

WHAT IS THE FORMAT?

OPTimize will feature speakers who will educate our audience in short snippets of well-developed information. Speakers will be challenged to hone their knowledge and give an overview of their topic in 16-18 minutes, with a straightforward message that builds, in what is called a "Research Short." This presentation is meant to invoke curiosity, inspire innovation and implement change.

WHY THE FORMAT?

Eighteen minutes is ideal — for encouraging speakers to focus on their most important content and for audiences who may enjoy a shortened presentation. There will be an interactive wrap-up session at the end of each group of Research Shorts for the audience to ask questions, provide commentary and discuss ideas.

HOW DO I DO THIS?

According to an article by [Forbes](#) magazine, the best speakers make their presentations memorable by doing the following:

- Using pictures instead of text on their slides whenever possible. Use visual aids to support and enhance the point you're making — not as your speech outline.
- Relying on the rule of three to deliver their content (three stories, three parts, etc.).
- Focusing on one key theme, the "one thing" they want the audience to know.

Here are a few examples that embody the qualities of a great presentation, are scientific in nature and may be helpful to you in developing your own awesome presentation:

- ["Will Our Kids Be a Different Species?" - TEDxSummit](#)
- ["The Toxic Baby" – TEDWomen 2010](#)
- ["One More Reason to Get a Good Night's Sleep" - TEDMED 2014](#)

WHAT'S THE BEST WAY TO CREATE MY RESEARCH SHORT PRESENTATION?

Start with the main idea — what's the one thing you want the audience to take away from your presentation? Create an outline. According to this [speaker guide](#), you should:

1. Make your audience care using a relatable example. Don't be afraid to add humor or a short story of a real-life example!
2. Explain your idea, clearly and with conviction.
3. Describe your evidence.
4. Call to action — how and why the audience should implement your idea. Remember to invoke, inspire and implement!
5. Reveal the new reality — how the lives of the audience members will be affected if they act or implement your idea.

A few other points to keep in mind as you develop your presentation:

- Present like it's a conversation, not a lecture. You've put time into developing *what* you're going to say — make sure to think about *how* you're going to say it.
- Do not read your slides or notes verbatim. Practice, practice, practice your presentation — in front of family, peers, colleagues and the mirror.
- Be comfortable with the subject matter — *you* are the expert speaking. You don't have to memorize your speech — just memorize the key elements you want to cover and allow the rest to be flexible and natural.