ARNOVA TALKS

Speaker Guide

While it’s difficult to control what makes a great talk, we hope these brief suggestions and Speaker Guidelines will help prepare you for sharing your presentation with fellow ARNOVAns.

Brevity
Remember to keep your presentation brief and to the point. As a presenter with ARNOVA Talks, your time as a speaker is limited to 10 minutes. Time yourself with a clock and practice until you are confident and know your material well.

Composition
Remember that a strong structure can help make your talk more concise and memorable for listeners. Begin with a strong introduction; make your topic relatable to your audience. Develop your body by ensuring your audience has all the background information they need to understand your thoughts. End with a conclusion that spurs your audience into thought or action.

Supporting Material
Slides can enhance a presentation, but only if they are simple and used to their full potential. While you will not be able to rely on or present slides during your talk on camera, ARNOVA will make any supporting material you provide available on the website where your video is shared.

1. **What is the Format for presentations for the digital ARNOVA Talks?**
   ARNOVA is seeking members who are willing to make a presentation about published or in progress research geared towards practitioners, students and/or policy-makers. Members should make their presentation of well-formed ideas within 10 minutes to translate their research to this non-scholar audience. The presentation or talk will be video and audio taped so we can make available through the ARNOVA website and other approved platforms.

2. **Why 10 Minutes?**
   Research suggests that the audience to such digital material have a limited attention span.

3. **Rule: Do not go over 10 minutes.**
   Remembers this isn’t a scholarly presentation. You are speaking to people who are interested in your research for impact on practice, policy or simply to learn more about this area of research.

4. **Something You Want to Think About Regarding Your Topic:**
   Remember that the audience relies on you to give accurate information, so whatever you say in your talk, please fact-check — especially facts you may take for granted: statistics, historical anecdotes, scientific stats. If you’re drawing an example from a discipline that is not your main area of knowledge, use research from widely
accepted and peer-reviewed sources, and, if at all possible, consult with experts directly. Ask the following questions to help get your topic ready:

- Is my topic approach interesting? – Think about how your idea might be attracting various kinds of people’s attention within 10 minutes.
- Is my presentation factual and realistic? – Since most of the members will present their research project, always make sure your idea is backed by data and peer-review.

5. Start with an Outline and Script

We suggest that you adopt the Ted Talk guidelines, which have been very effective in this area. According to the Ted Talk Guidelines, here is the structure that works effectively:

- Start by making your audience care, using a relatable example or an intriguing idea.
- Explain your idea clearly and with conviction.
- Describe your evidence and how and why your idea could be implemented.
- End by addressing how your idea could affect your audience if they were to accept it.

Whatever structure you decide on, remember:

- The primary goal of your talk is to communicate an idea effectively, not to tell a story or to evoke emotions. These are tools, not an end in themselves.
- Your structure should be invisible to the audience. In other words, don’t talk about how you’re going to talk about your topic – just talk about it!


Also the secret structure of great talks

6. Rehearse

**Timing**

Time yourself. Practice with the clock winding down in front of you. Do it until you get the timing right every time.

**Posture**

Practice standing still, planted firmly in one spot. Have a friend watch you and stop you from pacing back and forth or shifting your weight from leg to leg.

**Stage time**

Practice at home in a quiet room in front of a camera – the closer to the conditions of the recording session, the better.

**Useful links:**

Seven ways to rehearse a speech

How to rehearse a speech