

GUIDING PRINCIPLES FOR SPEAKERS

Get Familiar with the Format

TEDx Talks are a showcase for speakers presenting well-formed ideas in 18 minutes or less. 18 minutes provides the audience with adequate amount of time to solely focus in on the talk and idea worth spreading. Remember – shorter talks are not lesser talks. It may only take 5 minutes to make your point unforgettably.

Develop an Idea

Your idea can be new or surprising, challenge a belief your audience already has or it can be a great basic idea with a compelling new argument behind it. An idea isn't just a story or list of facts. A good idea takes evidence or observations and draws a larger conclusion.

Write down your idea in one or two sentences and ask yourself these three questions –

1. Is my idea new? Are you telling people something you're pretty sure they have not heard before?
2. Is it interesting? Think about how your idea might apply to a room full of varied kinds of people. Who might be interested in it?
3. Is it factual and realistic? If you are presenting new research, make sure your idea is backed by data and peer-reviewed. If you are presenting a call to action, make sure it can be executed by members of your audience.

Make an Outline & Script

Start your talk by making your audience care using a relatable example or intriguing idea. Then, explain your idea clearly and with conviction. Describe your evidence and how and why your idea could be implemented. Finally, end by addressing how your idea could affect your audience if they were to accept it.

For more help on developing your talk outline, visit <http://blog.ted.com/10-tips-for-better-slide-decks/>

Create Slides

Slides can be helpful for the audience, but they are not necessary or relevant to every talk. Ask yourself – Would my slides help and clarify information for the audience or would they distract and confuse them?

Follow this simple rule for slides – Keep it simple. If you need help designing your slides, talk with the TEDxStillwater team.

Rehearse

Rehearse, rehearse and rehearse! We can't stress this enough. Rehearse until you are completely comfortable in front of other people including people you love and fear, small groups, large groups, peers and experts in your field. Listen to criticisms and rehearse some more!

If someone says you sound 'over-rehearsed' this actually means you sound stilted and unnatural. Keep rehearsing and focus on talking in a conversational tone.