

# Presentation Strategies & Tactics

## Body

the major part of the speech

## Conclusion

the closing of the speech; should be strong and concise

## Connection

occurs at the very beginning of the speech and allows for the speaker to identify with the audience

## Formal Presentation

occurs when the setting is completely professional, such as a business or sale

## Inform

sharing information with the audience

## Informal Presentation

occurs in small group settings such as a class presentation

## Introduction

the very beginning of the speech and the first things out of the speaker's mouth

## Main Point

thing the speaker wants the audience to walk away with or remember

## Motivate

information encouraging the audience to take action

## Persuade

information convincing the audience to think or feel a certain way

## Plagiarism

the theft or misrepresentation of intellectual property (someone's ideas, beliefs or theories), and the substantial unattributed copying of another's work

## Preview

a "sneak peek" of the speech; should be short and contain just the main points of the speech

# Presentation Strategies & Tactics

## Purpose

the overall goal of the speech, whether it is to inform, motivate or persuade

## Support

used to justify, prove or enhance the main points of the speech

## Review

occurs at the end of the speech to quickly recap all of the information presented and reinforce any other valuable points

## Webinars

used when participants of the meeting are in two different locations