

## PRESENTATION FRAMEWORK

Title / Topic

[spark.cafe/present](https://spark.cafe/present)

1

### **Audience**

Who's your Audience?  
What do they need, value and expect?

2

### **Emotion**

How do you want the Audience to feel during your session?  
How can you foster that feeling?

3

### **Message Priorities**

What 3 things do you want the audience to remember about your session/presentation?

4

### **Call to Action**

What do you want the audience to DO after your session?