

Presentation Strategies & Tactics

Body

the major part of the speech

Conclusion

the closing of the speech; should be strong and concise

Connection

occurs at the very beginning of the speech and allows for the speaker to identify with the audience

Formal Presentation

occurs when the setting is completely professional, such as a business or sale

Inform

sharing information with the audience

Informal Presentation

occurs in small group settings such as a class presentation

Introduction

the very beginning of the speech and the first things out of the speaker's mouth

Main Point

thing the speaker wants the audience to walk away with or remember

Motivate

information encouraging the audience to take action

Persuade

information convincing the audience to think or feel a certain way

Plagiarism

the theft or misrepresentation of intellectual property (someone's ideas, beliefs or theories), and the substantial unattributed copying of another's work

Preview

a "sneak peek" of the speech; should be short and contain just the main points of the speech

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Purpose

the overall goal of the speech, whether it is to inform, motivate or persuade

Support

used to justify, prove or enhance the main points of the speech

Review

occurs at the end of the speech to quickly recap all of the information presented and reinforce any other valuable points

Webinars

used when participants of the meeting are in two different locations