

EVENT AREA	NOTES	✓
<p>EVENT INFO What is it? When is it? Where is it? Who is my contact person?</p>		
<p>MY ROLE Keynote, moderator, panelist, etc.</p>		
<p>TIMING How long do I have? When do I go? Who do I precede/introduce or follow? Will there be Q & A? Will audience be eating?</p>		
<p>SPACE/SETUP Auditorium, classroom, hotel ballroom, conference room, on a raised platform or on the ground? Behind a podium?</p>		
<p>AUDIENCE How many? Do I know anyone? How will they be seated/arranged?</p>		
<p>MY VISUAL Wardrobe/shoes? Will I be above others? On grass? Place to clip mic?</p>		
<p>MY AUDIO How will I be heard? 'Lavalier' mic? Handheld mic? Mic on podium?</p>		
<p>MY TECH Slides? Projector/screen? Backup source? Adapters? Cords?</p>		
<p>KINESTHETIC Who helps me distribute handouts and evaluations, facilitate activities?</p>		
<p>MY PREP Teleprompter practice? Can I get into space prior? Practice in front of someone prior? Tea/water? Mantras to bolster inner voice?</p>		

CONTENT AREA	NOTES	✓
<p>WHAT am I presenting? What does my audience need to know / feel / do about it?</p>	<p>Topic: <i>I want them to know...</i> <i>I want them to feel...</i> <i>I want them to (CTA)...</i></p>	
<p>WHY am I presenting? Why now? What's occurred? Am I announcing good news? Raising awareness? Stakes/gravity? Why should my audience care?</p>		
<p>INTRODUCTION Center - Bring audience in (Deep breath, visualization, story, quote) Orient - Put them on the map. What led up to this event? Guide - Tease main points and take audience through them.</p>		
<p>MAIN THREE POINTS</p>	<p>A. B. C.</p>	
<p>EVIDENCE Statistic, poll, quote, graph</p>		
<p>ANECDOTE Story I'll share to boost rapport.</p>		
<p>VISUALS Slides, props, video, handout</p>		
<p>AUDIENCE INVOLVEMENT Poll, thought experiment, activity. Who can I call out in my audience to help connect my content?</p>		
<p>CONCLUSION Summary & call to action.</p>		
<p>FEEDBACK Create/distribute evaluations to assess my LOOK / SOUND / FEEL</p>		