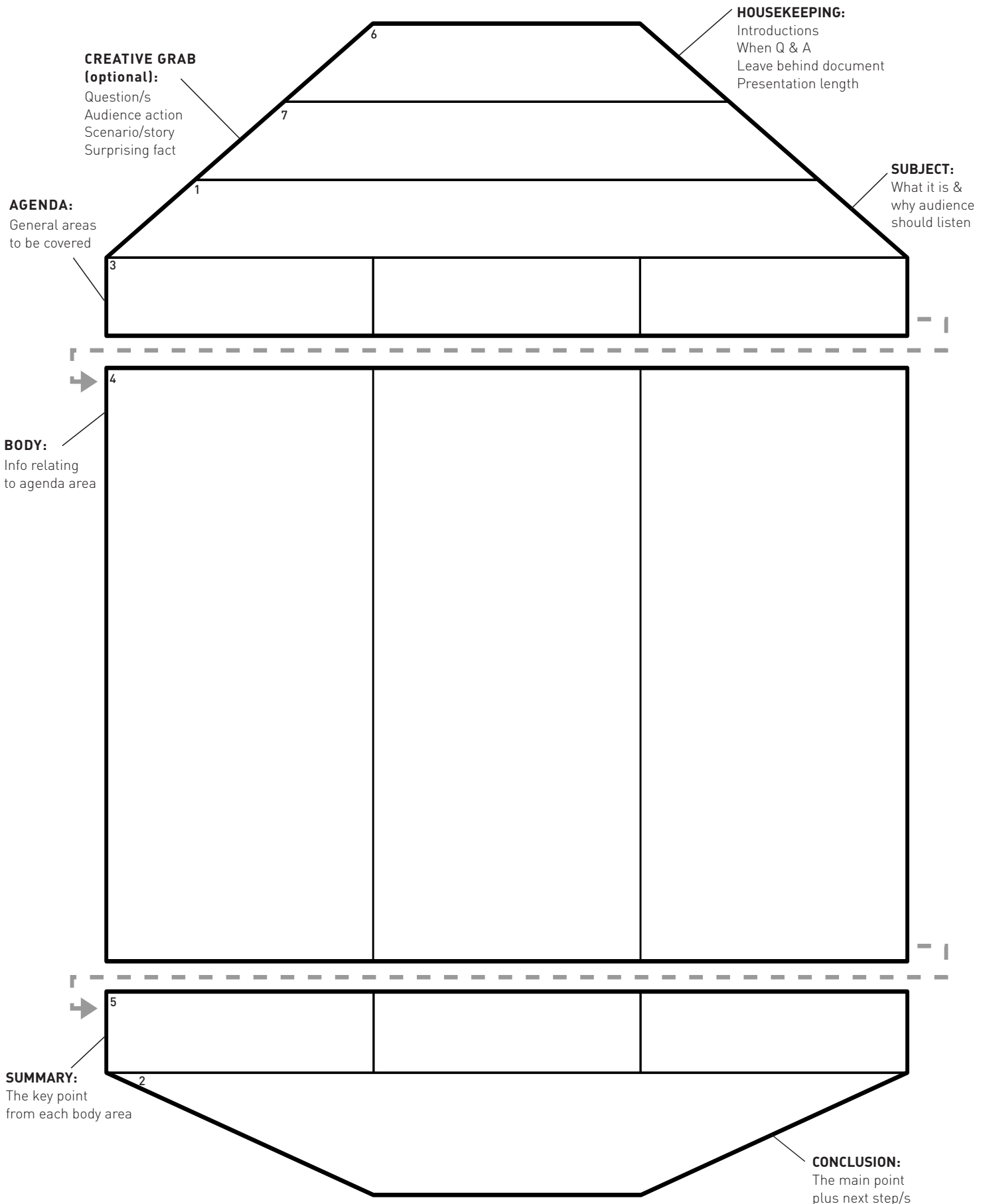


COMMUNICATION PLANNER



CREATIVE GRAB (optional):
Question/s
Audience action
Scenario/story
Surprising fact

AGENDA:
General areas to be covered

HOUSEKEEPING:
Introductions
When Q & A
Leave behind document
Presentation length

SUBJECT:
What it is & why audience should listen

BODY:
Info relating to agenda area

SUMMARY:
The key point from each body area

CONCLUSION:
The main point plus next step/s