

## FORMATING A BRIEFING/PRESENTATION

### 1. Introduction

#### a. Greeting

- (1) Consists of the protocol.
- (2) Gaining the audience's attention.
- (3) Introduction of topic.
- (4) Giving your credentials.

#### b. Purpose

Tell the audience why you are giving the briefing and what's in it for them.

#### c. Overview

Present a list of the main points to be covered and identify the areas and depth that each main point will be covering. Additionally, the speaker will explain the procedures for the briefing in general terms.

### 2. Body

#### a. Organization

A good briefing will be well organized and easy to follow. The speaker will present a pattern and strategy of organization that actively contributes to the development of the topic.

#### b. Support Data

The speaker must provide data for all main points. Relevant and credible statistics and/or testimony to support the main points must be presented. The speaker should present ample facts and examples, and relate these to the audience.

#### c. Transitions/Interim Summary

- (1) Transition: The speaker will present transitions, which show logical connections between all main points. A well-organized briefing will provide a smooth flow from known to new material.

- (2) Interim Summary: Summaries after main points are useful tools for maintaining continuity within a briefing. They are not always necessary, but use them when a point is very lengthy or complex. With interim summaries, repeat information concisely and reinforce audience understanding before new information is presented.

### 3. Conclusion

#### a. Summary

A good summary will foster retention. The speaker will review and reemphasize the essential ideas presented.

#### b. Closure

The speaker will present a simple closure statement and open the question and answer period. He or she will leave the audience with a sense of completion.