

Intro to the Basics

- Where do we start?
 - What message do you want to convey?
 - Plan accordingly
 - Who is your audience?
 - Wide range of knowledge, skills, ability to retain
 - What type of presentation are you giving?
 - Powerpoint, Speech, Webinar, Video, etc.
 - The best type of presentation is best for the audience
- What is an elevator speech?
 - A clear, brief message about the content you want the audience to know
 - Why is it called an elevator speech?
 - Typical about 30sec
- Why do we do elevator speeches?
 - Self-promotion
 - Interview skills
 - Requesting a raise
 - Selling your product
 - Pitch a product
 - Your research!
 - The preparation must occur beforehand
- Audience
 - Who is your audience?
 - Family, friends, adults, labs, political figures, media, UA staff and students
 - Keep in mind the skill and knowledge of your audience
 - Not too much science jargon
 - What matters to your audience?
 - Every person comes for a different reason
 - They all come for the research this summer
 - Not going blindly into a random audience
 - What are some things you should avoid?
 - Learn how to talk about your research
 - 30sec is not that long of a time
 - Give less rambling and more concise
- Top & Tail
 - Speeches = Rocket Launches
 - Blast off from common ground
 - Wow your audience at the start
- Dealing with the nerves
 - What helps destress?
 - Take deep breaths

- Pep talk
 - Drink water
 - Prepare again to boost self-confidence
 - Pacing
 - Realize that you don't have to be perfect
- Personal - Less Anxiety
 - Hobbies or interests
 - How could you apply things you enjoy to science
- Practice & Feedback
 - Just like when you write, you need to organize and proof your presentation
 - Get feedback from friends and family