

Community Planning Lab: Final Presentation Considerations

- **Who is your audience?**

Elected and appointed officials, County staff, and community members. Consider how you might present your project depending on the audience. Be mindful of jargon and industry specific terms.

- **What is the setting?**

Those in attendance will be moving around the room looking at many different projects. Be prepared with an elevator pitch to suit two main categories:

- Those in a hurry or passing by: Quick summary and **audience ask**
- Those who are quite interested: Full five-minute presentation (using something like the **example outline** below)

- **What do you want from the audience?**

What do you want attendees to KNOW and what do you want them to DO. You might:

- State what areas you want feedback on at the beginning of your presentation
- Ask for volunteers to join a working group
- Collect signatures on a petition
- Ask folks to attend an upcoming meeting to demonstrate support (give date and time)
- Elicit opinions based on the information in your presentation
- Ask for the attendees' ideas and suggestions

- **Example Final Presentation Outline**

- Lead In
 - State the Issue – problem or opportunity
 - Show a photo or short video
 - Tell a story
- Context
 - Where does it come from?
 - Are there known causes or contributors?
 - Does it have a long history?
- Value
 - Why does it matter? What's at stake?
 - Are people suffering because of it, or not getting something of value?
 - Who are these people? Tell a story about one.
- Solutions
 - What can be done about it?
 - Are there alternative ways to address it?
 - Which is best? Why?
 - Show photos of examples of the best approach.
- Connection
 - Explain how doing that will solve the problem or take advantage of the opportunity
 - Tie the solution to the story