

## How to give a talk

- **Keep the time.** Give the talk to yourself and take the time. Speak loudly when you do that. Keep some backup foils, and decide on some material that you can skip.
- **One to three take-home messages.** Try to say what you want to say in your talk in one to three sentences. Keep the focus of your talk to what you just said. This is what will be remembered. Details will be forgotten. (Try to remember a talk you heard more than a week ago and write down what you remember and what you find worth remembering.)
- **Practice** Find good explanations and remember elegant phrases. Even experienced speakers practice, if they give good talks. (They just do not tell you!) Memorize the first five minutes of your talk. It gives you a good start especially when you are nervous. (Almost everybody is nervous...)
- **Two Minutes per foil.** (including title etc!).
- **One message per foil.** No more, no less. Decide for each foil what you want to convey with it. It is always possible to break up your story into such entities.
- **Reading foils takes your time.** Remove anything from your foils that you are not going to discuss. It only distracts the reader. If you do not talk about it, it is not important. It is your responsibility to select the important material. Remember that the attention of your audience is gone for the time it takes to read the foil. Nobody is listening while reading.
- **Be simple.** Remember that you are expert in your field and your audience is not! Introduce your subject on a low level and explain what you are talking about.
- **Talk to your audience.** Remember that the most important player in your talk is the audience. It is not enough that you understand what you are saying.
- **Connect the audience.** In the introduction to your topic. Get the attention of the audience.
- **Impress with insight rather than fancy graphics or machinery.** This does not mean that you should use ugly or carelessly prepared foils. You can use graphics and technology to convey your message more efficiently. However, avoid anything that is done for the purpose of impressing. It usually distracts.
- Tell your audience what you learned and not what you did. (Of course the latter is important too to convince your audience that you are not phantasizing.)