

## TABLE OF CONTENTS

	<b>Page</b>
<b>Four Ways to Deliver a Presentation</b> .....	1
<b>The Preparation Process</b> .....	5
<b>Analyzing the Audience (Form A)</b> .....	9
<b>Selecting and Narrowing the Subject</b> .....	17
<b>Gathering Materials (Form GM)</b> .....	19
<b>Organizing Materials</b>	
A. Types of Presentations.....	21
B. Informative Presentations	
1. The Speech of Introduction	
a. Introducing the Presenter or Briefer.....	23
b. Form IPB.....	29
2. The Speech to Inform	
a. Overview Outline.....	37
b. Form I.....	39
c. Sample Form I (The Hatch Act).....	49
d. Sample Form I (Lifting and Shifting). .....	59
C. Persuasive Presentations	
1. Killer Mistakes for Persuasive Presentations.....	63
2. Propositions of Fact or Value	
a. Overview Outline.....	67
b. Form PFV.....	69
c. Sample Form PFV (ADP Plans). .....	77
d. Sample Form PFV (The XYZ Project). .....	85
3. Propositions of Policy	
a. Overview Outline.....	89
b. Form P.....	91
c. Sample Form P (Fire Control System).....	109
d. Sample Form P (Minicomputers).....	127
4. Propositions of Negative Policy	
a. Overview Outline.....	131

b.	Form NP.....	133
c.	Sample Form NP (Strip Mining).....	143
d.	Sample Form NP (Bicycle Paths). .....	153
5.	The Research-Project Presentation	
a.	Overview Outline.....	157
b.	Form RP.....	159
c.	Sample Form RP (Dengue in 1982).....	175
d.	Sample Form RP (Ice on the Shuttle). .....	191
6.	The Status-of-Project Presentation. ....	197
7.	The Professional Intern Program (PIP) Presentation.....	205
8.	Relationship Between Organizational Patterns and Time. ....	206
<b>D.</b>	<b>Supporting Materials</b>	
1.	Verbal Materials	
a.	Ways to Begin a Presentation. ....	207
b.	Ways to End a Presentation.....	211
c.	Using Humor: Some Do's and Don'ts. ....	212
d.	Rhetorical Devices: Supporting One Point.....	213
e.	Making a Boring Subject Interesting.....	223
f.	The Motivation Step. ....	225
2.	Audiovisual Aids	
a.	Using Audiovisual Aids.....	229
b.	Some Special Tips on Using Audiovisual Systems.....	243
<b>Outlining the Presentation.</b>		259
<b>Rehearsing the Presentation.</b>		265
<b>Delivering the Presentation.</b>		269
<b>Special Problems</b>		
A.	What Is the Difference Between an Oral Presentation and a Briefing?.....	283
B.	Fielding Questions and Responding to Comments from the Audience.....	289
1.	Form Q.....	297
2.	Typical Objections.....	301
C.	The Impromptu Presentation. ....	303
D.	Some Hints on Delivering a Presentation from a Manuscript. ....	305
<b>Feedback Techniques.</b>		307