

Introduction	Aims and objectives	Awaken the interest of the audience
		Get their attention
	Procedures	Ask a question
		Cause suspense
		Customise the topic, pointing out how it affects the interests of the listening audience
Exhibition	Aims and objectives	Specify the objective of the exhibition: what is the aim?
		Avoid listeners becoming distracted
	Procedures	Select the most interesting ideas to explain the topic
		Use audiovisual media
		Use examples, anecdotes, etc. that attract the attention of the audience
		Redirect the audience, insisting regularly on the main ideas of the exhibition
Conclusion	Aims and objectives	Put into a nutshell what has been dealt with
	Procedures	Link in a logical way the fundamental ideas, making them more specific and clear and simple