

A good talk gets your audience to understand and act on a message

Content is carefully selected

- The talk has a clear main message focused on the audience
- The talk includes:
 - BACKGROUND** (need – why something needed to be done)
 - AIM** (task – what you did to address the need)
 - METHODS** (approach – the way you tackled the task)
 - RESULTS** (findings – what your work revealed)
 - CONCLUSION** (what the findings mean for the audience)
- All information is clearly connected to the main message

Notes & Rating

1 2 3

Structure helps the audience follow

- The talk starts with the need, task, and main message
- The talk summarizes the take-aways at the end
- The structure is made clear with transitions and summaries

1 2 3

Explanations provide meaning

- The talk provides intuitions behind the core ideas
- The ideas are made concrete using examples or analogies
- Each component of a concrete example is explicitly connected to its abstract formulation

1 2 3

Slide design reinforces the message

- Each slide has one message
- The message is stated as a complete sentence
- The slide uses three layers of emphasis
(Background, **Data**, **Emphasis**)
- Everything on the slide contributes to the message

1 2 3

Delivery engages the audience

- **PRESENCE**: the speaker faces the audience with eye contact
- **MOVEMENT**: *does* use deliberate movement to emphasize the point
does not fidget or distract from the content
- **VOLUME & TONE**: the speaker is loud enough
avoids up-tone or monotone
- **PACING**: the speaker is slow enough to understand,
uses pauses, *does not use* filler words

1 2 3

1 = needs attention
2 = developing
3 = proficient