

# Notes for a PR Presentation to One person or Small Group

This is intended for a two person presentation to a judge, DA, hospital head, School principle, Radio station owner, head of Parole office, Chief of police, etc.

At the PR subcommittee, define the goal of the presentation

For example:

- Have EMTs distribute NA meeting guides to an overdose
- Educate Drug Court that NA is available and what NA is and isn't
- Educate the parole office about NA and discuss signing meeting slips
- Educate a clinic head or a doctor about NA

Education may require a 5 minute presentation in order to schedule a 20-30 min. talk

Prepare to give the presentation

Research the person(s) you are presenting to:

Are they the correct person to achieve or further your goal?

What exactly do they have the power to do to further your goal?

Do you need to talk to an assistant first?

What is their title? How do you pronounce their name?

Get all the contact information required to follow-up before the presentation

Rehearse with each other. One to talk, the other to take notes and add information. Remember not to swear or use acronyms. Inform the audience, make the request about the goal, and explain how they benefit?

This is not about your story unless specifically asked.

Dress appropriately and show up early.

Give a quick concise presentation

First sentence must provide an overview why you are presenting to them. Set the hook.

For example: "Judge xxx, I am xxxx and this is xxx and we are here to talk to you about how Narcotics Anonymous can benefit Drug court and the community. Do you have 5-10 minutes?"

Make a request that furthers your goal while educating on why it is of benefit to them. Use local references.

Answer questions and record any follow-up action items.

Get a commitment with action and timeline if possible.

The note taker to recap agreements and any follow-up action items by all parties. Also provides your contact information in writing.

Thank them for their time

## Follow-up

The next day send an email or letter to the person receiving the presentation and copy any assistants. This will contain brief minutes of the meeting, include all agreements and action items agreed to by all parties, and if possible contain the answer to any questions not already answered by the NA presenters.

If there are any answers to question or actions the NA people still need to complete, do so promptly, and communicate an appropriate response.

When they complete an action, thank them.

Follow-up periodically to maintain the relationship.

For any further questions contact Tom K. (408) 857-3438 or [tom@tomkondo.com](mailto:tom@tomkondo.com)