



The Five Minute Proposal Workshop 2009

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The Tasks....

- **Analyze the situation**
- **Design and deliver the pitch**
- **Create your visual aids**
- **Prepare for Questions**
- **Manage anxiety**



Analyze the Situation

- **How many?** → ■ **Small vs. Big audiences**
- **How interested are they?** → ■ **Receptive vs. Hostile**
- **How familiar are they with your idea?** → ■ **What should the technical level of discussion be?**



Analyze the Situation

- **How much time do you have?** → ■ **3 or 4 slides for a 5 minute talk**
- **What props/ equipment will you need?** → ■ **Laptop, flip charts, handouts?**
- **Who else is presenting and about what?** → ■ **Adjust your presentation to stand apart from others.**



Idea is Key....

- **Know your project**
 - Collect *more* information
 - Draft graphs/charts
 - Anticipate gaps
 - Sketch the storyboard

Storyboard Planning

Title		Page
Notes		
Challenge		
Transition		
Storyboard		



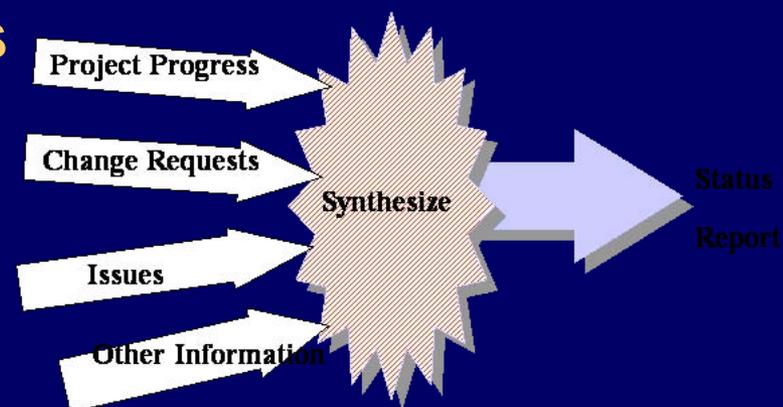
Outline the Plan

- **The Key Questions:**
 - Where does it take place?
 - What is the problem?
 - What are the lessons learned?
 - What do you want your audience to know/learn/do?
- **What graphics will tell the story?**
- **What questions will keep them interested?**
- **What do they already know about the subject?**
- **What other questions will they ask you?**



Finish Strong -- Synthesize

- **Summarize the Main Points**
- **Summarize the lessons**
 - The key points
 - The the next steps
 - The next problem?
- **Synthesize**





Anxiety: Prepare for air play

- **What do you look like?**
- **What do you sound like?**
- **What questions will you get and do you have answers?**



Rehearse and ReHEARse





Rehearse

- **Practice at least 7 X out loud**
- **Practice with your friends and enemies**
- **Ask for feedback**
- **Time yourself**



Before You Meet Your Audience....

- **Focus and center yourself**
- **Be excited about your idea**
- **Be yourself—don't imitate others' styles**
- **Use natural tone/pace**



Connect with the Audience

- **Use examples to explain your idea**
- **Engage the audience**
 - Eye contact; look at *people* not the screen
 - Use friendly hand gestures
 - Speak to specific individuals



Connect with your audience

- A presentation is *two-way communication*
- Pay attention to audience reaction
- Look for nods, smiles and strange looks



Deliver the Presentation

- **Where to Stand?**
- **How to Speak?**
 - Use pause
 - Use silence
- **Take questions at the end to maintain focus and rhythm**



The Pitch doesn't live on the screen

- **Don't just read the slides or your paper**
- **Say more than you show**
- **Hand-out more than you say**
- **Leave paper trail**



The Proposal must Live in You

- **What's your idea in 3 minutes**
- **What's your idea in 1 minute?**
- **What's your idea in 30 seconds?**
- **Why should they agree to fund it/display it?**



Finish Strong

What was your primary message again?



Sources

- **Purpose, Movement, Color:
A Strategy for Effective Presentations**
 - Tom Mucciolo and Rich Mucciolo, MediaNet, Inc., 1994
- **The Quick and Easy Way to Effective Speaking**
 - Dale Carnegie, Dale Carnegie Associates, Inc., 1962
- **The Visual Display of Quantitative Information**
 - Edward R. Tufte, Graphics Press, 1983

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