b>	<p>Am I presenting?</p> <p>Define the objective in one line – is it to influence, persuade, sell to them? Avoid the 'shop window' syndrome and leave them in no doubt whatsoever</p>
<b>WHAT</b>	<p>Am I going to say?</p> <p>Jot down all your ideas, not worrying about ordering or editing them at this stage Come up with something original Remember, satisfied needs don't motivate – pull a rabbit out of the hat</p>
<b>WHERE</b>	<p>Am I presenting?</p> <p>Look at your venue and decide how best to stage your presentation Take control of the space and decide where you'll place yourself, your visuals and your audience Think about the room temperature, position of the windows in relation to the screen, sit in all the seats to ensure all the audience can see</p>
<b>HOW</b>	<p>Will I present it?</p> <p>Decide on the style of your presentation What style will best suit your audience, your objective, your content and the venue? Should it be all singing, dancing or relaxed? How will you pace it? What visuals will add most impact? How do you want them to remember you?</p>