



**Presenting is a Skill... Developed through Experience and Training.**

GOAL  
**WHY**  
PURPOSE

# Know Your Audience



# Powerful Opening Statement

30-60 Seconds to gain their attention

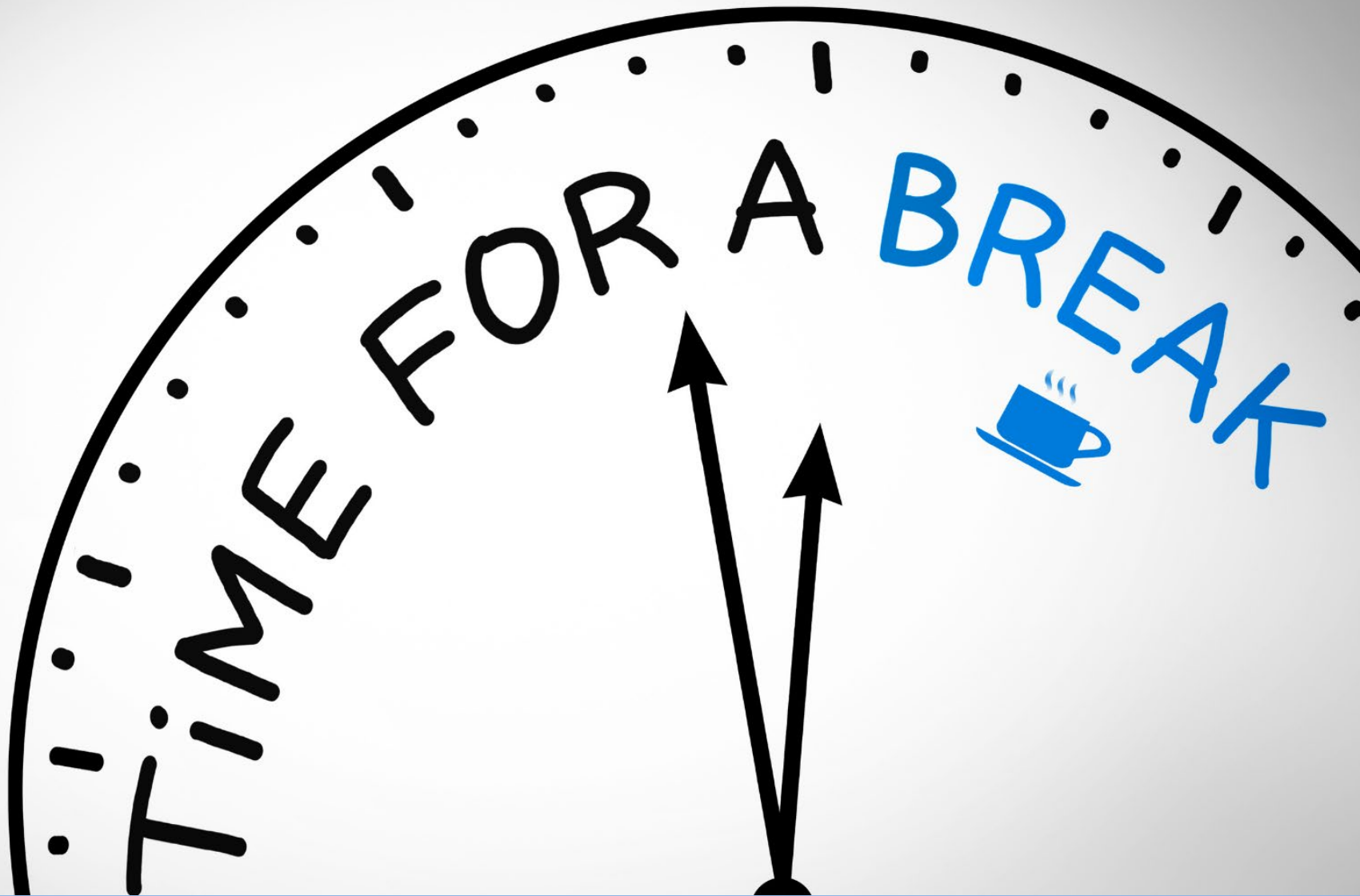




# Compelling Content

- Three Key Messages
- Repeatable Statistics
- Tell a Story
  - Why is it important
  - Use other sources
  - Paint the Picture





# When The News Is You



# Plan Ahead

- Ask for Questions in Advance
- Prepare Visuals
- Three Key Messages
- Dress Appropriately
- Location
  - To Zoom or Not to Zoom





# Showtime

- Body Language
- Don't Answer Statements
  - Do correct a wrong statement
- Don't Speculate or Speak for another group
- Never Repeat a Negative Statement
- Remember to ABC
  - No Jargon
  - Three Cs for Controversy

# But. Umm.

Breathe. Think. Answer.



# Avoiding the Ambush

Hook. Bridge. Flag.

- Hooking- Set up the question
- Bridging- Smooth transition from off topic questions
  - Pro Tip- Use Hands as a guide to A-B-C
- Flagging- Flag when the answer is one of your key points

# Bridging Excellence





# PRACTICE



# Review







**If You Can Do This, You Can Do Anything.**