

9

REVELATION

*Take My Breath Away!*

Connection, narration, explanation, persuasion . . . all vital tools. But what's the most direct way of gifting an idea to an audience?

Simply *show* it to them.

Many talks are anchored this way. You reveal your work to the audience in a way that delights and inspires.

The generic name for this is *revelation*. In a talk based on revelation, you might:

- Show a series of images from a brand-new art project and talk through it
- Give a demo of a product you've invented
- Describe your vision for a self-sustaining city of the future
- Show fifty stunning photos from your recent trip through the Amazon jungle

There's an infinite variety of possible revelation talks, and their success depends on what is being revealed.

In a talk based on images, your main goal might just be to create a sense of wonder and aesthetic delight. If it's a demo, you're probably seeking to amaze and to create a new sense of possibility. If it's a vision of the future, you want it to be so vivid and compelling that your audience makes it their own.

Let's take these three broad categories and dig in deeper.