Speak or Treat Speaker Prep Checklist

A free guide to help you prepare for your speaking engagement at Speak or Treat 2026

Audience Analysis

- [ ] Research the audience demographics (age, profession, experience level)
- [ ] Identify the audience's primary goals and challenges
- [ ] Determine what knowledge level they have about your topic
- [ ] Find out what motivates this audience to attend events like this
- [ ] Consider cultural or regional factors that might affect your message

Story Structure

- [ ] Define your core message or takeaway (what should they remember?)
- [ ] Create a compelling opening that grabs attention in the first 30 seconds
- [ ] Structure your main points using the Rule of Three (or similar framework)
- [ ] Include personal stories or examples that illustrate your points
- [ ] Plan smooth transitions between each section of your talk
- [ ] Create a memorable closing that reinforces your core message
- [ ] Include a clear call-to-action (what should they do after your talk?)

Practice Tips

- [ ] Practice your talk out loud at least 3 times
- [ ] Time yourself to ensure you fit within your allotted time
- [ ] Record yourself practicing and watch for improvement areas
- [ ] Practice in front of a trusted friend or colleague for feedback
- [ ] Prepare for potential technical issues (have backup of slides/materials)
- [ ] Plan your outfit and arrive early to familiarize yourself with the venue
- [ ] Practice breathing techniques to manage nerves before speaking

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Good luck with your speaking engagement! Remember: Your message matters.

Visit speakortreat.com for more information about Speak or Treat 2026.

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