SPEAKING

➤ We work in a field that has MANY layers of abstraction

➤ You do not control what levels of abstraction your audience already understands

➤ Topic learning isn't linear; you can't always assume they know X if they know Y

DO YOUR RESEARCH

➤ Get a sense of the range of attendees

➤ Is the conference topic-specific or more general?

➤ Aimed at experts or open to beginners?

➤ Language-specific?

➤ Imagine a target audience member

➤ What would she need to know in order to understand what you're saying in the time you've got?

14