An effective presentation is critical to attracting public awareness and initiating mitigation action.
- Identify your audience/stakeholders.
- Create a distribution plan.
- Live presentation or publication?
- Make the message RELEVANT to your audience.
- Message needs to be understandable depending on your audience.

- The message needs to be compelling.
- Good graphics are essential. Maps can be important given the nature of the scenario.
- Earthquake damage pictures of similar events can create urgency.
- Use the media!
- At every opportunity, try to get your audience to commit to action.
- Don’t stop after you’ve presented the final results.