



## Tips for an Effective Speaker's Training

### Before the Training:

Create a Team of volunteers. Delegate the following tasks (6 weeks or more before the date of the event):

- Designate Team Leader
- Confirm date, time (whole day, half day, evening), location
- Advertising?
- Refreshments? Food?
- Print any Handouts, including evaluation form
- AV needs
- Decide format: how many speakers, agenda, workshop facilitator/emcee
- Room set-up (chairs in rows/in semicircle or tables and chairs?), podium, other?
- Registration/name tags day of event

### Day of Training:

- Get there early to complete set-up, registration, AV, refreshments, room set-up
- Introduction of Presenters and Overview of Agenda
- Community Agreements/Groundrules for the training
- Ice-breaker exercise
- Sample Presentation with time for identification of and discussion about the presentation components; not about Single Payer Q&A (that is later). Can you identify the elements of Story of Me? Story of Us? Story of Now?
- Don't forget to put in time for bathroom/food break/s, depending on length of workshop
- Exercise: Round-robin format. Someone asks a commonly asked SP question or a difficult question. Someone answers and then gets to ask the next question. Allow plenty of time for discussion.
- Include a break
- Exercise: Take 10 minutes to allow participants to develop their "story"...why I became an advocate for Single Payer. Break into small groups and practice telling story with time for feedback. This is the beginning of your "elevator speech" and the first element of "The story of me, the story of us, and the story of now."
- Conclusion: Go over resources available: PNHP website, powerpoint slide sets, FAQ, youtube videos, etc. Finish with Call to ACTION: Enlist commitment to either give a presentation or assist someone else in arranging and giving a presentation.
- Don't forget to gather evaluation forms from participants.

### After Training:

- Gather Team for a debrief; go over evaluations. What worked? What didn't?

## Medicare for All Speaker's Training - Sample Agenda #1

PNHP Speaker's Training Anchorage, AK (August 2017)

[2.5 hours]

5:45-6:00	Sign-in
6:00-6:15	Introduction/agenda
6:15-6:40	Short, "generic" Single Payer presentation
6:40-7:00	Pizza break
7:00-7:30	Break-down of Generic SP presentation into component parts and overview of resources for modifying any presentation to align with a specific audience
7:30-8:00	Exercise: Spend 10 minutes writing your personal healthcare story...or "why I became an advocate for Single Payer"; then break into pairs and spend 5 minutes each telling your story and finish with 10 minutes debriefing the exercise with the whole group
8:00-8:30	Exercise: Round robin - Answering the difficult questions. First person asks a question, the person who answers gets to ask the next question, etc.
8:30	Conclude with encouragement to make concrete plans to set up a speaking engagement

## Medicare for All Speaker's Training - Sample Agenda #2

PNHP California Speaker Training (June 2017)

[4 hours]

12:45 – 1:15	Sign In
1:15 – 1:30	Welcome and brief introductions
1:30 – 2:00	Sample single payer/SB 562 presentation
2:00 – 2:15	The Healthy California campaign
2:15 – 2:35	Developing talks for various audiences & time frames
2:35 – 2:55	Break [
2:55 – 3:25	Techniques for effective speaking
3:25 – 3:55	Responding to difficult questions panel
3:55 – 4:35	Small groups for role playing by intended audience Each participant encouraged to: Practice giving a 1-2 minute "elevator talk" Make concrete plans to set up a speaking engagement Experienced PNHP speaker will buddy the first time
4:35 – 4:50	2 or 3 presentations to larger group
4:50 – 5:00	Wrap up

## Medicare for All Speaker's Training - Sample Agenda #3

PNHP New York Metro (March 2017)

[4 hours]

11:00AM	Registration
11:10AM	Welcome and Introductions – Oliver Fein and Martha Livingston
11:15AM	Ice Breaker: What's your ideal health care reform?
11:25AM	The Case for Single Payer – Oliver Fein
12:05PM	Q&A and Discussion
12:25PM	Elevator Pitch – Martha Livingston
12:35PM	Telling Your Story – Betsy Rosenthal
12:50PM	#MedicareForAll Photo Project – Katie Robbins
1:15PM	Lunch
1:45PM	The Hot Seat: Answering Tough Questions on Single Payer
2:40PM	Call to Action – Katie Robbins
2:50PM	Submit Evaluations
3:00PM	Workshop Ends