

## Tips to Making Your Next Presentation Ted-Worthy

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**Want an engaging talk?** Here are some tips for developing your talk.


### How should I prepare

1. Draft an outline: i.e., a flow of ideas (a storyboard).
  2. From that flow, use a highlighter or sticky notes to identify key points.
  3. Each key point (or single idea) then becomes a slide.
  4. Find an image that relates to the idea of the slide. It is even better if the image conveys some emotion.
  5. Don't over clutter your slides.
    - a. Avoid lots of words on your slide - otherwise people will be busy reading and not listening to you.
    - b. You can consider 27 words on a slide as a critical maximum. Less is better.
    - c. A slide should get the idea across in about 3 seconds. That allows attention to move back to the speaker to expand on the point.
- Remember: Slides are an aid. The focus should be on the speaker.



### Finding Image tips (and respecting copyright)

1. If you use Google: Click on tools and look for pictures labeled for reuse
2. Unsplash offers copyright free pictures.

| Use images and fewer words  |      |  |
|---|------|--|
| Compare this  | with | this   |
|  <p><b>Mission</b></p> <p>We authentically communicate about the impact and value of UC Davis by engaging with diverse audiences using a variety of methods.</p> <p>UC DAVIS</p> |      | <p><b>Mission</b><br/>We authentically communicate about the impact and value of UC Davis by engaging with diverse audiences using a variety of methods.</p> <p><b>Vision</b><br/>We foster a greater recognition of how UC Davis addresses social issues, solves global problems, and enriches lives.</p> <p><b>Values</b><br/>We provide leadership, expertise and support to our internal and external stakeholders.<br/>We communicate in engaging, thoughtful and effective ways.<br/>We collaborate effectively inside and outside the university as part of our daily work.<br/>We think and act strategically and measure and report our progress.<br/>We are creative and innovative and value diverse voices.<br/>We are honest in all of our communications.</p> <p>UC DAVIS<br/>UNIVERSITY OF CALIFORNIA</p> |
| Slide has 22 words and a single idea. The Image conjures the sense of being thoughtful and/or focused.  |      | Slide has around 100 words and at least 3 ideas<br>The slide is boring!  |