**The art of giving a successful talk**

***Start with the overall message and organization of your talk***

* Polish the overall organization (make a map slide) of three to four main parts. Think about the “mountain trail” you take the audience on as you go through your talk.
* Think What-Why-Who-How.
* **Polish your entry point/first slides -> Hook the audience. Most important thing.**
* Work on your take-home message (and ending/last slide). What will the audience take home and remember?
* Decide how much information to share (curse of knowledge, tip of the iceberg.
* Which elements for “SUCCESS” to include? See “Made to Stick”.
* Think of elements to engage audience (but not overdoing it…)-demos-videos.
* Analogies: focus on strong comparisons that anyone can relate to.

***Design each slide carefully***

* For each main part, go through each slide as follows:
  + What is the message of each slide, what are the points you will say?
  + Write the points in the Notes section, and write the message on the slide. Then work on your assertion-evidence (this should come last!)
  + *If there are detailed notes you wish to share with your audience, complement with a handout!*
* Use Assertion-Evidence for each slide. See “The Craft of Scientific Presentations”.
* References: <http://www.assertion-evidence.com/special-templates.html> and <http://writing.engr.psu.edu/slides.html>
* Be consistent on the design throughout the slides.
* Polish use of images (be consistent). Black strokes around images-Drop Shadow.

***Work on making a confident delivery by practicing***

* See the “KEEP and STOP Summary” notes we compiled from the videos exercise.
* Practice with Partner and sharing the flow of presentation.
* Work on your transitions between slides.
* Practice. Practice. Practice.