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
Choose, and know, your audience

- 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
- 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
## Sample matrix showing your strategy

<table>
<thead>
<tr>
<th>Short-term</th>
<th>Medium-term</th>
<th>Long-term</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daily/weekly return</strong></td>
<td><strong>Monthly/yearly return</strong></td>
<td><strong>Lifetime return</strong></td>
</tr>
<tr>
<td>Press Briefing</td>
<td>Rich &amp; Creative Content</td>
<td>Creating Networks of People</td>
</tr>
<tr>
<td>Rapid Response</td>
<td>Persuasion Campaigns</td>
<td>Academic Programs</td>
</tr>
<tr>
<td>Crisis Communications</td>
<td>Digital Analytics</td>
<td>Professional Exchanges</td>
</tr>
<tr>
<td>Flagship Social Media</td>
<td>Physical &amp; Digital Platforms</td>
<td>Building a Positive Image of America</td>
</tr>
<tr>
<td>Reviewing/Clearing Public Statements</td>
<td>Client Relationship Management (CRM)</td>
<td>Program Evaluation</td>
</tr>
</tbody>
</table>
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.
Sample Graphic

Present program
(description if needed)

Meet and track progress

Assign responsibilities

Develop strategies for plan

Create strategic plan goals

Ultimate Objective

Incremental Engagement
Good Luck!