**IMPORTANT FORMAT!**

**POINT LEAD PROOF COMMENT**

**Point**

**This is the specific area you want to talk about**

**Lead:** This precedes your **proof** or quote and gives it added **credibility**.

* This might include who the speaker is.. credentials as to why they are credible
* Where they work or the organization they are attached to
* What was the date?
* Was it said at a special event – conference or important speech or in a key article

**Example:**

*As stated by Dr. John Smith, professor of Environmental Studies at the University of Waterloo at a 2001 conference on climate change in Cancun Mexico, “We are going to have to change our whole energy delivery systems in the developing world”. (U.N. 2002)*

**Proof**

**Your evidence is the support what you are saying. It must end with a citation!!! Without it, and without it properly cited your presentation is a fail.**

Your Proof can be a quote, paraphrased information, statistics, chart, table, map, photo image or ‘anecdotal’ evidence. Anecdotal evidence is eyewitness accounts and stories from stakeholders involved. It is more subjective

Most of your evidence should be objective, factual based and from and expert source.

**Comment**

**Your comment says why it is important. Why did you just give the audience that proof… So What??**