

AFP preparation cheat sheet

Start here

1. What is the purpose of this presentation ?
2. What is the single most important thing you want the audience to remember?
3. If you're successful, what will the audience think/feel/do after your presentation ?

Now, let's look at logistics

1. How much time have you been allotted for your presentation?
2. Of that, how much time will you reserve for questions?
3. Will someone introduce you? (If so, have you provided them with a bio or suggested introduction?)
4. From where will you present?
5. Do you have all the technology in place that you need ? (including a plan B)?

Step 01

Get to know your audience

Profile Your Audience

1. How many people will be attending your presentation in total?
2. Who, specifically, are they?
3. If it is a mixed audience who is your specific target audience?
4. Are they required to be there or are they there by choice?
5. How much does the audience already know about you and your topic?
6. How much do they need to know in order for you to achieve your goal?
7. How would you describe the audience's current feelings about your topic?
8. Will your target audience support or resist my topic and why?
9. From the perspective of the audience, why should they care about your presentation?
10. If your target audience was designing your presentation what 3 themes would they cover?

Step 02

Group your content into your story

Structure your messages using the AFP Preparation Chart on page 2

Using the answers you have on page 1 start grouping your content into your story on page 2

Step 03

Design your visuals aids

AFP Preparation Structure

