

# ISSUES TO CONSIDER IN PREPARING A PRESENTATION

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1. **GOALS** – What effect(s) do you wish to create by making your presentation? Will there be different effects desired for different parts of the presentation?
2. **CONTEXT** – What other goals will your presentation have to fit in with to be effective? What other possible pressures will your presentation have to be sensitive to?
3. **TIME** – What time will you have available -- how much and what quality? Will everything have to be said at once? Will there be an opportunity to clarify? Who will the time be controlled by? What will be the consequences of mismanaging time?
4. **AUDIENCE** – Who do you want to be affected by your presentation? Is there more than one audience? Will there need to be different effects for different audiences?
5. **CONTENT** – What is the one main point in your presentation? What are your secondary points? What facts are needed to support our points? What is a logical order for presenting your points and the facts? What conclusions will your facts support?
6. **PROCESS** – How will you help the audiences to hear your messages? What potential interference will you need to consider and deal with? What media will you use to help your audience hear your points easily?