

3 keys to being an effective spokesperson

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set for

SUCCESS

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The 9 “P’s”

 **P**rior **P**roper **P**reparation
Prevents **P**oor **P**erformance
of the **P**erson **P**utting
on the **P**resentation

Audience, Audience, Audience

- ☀️ **Think in Terms of an Acronym**
 - **A_u_dience: Who/How Many**
 - **U_nderstanding: Knowledge**
 - **D_emographics: Age/Sex/Bgrnd**
 - **I_nterest: Why/Who**

Audience, Audience, Audience

- ☀️ **Think in Terms of an Acronym**
 - **E_nvironment: Surroundings**
 - **N_eeds: Attendees/Yours/Clients**
 - **C_ustomized:
Research/Personalize**
 - **E_xpectations: Attendees/
Yours/Clients**

Communicating Messages to Key Audiences

The Media

- **The Media Need You As Much As You Need Them**
- **The Rule of Tell'Em – Your Agenda**
- **KIS: Keep It Simple**

Communicating Messages to Key Audiences

The Media

- **Accessibility**
- **Reliability**
- **Quotability**

Communicating Messages to Key Audiences

The Media: It's As Easy as ABC

➤ **A = Agenda**

➤ **B = Bridge**

➤ **C = Control**

Communicating Messages to Key Audiences

☀ The Speech: Communications Goals

- To Inform
- To Persuade
- To Entertain

Communicating Messages to Key Audiences

☀ The 3 Essentials of a Great Speech

- **The Introduction**
- **The Body**
- **The Conclusion**

Questions & Answers

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