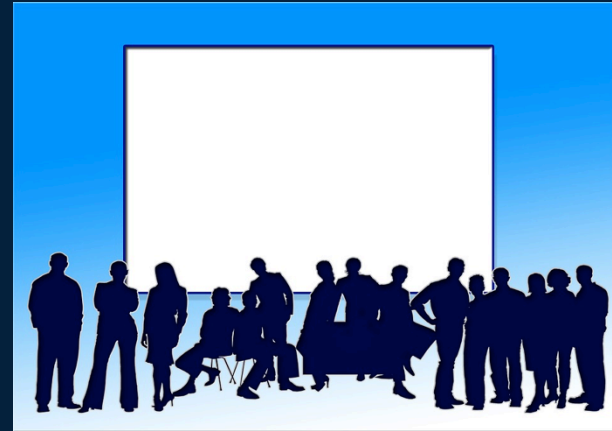


How to Make an Effective Presentation in 5 Easy Steps!



Step 1: Know Your Message



Is it a plan?

As your plan develops, track the highlights you might want to use in your presentation.

- For example, If you are planning a program or a campaign (such as a series of programs on a key topic) plan out beyond one or two activities. Incorporate diverse types of engagement for different audiences.
- What audiences are you targeting with your plan?
- How will you evaluate the success of your plan? You will want to begin with the end in mind - your vision and mission

Step 2: Choose Your Audience

- Embassy Leadership
- Partner Leadership
- Your Boss!
- Stakeholders
- Customers
- The media
- Funders



- ❑ Who is the presentation for? Are you pitching your great ideas to your boss, Embassy leadership, or other Stakeholders such as an Executive Board?
- ❑ Be customer-centric. Instead of talking about what *you do*, frame your pitch around *what you do for whoever your audience happens to be*. Always put yourself in their shoes and say, “what’s in it for me?”
- ❑ Play to their desires and goals. What do they ultimately want? How can your American Space play a role? If you can anticipate the audience goals, you can explain how your Space will help them get there.

Step 3: Develop Your Key Messages

- Select the elements of your plan that you want to highlight (3-5 only!)
- Make the goals of your project/program clear to your audience
- Your messages should be:
 - Clear
 - Concise
 - Memorable

Step 4: Incorporate a Case Study or Success Story

Effective stories are:

- Simple, brief and may be personal
- Have a punchline, something that the listener will remember
- Consider adding an action/follow-up step

Great pitches can be used to market just about anything. Consider leading off with a provocative question. Think about putting together a short success story. These often work well because stories are easier to remember, easier to say and can quickly capture attention.

Step 5: Write it Down

- **One slide per minute is the rule of thumb!** (10 slides for a 10-minute presentation)
- Keep slides clear with a minimum of text
- Minimum size for text: 20 pt.
- Graphics are fine but don't overuse them

Remember the A-F Model:

These are topics you should consider and plan BEFORE you even start a project/program, and things you should consider before you give a presentation.

- ① **AUDIENCE ANALYSIS**
- ② **BEHAVIOR**
- ③ **CONTENT**
- ④ **DELIVERY**
- ⑤ **ENGAGEMENT**
- ⑥ **FOLLOW UP & EVALUATION**

Sample Slides, Charts & Graphics to help make your points

U.S. Department of State



Sample matrix showing your strategy

Short-term

Medium-term

Long-term



Daily/weekly return

Press Briefing

Rapid Response

Crisis Communications

Flagship Social Media

Reviewing/Clearing Public Statements

Monthly/yearly return

Rich & Creative Content

Persuasion Campaigns

Digital Analytics

Physical & Digital Platforms

Client Relationship Management (CRM)

Lifetime return

Creating Networks of People

Academic Programs

Professional Exchanges

Building a Positive Image of America

Program Evaluation

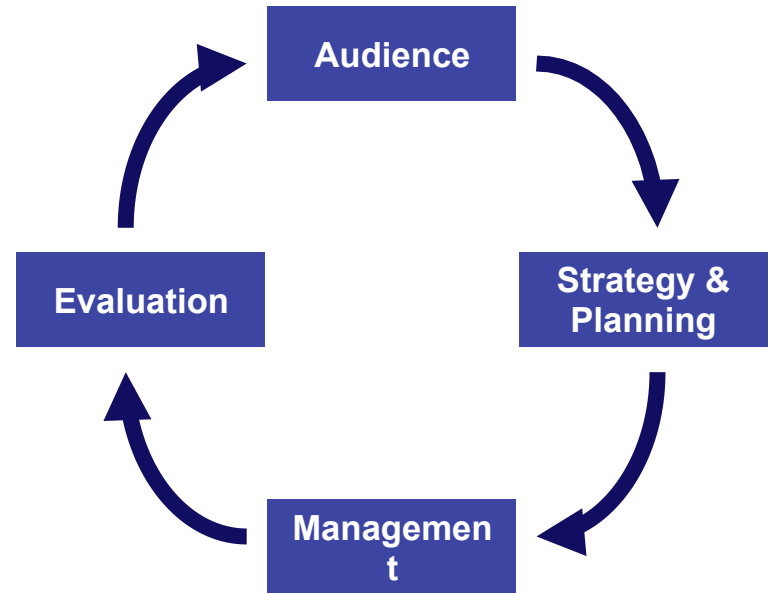
Sample Planning Cycle

Planning for now and in the future

Leads strategic planning, capacity development, and the alignment of resources with policy priorities.

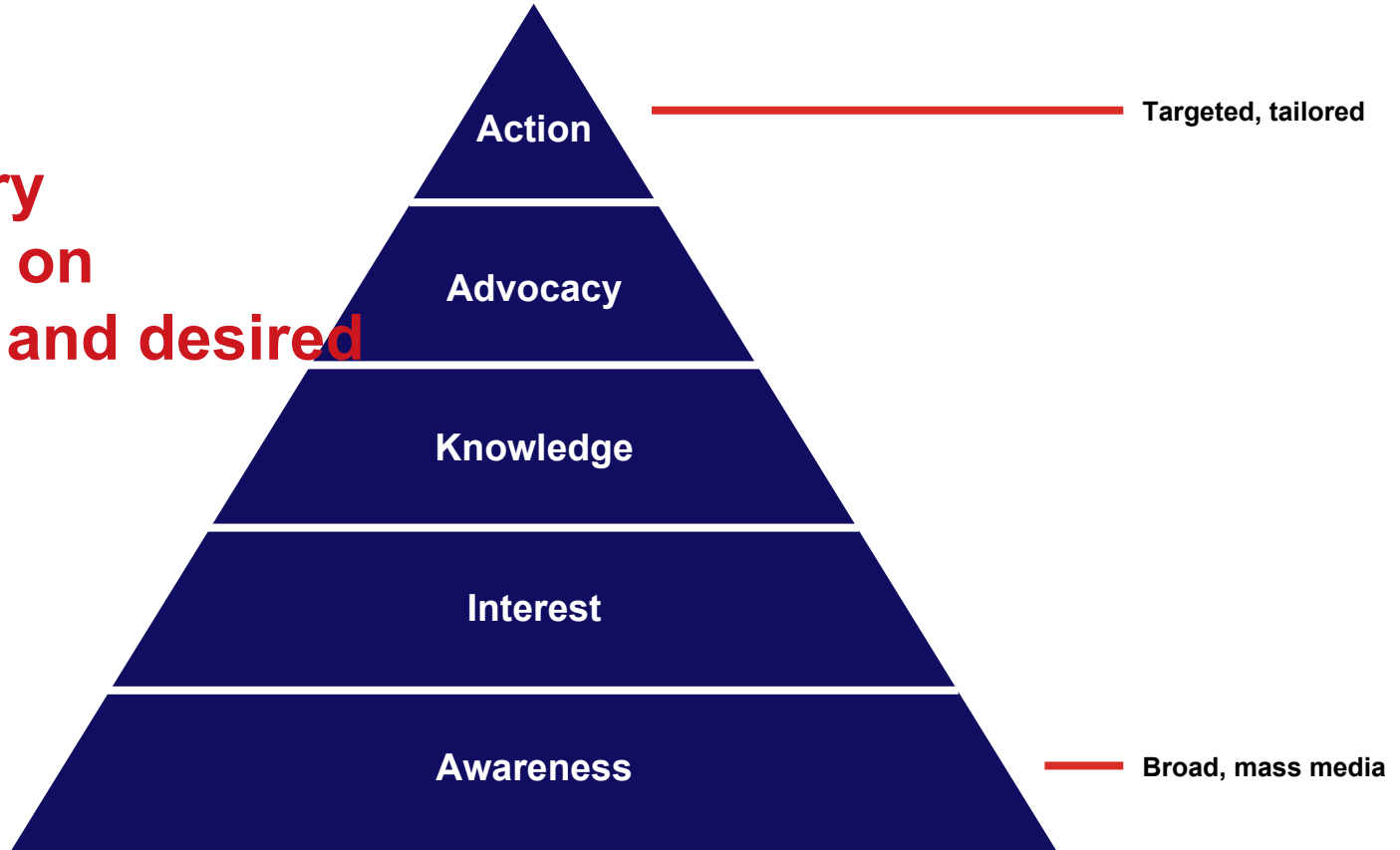
Assets:

- “Power of the purse”
- Cloud-based Strategic Planning Toolset
- Audience Research
- Program Evaluation
- XXX Civil Service
- XXX Foreign Service



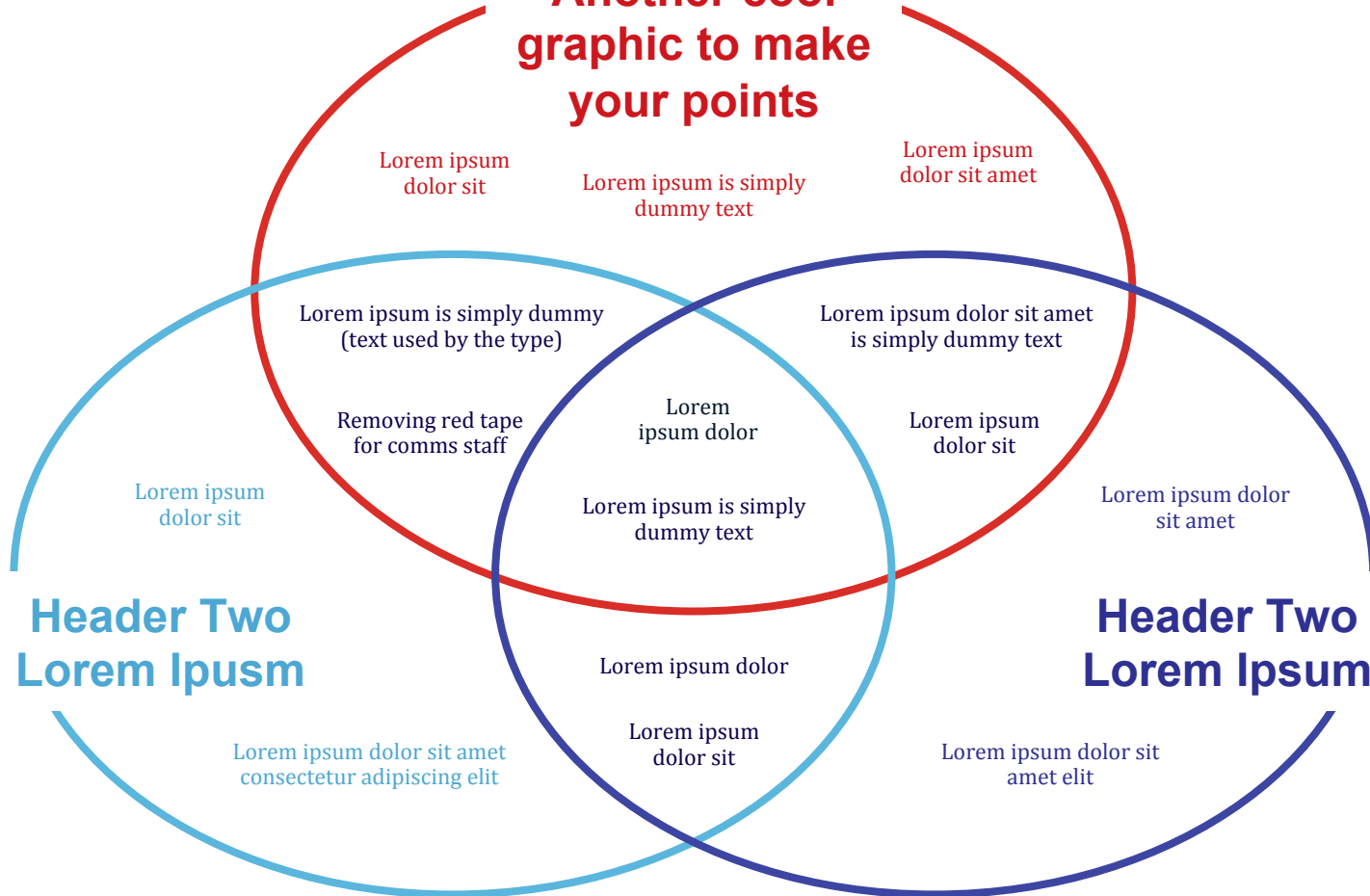
Example: The Public Diplomacy Communication Pyramid
Paradigm

**Tactics vary
depending on
audiences and desired
outcomes**

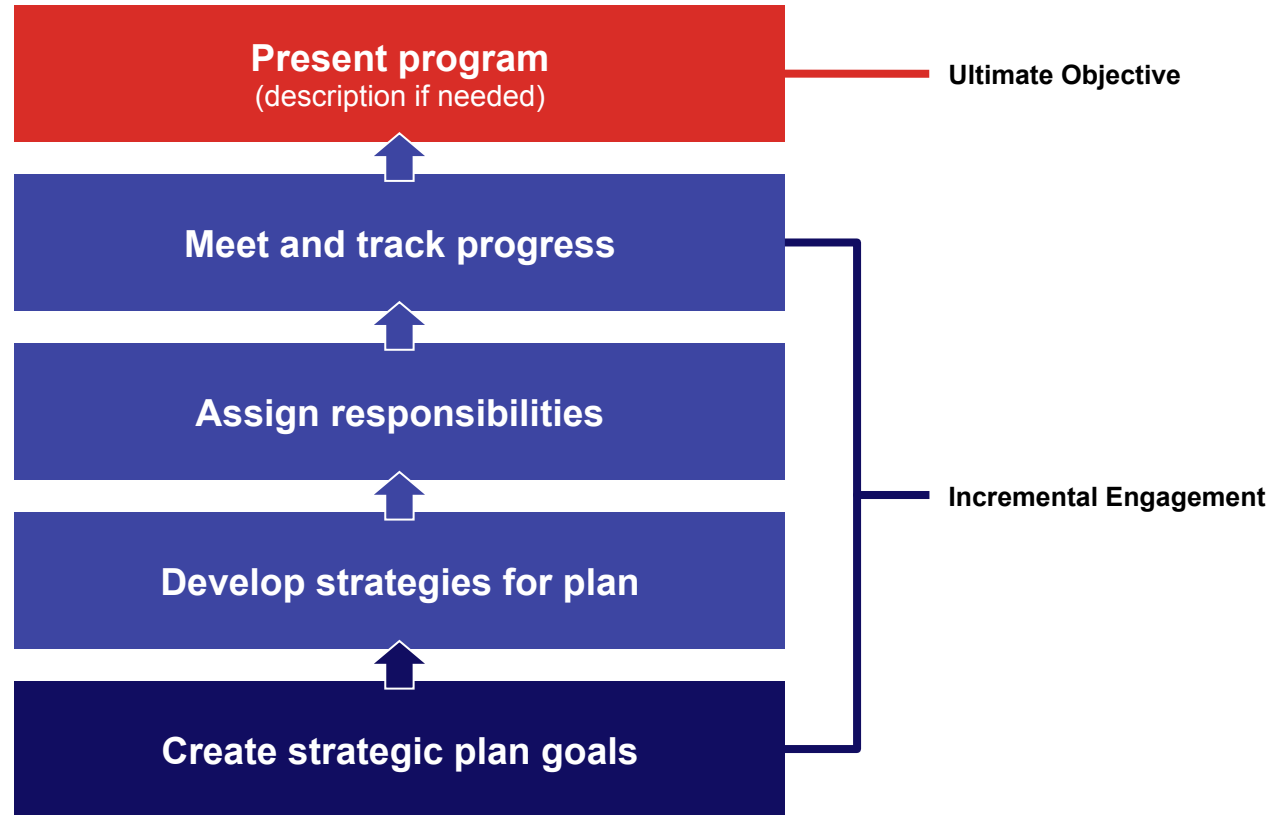


Notes: Engagement at the lower level of the pyramid is broadest, and generally cheapest, and can be accomplished through mass media and digital engagement. Higher level engagements are more targeted, more experiential and tailored to specific audiences.

Another cool graphic to make your points



Sample Graphic



Lorem Ipsum Dolor

X lorem



Lorem Ipsum Dolor

X lorem



Lorem Ipsum Dolor

X lorem



Lorem Ipsum Dolor Sit
 Amet Roots

Lorem Ipsum

Good Luck!