

Public Presentations and Meet the Media

Course Title:

Public Presentations and Meet the Media

Course Length:

6 Hours

Course Description:

This course teaches elected officials how to be more effective when speaking to groups or addressing the media. Techniques for developing presentation content and delivery, as well as tips for more effectively dealing with the media, are shared. As part of the course, participants make a brief presentation to their fellow city officials.

Learning Objectives:

- Recognize the importance of preparation before a presentation
- Recognize how to develop the key messages in a presentation and then stick to those messages consistently
- Learn the proper structure for presentations and for different audiences
- Practice techniques for fighting nerves and stage fright
- Practice vocal techniques to add variety to presentations
- Recognize the essential elements of visual aids and the most frequent mistakes made with visual aids
- Practice speech delivery in a safe environment

AGENDA / Outline:

8:30 – 8:45

Welcome and Overview

- Who I am? My background in front of an audience and with the media
- What the course objectives are?
- What would they like to learn?
- Introductions; Agenda

8:45 – 10:00

Session 1 (Presentation Challenges)

-Speaker

- What are the challenges faced when delivering a presentation?
- What is the best format for a speech?
- First Speech – Formal Introductions to a civic group
- Critiques of speeches from class participants

| | |
|---------------|--|
| 10:00 – 10:15 | BREAK |
| 10:15 – 11:15 | Session 2 (Presentation Skills) <ul style="list-style-type: none"> • Preparation • Practice • Presentation • Sample Introductions • Organization Structure • Sample Conclusions |
| 11:15 – 12:00 | Session 3 (Speech #2) <ul style="list-style-type: none"> • Speech #2 on extemporaneous topics • Critique presentations • Recognize key messages |
| Noon – 1:00 | LUNCH |
| 1:00 – 2:00 | Session 4 (Delivery) <ul style="list-style-type: none"> • Tips and Techniques for more vocal variety • Pace, Volume, Inflection, Gesture exercises • Body Language, hand placement • Nervous habits • Fighting Stage Fright |
| 2:00 – 2:15 | BREAK |
| 2:15 – 3:00 | Session 5 (Hostile Audiences) <ul style="list-style-type: none"> • Hostile Audience presentation • Prepare both sides of the argument • Critique presentations • Media Interviews with aggressive reporters • Handling tough questions |
| 3:00 – 3:20 | Discussion of Take-Home from the Course In what ways might you take what you've learned today to improve your or your city's addressing the challenges? |
| 3:20 – 3:30 | Evaluation and wrap-up |

AGENDA for class handout:

| | |
|---------------|---|
| 8:30 – 8:45 | Welcome and Overview |
| 8:45 – 10:00 | Session 1 (Presentation Challenges) <i>-Speaker</i> |
| 10:00 – 10:15 | BREAK |
| 10:15 – 11:15 | Session 2 (Presentation Skills) |
| 11:15 – 12:00 | Session 3 (Speech #2) |
| Noon – 1:00 | LUNCH |
| 1:00 – 2:00 | Session 4 (Delivery) |
| 2:00 – 2:15 | BREAK |
| 2:15 – 3:00 | Session 5 (Hostile Audiences) |
| 3:00 – 3:20 | Discussion of Take-Home from the Course In what ways might you take what you've learned today to improve your or your city's addressing the challenges? |
| 3:20 – 3:30 | Evaluation and wrap-up |