CREDIBLE PRESENTATIONS

Suggestions for making effective, credible presentations before the City Council:

• Be prepared - think about the key points you want to make and present them clearly and concisely

• Stick to your own first-hand observations-avoid rumor or unsupported speculation.

• Check your facts to ensure credibility.

• If you are opposing a proposal, consider offering an alternative solution. Give them information and guidance they can use now. They want Information they can use today to make decisions.

• Rather than repeating the statements that other people have made, point out something different or simply state you agree with the previous speakers' major points.

• Be respectful of the people who do not share your viewpoint.

• Understand that not everyone will be in agreement on a controversial issue. Be prepared to seek solutions that offer the greatest community good. (Anytown, Wisconsin)

Common mistakes:

1. Failing to prepare
2. Failing to simplify your message
3. Trying to accomplish too many things
4. Giving too much detail
5. Becoming defensive, evasive or combative
6. Being too attached to a particular proposal or project
7. Using jargon or confusing Technical Terms (Wade, 2010 p 8-9)

Reference: