**Content and Organization – The art of planning an effective talk**

**PLANNING is everything!**

Please follow instructions below. In this part, you will not design your slides, but rather write all of your ideas down as a *preparation* for the design.

The time you could spend on each part is indicated in parenthesis for reference. This planning adds up to 45 minutes (but naturally spent the time you feel you need! One hour is probably a good goal).

**Overall Message (5 minutes)**

What is the overall *purpose* of your talk and what *message* do you want your audience to remember from your talk?

Names elements of the overall purpose of your talk: What-Why-Who-How

**Entry point (10 minutes)**

How will you start your talk and how will you hook your audience in the first 20 seconds? Write down a few possible entry points you will say to start your presentation:

Think about your title slide, and imagine you are the audience. What do you want to include on your title slide that hooks your audience?How will you get intrigued and interested? *Do not design yet! Only write down some thoughts.*

**Ending of your talk (5 minutes)**

How will you end your talk? What overall message do you want your audience to take home with them?

Think about the design of your last slide. What look do you want so that the audience remembers your talk? *Do not design yet! Only write down some thoughts.*

**Organization and the main parts of your talk (5 minutes)**

What main parts will your talk contain? What journey will you take your audience on? What is the overall flow of your talk?

**Organization and the main parts of your talk (5 minutes)**

Make a short title for each main part of your talk (three to four parts):

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Overall talk Structure (15 minutes)**

Look at each the 3 to 4 main parts you want to cover, the flow of your talk, and divide into subparts. Write down the script of your talk below (flow and subparts, number of slides, what each slide covers/contains).

Are there analogies you will use? Which?

Which elements will you include to engage the audience?

Which elements for SUCCESS will you include?

**Content and Organization guidelines (summary)**

* Think about the overall purpose of your talk: What-Why-Who-How
* **Polish your entry point/first slides -> Hook the audience. Most important thing**
* Polish the overall organization of your talk (use map slide; take audience on a journey; remember the mountain trail…)
* Polish your ending/last slide (what will audience take home?)
* 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.

(\*) **SUCCES**S: **S**imple, **U**nexpected, **C**oncrete, **Cr**edible, **E**motion, **S**tory