



## **Tips for making a good Benchmarks presentation What to do . . . . and not do!**

- ☆ When scheduling your presentation, choose **nonpartisan organizations/audiences**.
- ☆ Remember, your goal is to **teach participants how to consider an issue, not what to think**.
- ☆ Follow the outline but **be flexible**, depending on time constraints and audience.
- ☆ **Leave personal agendas at the door**. Do not politicize the presentation.
- ☆ **Do not make jokes** or disparaging remarks about government officials or institutions.
- ☆ **Do not use labels** such as conservative, liberal, etc.
- ☆ **Prepare in advance**. Ask about the set-up of the room, anticipated number of participants, equipment, etc.
- ☆ **Be conversational** in your approach. Connect with the audience. Do not read the PowerPoint slides.
- ☆ **Be respectful** of diverse viewpoints.
- ☆ **Do not debate**. Invite someone who wants to discuss an issue to speak with you afterward.
- ☆ **Do not use the program as an opportunity to solicit business**.
- ☆ **Bring someone to help** with distribution of materials and equipment as needed.
- ☆ **Thank your audience**. Leave them with something to think about or read – example: Constitution pamphlets.