## DEVELOPING A POLICY PRESENTATION (PP2A)

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### Purpose
This activity contributes to the module learning objectives by asking participants to develop an outline for a formal, 10-12 minute policy presentation.

### Time Required
- 1 hr. (or assigned homework)

### Activity Description
This is an individual exercise in which participants outline a policy presentation based on their own research. Participants will apply their newly learned skills and knowledge on crafting policy messages, identifying the objectives and target audience of a presentation, and communicating in a nontechnical manner.

Participants can refer to the Elements of Strategic Communication I Worksheet that they had completed in Module 2—where they defined the audience, communication objectives, key messages, and expected outcome of their presentation—as a basis for developing the outline for their policy presentation. The Policy Presentation Outline Worksheet provides guidance on the content and flow of the presentation and the best way to structure their outline.

### Key Learning Concept(s)
- Selecting a communication objective, key messages, and recommendations that are appropriate to the research, audience, and presentation format.
- Making a clear link between research findings, implications, and recommendations
Materials Needed

- Elements of Strategic Communication I Worksheet; Policy Presentation Outline Worksheet

Associated Exercises

- Creating a Policy Goal and Communication Objectives and Identifying Audiences (SC2A)
- Supplementary Activity Working Group Session 4 (PPS1G)
- Supplementary Activity Working Group Session 5 (PPS2G)