

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