1. INTRODUCTION

1.1 Characteristics of Effective Presentations
- Interesting
- Attention grabbing
- Easy to understand
- Focused
- Humorous
- Relaxing for speaker and audience
- Relevant to the audience
- Visually attractive
- Memorable, with or without notes
- Uplifting: the audience feels good at the end
- The right length
- Punctual: starts and ends on time

2. THE PREPARATION PROCESS

2.1 Identify the topic and objectives
- Inform
- Persuade
- Entertain
- Thank
- Inspire

2.2 Analyze the Audience and Occasion
- Who
  - Age, gender, education, occupations, language(s), number in the audience
- What
  - What do they already know? What do they want to know? What will interest them? What will motivate them?

2.3 Understand the Occasion
- Where
  - Location, facilities, equipment, size of room
- When
  - Time of day, place in the program, how much time to speak
- Why
  - Is the audience gathered: voluntary or forced?
2.4 Identify Audience Motivations

<table>
<thead>
<tr>
<th>GAIN</th>
<th>SAVE</th>
<th>AVOID</th>
<th>BECOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>Time</td>
<td>Danger</td>
<td>Happy</td>
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<tr>
<td>Knowledge</td>
<td>Effort</td>
<td>Failure</td>
<td>Influential</td>
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<tr>
<td>Control</td>
<td>Energy</td>
<td>Conflict</td>
<td>Respected</td>
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<tr>
<td>Experience</td>
<td>Trees</td>
<td>Sickness</td>
<td>Popular</td>
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<tr>
<td></td>
<td>Face</td>
<td>Embarrassment</td>
<td>Healthy</td>
</tr>
</tbody>
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2.5 Organize the Points

Identify the organizational format used in these introductions:

a. As I comment on the health care system in Singapore, I'd like to look at the main problems facing our system. Then, I'll mention some of the possible solutions we are currently discussing, and I'll finish with what steps we will need to take to implement these solutions.

   **Problem, Solution, Action (PSA)**

b. The health care system in Singapore has developed over many years. First of all, I'd like to describe what health care in Singapore was like over 40 years ago. Then I'll discuss what is happening at the present. Finally, I'll make a few comments about what Singapore's health care might be like in the future.

   **Chronological**

c. The health care system in Singapore can be better understood if we look at it from two perspectives: hospitals and clinics that are public or funded by the government, and hospitals and clinics that are private.

   **Spatial**

d. In discussing the health care system in Singapore, I'd like to comment on the goals of our system, the obstacles we are currently facing as we try to achieve these goals, and several practical steps that we have implemented to achieve the outcomes we desire.

   **Goals, Obstacles, Outcomes (GOO)**
Write a similar introductory statement about the healthcare in Singapore using the following organizational formats:

a. Local, national, international

**Healthcare facilities in UHC, NUH, hospitals outside Singapore**

b. Geographical

**Singapore, Asia, Global**
**Private, public hospitals**
**North, South, East, West**

2.6 *Make the Points Memorable*

Reword the following points into short phrases and try to apply one of the memory devices:

a. Three tips for safe motorcycle riding
   - Be sure that you check your equipment (chain, breaks, tires, etc) before you set off.
   - I like to wear protective gear such as a helmet and gloves, too.
   - Unexpected things happen while you are driving so think about what might come up before it happens.

   **Check, Wear, Protect**

b. Healthcare system in Singapore
   - I'd like to look at the main problems facing our system.
   - Then, I'll mention some of the possible solutions we are currently discussing, and
   - I'll finish with what steps we will need to take to implement these solutions.

   **What are the problems?**
   **What can be done?**
   **What do we intend to do?**