

COMMUNICATION PLANNER

CREATIVE GRAB (optional):

- Question/s
- Audience action
- Scenario/story
- Surprising fact

HOUSEKEEPING:

- Introductions
- When Q & A
- Leave behind document
- Presentation length

AGENDA:

General areas to be covered

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