

Presentation outline

Introduction

Write this last, after you have prepared the body of your presentation/tour.

Write in full and it should be no more than 3 sentences.

Be sure to cover the following:

- Who you are and what is going to happen
- How long it will take and what is required of the visitors
- Your theme statement

Transition from introduction

This should include a "hook" to get your audience interested or thinking.

Body

Write each of your key points (sub-themes) as a sentence, with a transition statement that links to next sub-theme. Try and use a 'hook' in your transitions to keep interest alive.

Sub-theme 1.

Transition

Sub-theme 2.

Transition

Sub-theme 3.

Transition

Conclusion

Write this in full and be sure to cover the following:

- Re-state or encapsulate your main theme
- Thank them for coming on your tour
- Leave them with a good feeling about your site or company
- Provocation of further thought or action
- End with bang, not a whimper!
