Biosecurity
Public Speaking for Biosecurity Advocates 1: Creating a Persuasive Presentation

In module 1 of the Biosecurity Series, you learned about the importance of biosecurity for agriculture. What will you do with your new knowledge? How can you make a difference in keeping a farm, farm worker, or environment safe?

To make an impact, you’ll probably first present your knowledge to make a presentation to your customers, fellow employees, and significant others. Just how do you achieve this goal effectively? In this module, you’ll learn how to make effective presentations to share important information and encourage others to adopt biosecurity strategies.

Biosecurity
Become a Biosecurity Leader

Learning Objectives
By the end of this module, you will be able to:

- Identify and discuss relevant content from credible sources.
- Create a presentation with a logical, clear structure.
- Deliver your presentation effectively.

Components of an Effective Presentation

To create a successful presentation, you must address these elements:

- Content:
  - Structure
  - Message
  - Conclusion
  - Delivery

We will work on the first two elements as you and Charley create your presentations.

Meet Charley:
Charley was born and raised in an agricultural community. From a young age, Charley learned to care for animals and help her family manage the meat business and her dad’s farm. It was important to the family that the farm and the animals were healthy and happy. Charley’s farm was located in a rural area, and the farm had a diverse herd of cattle, pigs, and sheep. Charley was responsible for feeding the animals and checking on them regularly. She always made sure the animals were healthy and happy.

Charley’s farm was surrounded by a beautiful landscape, and she loved spending time there. She enjoyed taking care of the animals and watching them grow. She also loved the sense of community and the way everyone worked together to make the farm successful.

In conclusion, Charley is a great example of someone who understands the importance of biosecurity and takes the necessary steps to keep her farm safe and healthy.