



## STRUCTURE FOR A ONE HOUR PRESENTATION

<b>5 Minutes</b>	<p>Introduction          Who am I?          Why I studied my therapy          My qualifications, mention your professional association and insurance cover          Code of Conduct/Ethics</p>	
<b>5 mins</b>	<p>Introduce the history of your therapy and its development to modern day</p>	
<b>5 minutes</b>	<p>Talk about the principles of your therapy          How it works          Benefits of treatment          Illnesses it is known to help</p>	
<b>5 minutes</b>	<p>Explain what happens and what to expect when you go for a treatment          Maybe talk about one of your most interesting case studies</p>	
<b>10 minutes</b>	<p>Involve your audience and ask who has had a treatment and their thoughts about their treatment          Focus here on your target audience          For example          doctors - talk about the professionalism of your therapy, the length of study focus on anatomy physiology and pathology qualification, help with relaxation and destress          midwives – talk about benefits in pregnancy with morning sickness, circulation, backpain, fluid retention and benefits for baby</p>	
<b>10 minutes</b>	<p>Demonstration          This can either be a short demonstration performed by yourself or if this is not possible maybe you could show footage and talk through what is happening</p>	
<b>10 minutes</b>	<p>Audience participation where possible get your audience to work in pairs practicing the treatment movements on each other</p>	
<b>10 minutes</b>	<p>Questions and Answers          Answer questions and finish by handing out business cards and maybe a special offer voucher</p>	