

Tips for Presenting Policy to Stakeholders

- Consider your audience.
 - What information is relevant for this audience?
 - What aspects of the policy impact them?
- Instill a sense of urgency. Why does this topic need to be addressed at this time?
- Provide concise, clear information on the key details of who, what, why, and how.
- Lean on graphics, charts, or tables to illustrate your main points.
- Highlight the research your team conducted.
- Summarize the feedback received from key constituents and how it was incorporated into your policy.
- Anticipate what questions will be asked and ensure your presentation addresses them.
- Do your homework. Before the meeting, ask who will be attending to ensure you have enough copies of your policy and handouts. Confirm the time and location of the meeting and if a vote will take place during the meeting. The staff member scheduling the meeting may even provide insight into the type of questions or concerns the group typically has.
- Practice your presentation and plan at least 10 minutes for questions. Depending on the meeting format, determine ahead of time how you will address questions.
- Compile any feedback from the meeting to improve your proposal.
- Contact the Policy Office with any questions.