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## Presentation / Talk guide

### Key advantages of presentations / talks

While it takes a little more effort to set up, presentations & talks are amongst the more effective platforms for a detailed discussion on a particular issue. It provides you the uninterrupted attention of your audience for a given period of time, allowing a greater chance of your message getting through.

Since the composition of the audience is also often known beforehand, it allows you to tailor make your presentation to that particular target group, something which is hard to achieve in most other outreach platforms. A q&a session at the end of the presentation, allows for the audience to address queries to the presenter and also understand the reaction of other audience members.

Presentations & talks also allow for informal face to face discussions at the end of the talk, and often lead to people going back and reading up more on the topic. It is also a great platform to recruit new volunteers.

## Preparing for a presentation / talk

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**Be prepared:** A number of outreach methods (including leafleting, demonstrations & documentary screenings) can be organised and participated in by people & volunteers who may not have complete information about a particular topic. But this is NOT the case for presentations / talks.

When people set aside time to come and listen to you talk, they expect to be hearing from an expert or someone highly knowledgeable about an issue. No one will be able to answer every question related to a particular issue, but it is critical that you know enough to effectively answer a large majority of the questions likely to be asked.

Make sure you have read up enough and know enough of the facts, to be able to answer questions factually and accurately. While it is tempting to do so, never try bluffing your way out of a question. It is better to say, 'I'm sorry, but I am not aware of that particular issue. Can I get back to you on the same?'

Remember, we live in the information age. The last thing you want is someone goggling the query on his smartphone, and correcting you in front of your audience. It is advisable to keep a list of key data & information readily available, which you can refer to if required.

**Use authenticated sources:** Try and ensure that every fact or figure that you quote, has an authenticated and reputable source behind it. We are here to spread the truth about the damages caused by the meat & dairy industries, not to spread a new bunch of incorrect information. Facts from reputable sources automatically lead to a higher credibility - both for your message and for yourself.

**Customise your talk for your audience:** Any message is the best received, when there is a strong and direct linkage between your message and the audience. You may be a health advocate who aims to spread the benefits of a vegetarian diet for all forms of disease prevention. However, while addressing a group of cancer patients, tailor make your presentation to ensure that you focus specifically on the role of diet in cancer, while still mentioning the other benefits but with a lesser focus. The closer you fit your message to the audience, the greater your impact.

**Keep your message clear & simple:** You may be an expert with all the information & technical data at the tips of your fingers. However, your communication must be of a level which can be understood by the vast majority of the audience. Avoid technical jargon, the use of too much data or complicated charts. Unless you are addressing a group of specialists, a clear and easy to understand message is the most effective.

**Use a slideshow is possible:** Make the use of a slideshow, if AV equipment is available. Avoid overcrowding your slides with too much information. Limit the slides to the most relevant facts, figures and images which you can use as an aid to your talk.

**Stay within the time limits:** Always ensure you stick to the time limit allotted to you, and that you have an adequate amount of time left over for q&a. People have allotted a certain amount of time to come hear you speak, don't under or over use their time.

**During q&a, stay clear of debates with a single person:** You can never control the people in the audience, and you may have people who are merely interested in instigating you. At all costs, do not lose your patience or your cool. Try to answer such queries in a diplomatic way, and quickly move to a query from another person before the instigator has a chance to react. Remember, this is your presentation and you have the authority to regulate the flow of the q&a.

**For further reading:** Ensure you end your presentation with links to sources where the audience can read up more if interested.