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| Introduction |  | What is the script and examples that will be used | Resources needed |
| I | Create **interest** |  |  |
| N | Highlight the **need**/ benefit |  |  |
| T | Articulate the **title** |  |  |
| R | Explain the **range** of engagement  The programme timings / logistics |  |  |
| O | Clarify the **objectives** using Smart Principles |  |  |