



Steps for Planning and Preparing an Effective Oral Presentation

1. *Determine the overall purpose*

There are many reasons for giving a presentation including to inform, educate, entertain, inspire, and convince.

Once you know the purpose of your presentation you can determine the structure, topics, and method of delivery that will best achieve your purpose.

2. *Select and limit the subject*

It may seem an obvious thing to do, but before you start writing your presentation you must determine what precisely your topic will be and what topic area you plan to address. Once this is clear you can begin scripting your presentation.

Occasionally you will find that your topic is actually too large or complex for the time available and you may have to go back and review the specific topic you wish to address.

3. *Analyze the audience and the situation*

Every audience is different and in order to ensure success you should always consider what your potential audience will be like and what their expectations will be. Failure to address the needs and level of interest and understanding of an audience can hinder your presentation.

If you do not have personal knowledge of the potential audience, try to contact someone who can give you some idea as to the nature, attitudes, and expectations of your potential audience.

4. *Create speech outline* (opening, body, and conclusion) (See Sample Speech Outline on second page)

5. *Practice before you deliver it* (several times if possible).



Sample Speech Outline

Several types of speech outlines are commonly used by speakers. However, all of them are organized into an opening, body, and conclusion. Here is a very basic outline that illustrates the structure of a speech containing three main points:

A. Opening

1. Captures the audience attention
2. Leads into the speech topic

B. Body

1. First point
 - a. Statement of fact
 - b. Supporting material
2. Second point
 - a. Statement of fact
 - b. Supporting material
3. Third point
 - a. Statement of fact
 - b. Supporting material

C. Conclusion

1. Review or summary
2. Provide a memorable statement or closing remarks
3. Questions