



Advocacy in Action for Spoken or Written Communication

How to make your message clear and concise.

Presentation from: Reverend Garner-Mullins

Ways to make your speech or presentation more concise:

1. Limit your agenda to 3 main points.
2. Plan what you want to say.
3. Use shorter sentences.
4. Ask each word if it is necessary.
5. Be mindful of over-explaining.
6. Refrain from using filler words.
7. Use a specific example.
8. Consider your audience.
9. If possible, record yourself speaking.

How do you make an oral presentation clear?

1. Plan carefully, be clear about your purpose (informing or persuading?)
2. Do your research about your topic.
3. Know your audience.
4. Time your presentation.
5. Speak comfortably and clearly.
6. Begin with a slow, well-prepared introduction.
7. Tell them what you are going to tell them, tell them, and tell them what you told them.
8. Give a brief overview at the start, and then present the information.
9. Create a clear and effective conclusion.
10. Delivery Presentation, style.
 - Use body language.
 - Establish frequent eye contact with the audience.

Note: If the meeting has a high number of sign-ups for public comments, speakers will be limited to 2 minutes. If you know it is likely a hot topic be prepared to reduce your comments to 2 minutes. You can bring print outs of your comments that can be given to the clerk for distribution to council members or you can email them directly to the representatives.

If the comments are your own and not sanctioned by the CRTC you may identify yourself as a member of the CRTC but that you are speaking for yourself or another organization you are representing.