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| **What is the purpose of your presentation?** |  |
| **What do you want to achieve?** |  |
| **Audience Profile:**  Where are they from? (work background)  Level of expertise?  What ideas, assumptions and approaches could they have?  What do they want to know? |  |
| **What is your key message?** |  |
| **Write your 3 main points below:** | **Write your 3 sub-points to the main points below:** |
| 1. | 1. |
| 2. | 2. |
| 3. | 3. |
| **Call to action** |  |