

Presentation Openers/Closers Tip Card Sheet

OPENINGS



Warm Up

Ease into your talk by warming up the audience.

Some options are:

- Audience compliment
- Interest/experience with org or event
- Comment on event
- Explain why you are there

After the warm-up bridge to an attention-getting opener that sets the stage for your purpose and key message.

Attention-Getting Openers

1. Question
2. Startling statement/statistic
3. Relevant Joke
4. Metaphor / Analogy
5. Quote
6. Audience Challenge
7. Story
8. Visual Aid – Prop
9. Comparison
10. Definition
11. Mystery Opener
12. Give out a gift
13. Illustration/Skit/Imagine if you...
14. Disclose something about yourself
15. An exercise/game
16. Reference history of place/event
17. Rap, music or lyrics
18. Current event as related to talk
19. Read a letter, poem, article or book
20. Demonstration
21. News Headline
22. This day in history
23. Video Clip

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CLOSINGS

Conclusion should tie in with the opening and the overall purpose. Conclusions are destinations.

Aim for final “crescendo” – leave audience in a heightened emotional state and sense of closure.

Make it:

- “Highest” part of speech in breadth, view, ideals and concept.
- Use strong, vivid and specific words.
- Create rhythm.
- Climax with thought-provoking end.

Ending

- Reinforce key message
- Summarize major points
- Tell a story
- Appeal to a nobler motive
- Challenge to act or be committed
- Restate key benefits to audience
- Give motivating statement
- Quote
- Dramatization of big idea
- Make a direct appeal
- Look ahead – visualize
- Ask rhetorical question
- Refer back to opener
- Qualities needed to achieve purpose

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