



ACFID National Conference 2019

IGNITE SESSIONS – “Ignite and enlighten us but make it quick!”

You have been selected to deliver an IGNITE Session at ACFID Conference this year! Designed to stimulate the exchange of exciting ideas and concepts, they will be a series of five to six fast paced TED-like talks showcasing innovative ideas, organisational structures, stories of change, funding mechanisms, creative partnerships and programming approaches capable of taking NGOs into the complex future of development cooperation.

Guidelines for development

1. **Length:** Strictly no more than 10 minutes
2. **Title:** Please develop a snappy title, followed by a short description of what you are covering (for promotional purposes) and submit **NLT 30 September 2019.**
3. **Content:** Please ensure you remember your audience and pitch to their needs. They are after actionable takeaways and stories that may trigger inspiration for their own organisation. Whilst these sessions will naturally promote your organisation, they are not meant to be selling pitches. HOW did you achieve these things? WHAT new approach did you take? WHAT advice would you give someone trying the same thing?
4. **Slideshow:**
 - Sessions can be accompanied by a power point presentation. This **MUST** be set to an automatic progression. (Traditionally, 5 minute Ignite sessions allow for 20 slides, progressing automatically at 15 seconds but as you have 10 minutes, please make your PowerPoint to suit your talk.)
 - Avoid lots of text on the PowerPoint. Use brief statements and dot points if you use text – otherwise, lots of pictures are great.
 - You should not be looking back and referring to your PowerPoint. It should be a seamless integration with your speech.
5. **Q and A:** As there will be no time for audience Q&A, delegates will be given the opportunity to submit questions through the conference app, and we ask that you be available at the end of your session to answer some of these questions whilst being filmed for a video that will be released back to delegates at the close of conference. If you object to this, please let me know.
6. **Keep the energy high!**

TIMINGS

- Snappy title and short description of session: **NLT 30 September 2019.**
- PowerPoint due by: **Thursday 17th October 2019**
- Questions??? – direct to Rae Lans – rlans@acfid.asn.au or 0407 903 942

Additional information taken from the TEDx speaker guide:

1. Make an outline and script

There's no single trick to it, but here is at least one structure that we've found to work particularly well:

1. Start by making your audience care, using a relatable example or an intriguing idea.
2. Explain your idea clearly and with conviction.
3. Describe your evidence and how and why your idea could be implemented.
4. End by addressing how your idea could affect your audience if they were to accept it.

Whatever structure you decide on, remember:

1. The primary goal of your talk is to communicate an idea effectively, not to tell a story or to evoke emotions. These are tools, not an end in themselves.
2. Your structure should be invisible to the audience. In other words, don't talk about how you're going to talk about your topic – just talk about it!

INTRODUCTION

A strong introduction is crucial.

- Draw in your audience members with something they care about.
 - If it's a topic the general TED audience thinks about a lot, start with a clear statement of what the idea is.
 - If it's a field they never think about, start off by invoking something they do think about a lot and relate that concept to your idea.
 - If the idea is something fun, but not something the audience would ever think about, open with a surprising and cool fact or declaration of relevance (not a statistic!).
 - If it's a heavy topic, find an understated and frank way to get off the ground; don't force people to feel emotional.
- Get your idea out as quickly as possible.
- Don't focus too much on yourself.
- Don't open with a string of stats.

BODY

In presenting your topic and evidence:

- Make a list of all the evidence you want to use: Think about items that your audience already knows about and the things you'll need to convince them of.

- Order the items in your list based on what a person needs to know before they can understand the next point, and from least to most exciting. Now cut out everything you possibly can without losing the integrity of your argument. You will most likely need to cut things that you think are important.
- Consider making this list with a trusted friend, someone who isn't an expert in your field.
- Spend more time on new information: If your audience needs to be reminded of old or common information, be brief.
- Use empirical evidence and limit anecdotal evidence.
- Don't use too much jargon or explain new terminology.
- (Respectfully) address any controversies in your claims, including legitimate counterarguments, reasons you might be wrong, or doubts your audience might have about your idea.
- Don't let citations interrupt the flow of your explanation: Save them for after you've made your point or place them in the fine print of your slides.
- Slides: Note anything in your outline that is best expressed visually and plan accordingly in your script. See Step 2.

CONCLUSION

- Find a landing point in your conclusion that will leave your audience feeling positive toward you and your idea's chances for success. Don't use your conclusion to simply summarize what you've already said; tell your audience how your idea might affect their lives if it's implemented.
- Avoid ending with a pitch (such as soliciting funds, showing a book cover, using corporate logos).
- If appropriate, give your audience a call to action.

SCRIPT

Once you're settled on your outline, start writing a script. Be concise, but write in a way that feels natural to you. Use present tense and strong, interesting verbs.

2. Create slides

SHOULD I USE SLIDES?

Slides can be helpful for the audience, but they are by no means necessary or relevant to every talk. Ask yourself: Would my slides help and clarify information for the audience, or would they distract and confuse them? Some great examples of slides can be found in the talks by Dan Phillips, Jarrett Krosoczka and Rick Guidotti on TED.com. The most important rule for slides: Keep it simple.

I'VE NEVER MADE SLIDES BEFORE. WHERE DO I START?

Assess your own skill level. You can make great simple slides if you stick to photographic images, running edge-to-edge.

WHAT GOES IN MY SLIDES?

- Images and photos: To help the audience remember a person, place or thing you mention, you might use images or photos.
 - People will understand that the images represent what you're saying, so there is no need to verbally describe the images onscreen.
- Graphs and infographics
 - Keep graphs visually clear, even if the content is complex. Each graph should make only one point.
- No slide should support more than one point.

WHAT SHOULD THE SLIDES LOOK LIKE?

- Use as little text as possible -- if your audience is reading, they are not listening.
- Avoid using bullet points. Consider putting different points on different slides.

HOW SHOULD THE SLIDES BE FORMATTED?

- Check with your event organizing team about tech specs (resolution and aspect ratio) before you start making your slides. If in doubt, make them 1920x1080 pixels at a 16:9 aspect ratio.
- Use the broadcast-safe zones in PowerPoint or Keynote. Don't put any information or visuals in the far corners of your slides.
- Use font size 42 points or larger.
- Choose a common sans serif font (like Helvetica or Verdana) over a serif font (like Times).
- Do not use a custom font

I WANT TO USE AN IMAGE I FOUND OFF GOOGLE IMAGE SEARCH BUT I DON'T KNOW WHERE IT CAME FROM. IT'S OF THE SIMPSONS.

Don't. This is important: Only use images that you own or have permission to use. If you use an image under a Creative Commons license, cite the source at the bottom of your slide.

3. Rehearse

I'VE SAID MY TALK ONCE IN MY HEAD. IS THAT ENOUGH?

Rehearse, rehearse, rehearse! We can't stress this enough. Rehearse until you're completely comfortable in front of other people: different groups of people, people you

love, people you fear, small groups, large groups, peers, people who aren't experts in your field. Listen to the criticisms and rehearse, rehearse, rehearse. If someone says you sound "over-rehearsed," this actually means you sound stilted and unnatural. Keep rehearsing, and focus on talking like you're speaking to just one person in a spontaneous one-way conversation.

TIMING

Time yourself. Practice with the clock winding down in front of you. Do it until you get the timing right every time.

POSTURE

Practice standing still, planted firmly in one spot on stage. Have a friend watch you and stop you from pacing back and forth or shifting your weight from leg to leg.

STAGE TIME

Ask your organizer to get as much time as you can for dress-rehearsal, on stage, with the clicker and the confidence monitor. The closer to the actual conditions on stage, the better.

4. Give your talk

Inhale. Exhale. Do it like you practiced.

5. Savor the glory

Congrats, you're done! Bask in the praise you get over how you seemed so relaxed and spontaneous.