BLUEPRINT TEMPLATE

# Communications Workshop

This workbook is a resource to help you create a “blueprint” for your presentation. Use the templates provided below to plan out the elements of your presentation. We encourage you to bring your completed template to your 1:1 session with Ben Borne to receive feedback and additional support.

## Blueprint Components

## 1. Define Your Audience

Consider the following characteristics when defining your audience:

* Demographics (age, gender, education) and psychographics (values, attitudes, interests, lifestyles) ​
* Relationship with the issue – How connected or invested is your audience to the issue? What level of influence do they have on the issue?​
* How well do you know your audience? What information do you need to know to communicate with them effectively? Most importantly, what's at stake for your audience?

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| **Audience** | **Key characteristics and considerations** |
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## 2. Planning a Purpose and/or Thesis Statement

Your presentation should have a clearly defined purpose and thesis statement.

**Purpose statement**

* Outlines the intention of the presentation and opens with a verb such as "to convince" or “to inspire”, etc.
* Appeals to the self-interests of the audience – what’s in it for them? Why does this matter? What’s at stake?

​**Thesis statement**

* Outlines the central argument you are trying to make with your presentation. The thesis statement is most applicable with a persuasive presentation.

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| --- | --- |
| **Purpose** | **Thesis** |
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## 3. Crafting Key Messages

**Primary Message**

The primary message is the leading driver of the campaign.​​

* Sound-bite statements that encompass what you need the public to do and an appeal to the audience’s self-interest to act.​​
* Number of messages depends on the number of outcomes you want the audience to support.​​
* Typically, there are two to four primary messages.​​
* Primary messages include a call to action.

**Secondary Messages**

The secondary messages share details that include facts, testimonials, examples and other information or persuasive arguments that support a public’s primary message.​

* Contains evidence that validates the claims made by primary messages.​
* Far more secondary messages that primary messages.​
* Contain facts, statistics, case studies, anecdotes, testimonials.

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| --- | --- |
| **Primary message** | **Secondary messages** |
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# Building Your Presentation Blueprint

Below is an overview of a presentation outline: introduction, body and conclusion.

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| --- | --- | --- |
| **Introduction​** | **Body​** | **Conclusion​** |
| The introduction should grab attention, promote curiosity, as well as prepare the audience for the presentation.  Should include purpose or thesis.  What catchy anecdote, thought-provoking story, fact, or inspiring case study will you use to introduce your presentation? | The body is the longest portion of the presentation. Consider developing this first.  Consider how you want to sequence your primary and secondary messages.  Get to key points and solutions quickly. Provide details to keep your audience engaged, but not so much as to lose the interest of the target audience.    Show the logic and the creativity that make the proposal workable. Appeal to your audience’s hearts as well as their minds.  Provide evidence and examples throughout the course of your presentation. | The conclusion resolves the ideas you have presented.    Summarize the main points and reiterate your core thesis.  The audience must feel a sense of finality and resolution.    The conclusion includes a call to action. |

## Types of Presentations

For more details on presentation types, please refer to the workshop slide deck.  
  
**Informative Presentations** inform the audience about a concept, theory or idea – or a more concrete subject. Your goal is to explain the meaning of an unknown concept to your audience.

**Persuasive Presentations** have three general goals:

1. Convince – alter beliefs and judgements of an audience
2. Stimulate – reinforce and intensify beliefs or feelings
3. Actuate – motivate audiences to act.

**Problem-Solution Presentations** are a form of persuasive presentation which focus on setting up a problem and proposed solution and are used for propositions of policy.

**Build your Presentation Blueprint**

Please fill in the tables below.

|  |
| --- |
| **Introduction** |
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| **Body** |
| *Type here…* |

|  |
| --- |
| **Conclusion** |
| *Type here…* |