

# 4.5 Power Point for Public Presentations

Use your organization's slide format. Make sure that your government logo is where it should be. Beginning and end.

GOVTALK



SCHOOL OF  
POLICY STUDIES

# Introductions and BLUF

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## 1. Answer who am I?

- Who do I represent. The views expressed are official not personal.

## 2. BLUF (Bottom Line Up Front)

- **What I hope to accomplish with this presentation?**
  - Describe the program and its impact on the country
  - Inform you of recent developments in this policy area
  - Share experience, observations, research in this area of policy concern
  - Brief of changes in the environment, program design or delivery, technology, etc.
- **Key Message: to be repeated at end**

Don't recreate  
your speaking  
notes and do not  
read the slides.

Summarize program and issue description with graphics.

# The Current Situation

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- Program or policy description as needed
- Positioning the program in context of jurisdiction or the public in general
- Global impacts of the policy issue
- Recent developments that have engaged government and the public
  - Social trends
  - Changes in technology
  - Changes in focus and priority

The audience will dictate the level of detail used here. Be prepared to be fulsome if the program is not well known.

- What is your organization doing now to address risks
- In light of risks, are you responding and how
- What are your short and long term plans for improvements

## Current State of Play on Issues

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# Areas of Risk and Opportunity

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- This will depend on the state of play of the issue: is it current, demanding immediate action or are the issues longer term
- Risks offer both threats and opportunities: a general briefing should identify both
- Keep the list short and to the point
- Ensure that publicly identified program risks are acknowledged, e.g., a recent audit report on the program



# Challenge for all Actors

- How does the program or initiative affect other players and stakeholders?
- Are they in the room? If so, avoid putting words in anyone's mouth.
- Be mindful of language and areas of expertise – the goal is for everyone to know what you are talking about

# Bringing it Home: Conclusion

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- Reiterate BFUL and key Messaging
- Invite questions, various perspectives, etc.
- Be open to feedback
- It's ok to not have all the answers