

# Planning Worksheet #3

## Developing Talking Points



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Use this worksheet to help you create a clear set of talking points that outline your exercise. Talking points are a great resource for communication because they help:

- Guarantee a consistent message
- Prevent you from getting off-track
- Give the audience an instant take-away
- Save time by establishing a baseline for creating content (flyers, web sites, social media content, slides, etc.)

As you complete this worksheet:

- Refer to Foundation Worksheets #3 (*Define the Scope*) and #4 (*Set the Goals and Objectives*); and Planning Worksheet #1 (*Select an Exercise Type*)
- Keep your answers short and to the point
- Provide one or two supporting sub-points (example, anecdote, statistic/number, or tagline)

### 1. What is the event?

Example talking point from a scenario-based workshop in Iowa	
<b>Main point</b>	We are holding a drought scenario-based workshop focused on developing water management strategies to minimize the effects of drought on livestock production.
<b>Sub-point 1</b>	The workshop uses a hypothetical drought situation to engage people in the process of planning for and reacting to a drought.
<b>Sub-point 2</b>	By getting people together to think about what they would do during a drought, the exercise will help them be better prepared for the next one.

Your talking points	
<b>Main point</b>	
<b>Sub-point 1</b>	
<b>Sub-point 2</b>	

## 2. Why does the event matter?

Example talking point from a scenario-based workshop in Iowa	
<b>Main point</b>	The 2012 drought strained groundwater supplies and distribution infrastructure to the point that rural water suppliers were nearly unable to meet minimum water requirements.
<b>Sub-point 1</b>	Any breakdown in operations would have resulted in a mass mortality incident among large livestock confinement operations.
<b>Sub-point 2</b>	Livestock numbers have continued to grow, yet no comprehensive drought plan has been created.
Your talking points	
<b>Main point</b>	
<b>Sub-point 1</b>	
<b>Sub-point 2</b>	

## 3. Who will benefit from the exercise?

Example talking point from a scenario-based workshop in Iowa	
<b>Main point</b>	Droughts can have disastrous and far-reaching consequences that affect nearly all parts of a community, so everyone benefits.
<b>Sub-point 1</b>	For example, livestock mortality lowers the supply of food to processors and retailers which can result in job losses, increased prices of food, and lower tax revenue for states.
<b>Sub-point 2</b>	A drought plan can help ensure that critical water needs are met in a community and lessen impacts.
Your talking points	
<b>Main point</b>	
<b>Sub-point 1</b>	
<b>Sub-point 2</b>	



#### 4. What are your expectations from the audience (helping, participating, etc.) and why? This will vary depending on your audience.

##### Example talking point from a scenario-based workshop in Iowa

<b>Main point</b>	We're looking for rural water systems, livestock producers and associations, food processing companies, government agencies, and local industries to participate.
<b>Sub-point 1</b>	For more information contact...
<b>Sub-point 2</b>	To register for the event go to ...

##### Your talking points

<b>Main point</b>	
<b>Sub-point 1</b>	
<b>Sub-point 2</b>	