

## **A guide to presenting on a global issue**

### **The method of speaking: 6 simple steps**

**Step 1:** Write down everything you want to say and then cut it down to the KEY points with a definite purpose.

**Step 2:** Start with a strong, simple statement/question or quote

**Step 3:** Follow a structure e.g.

- What is the subject and what does it mean?
- Why should you care and get involved?
- How exactly can you get involved?

**Step 4:** Illustrate with an example or two if you can

**Step 5:** Use rhetorical tricks: repeat important points, ask rhetorical questions, use long pauses for emphasis...ENGAGE!

**Step 6:** Conclude with a key motivational point: what can the audience do now?

### **NOW YOU HAVE PRACTICED THE METHOD, IT'S TIME TO THINK ABOUT CONTENT...**

#### **Who are you talking to?**

- Research your audience. How many people will there be? What might they already know?
- One size doesn't fit all. Avoid repeating the same presentation every time you give a talk
- Has the issue been in the press recently? If so, has there been any controversy around it, or any new issues that have arisen? These examples will help to make the topic relevant to the here and now
- If you're excited and passionate, your audience will be too. So don't be afraid to show your enthusiasm
- Don't dive out of your depth. Being prepared is great, but if you're really not confident about dissecting Jewish texts in great detail, for example, don't make them the focus of the talk.
- Is there scope to make it interactive? Think of ways to engage your audience by asking questions of them.

#### **Use of language...**

BE INCLUSIVE... 'what can WE do' instead of 'what can YOU do'

BE SIMPLE...avoid jargon that people might not understand. If you make assumptions about what your audience knows, if they don't, they will soon turn off.

BE YOURSELF...rather than trying to copy someone else's style of speaking

BE SLOW...relax, smile and speak slowly, clearly and loudly. Don't forget to breath!

### **And before you go...**

Do you have takeaway materials, so people don't forget your message? Remember to take along any relevant information booklets, or campaign publicity.

If you need to, use index cards to make notes – but only bullet points!

Rehearse! Practice your presentation a few times to identify any problem areas or questions that might arise from the audience.

Do you know how to get to the venue? Have you confirmed what time you need to arrive? Make sure you allow time to set up and ensure all equipment is in place.

**WELL DONE! YOU'VE SUCCESSFULLY GIVEN A GREAT TALK ABOUT A REALLY IMPORTANT GLOBAL ISSUE. HOPEFULLY, YOU HAVE INSPIRED OTHERS TO GET INVOLVED IN SOCIAL ACTION.**

### **THERE'S JUST ONE MORE THING...**

#### **Evaluating your talk**

It's really important that we know how it went, so please try and collect in evaluation forms from members of the audience. And, most importantly, please complete the feedback form and email it to [katie@zedek.org.uk](mailto:katie@zedek.org.uk).

**THANK YOU!**