

PUBLIC SPEAKING *fundamentals*

Content

✓ Tell a story and bring characters to life (but avoid stereotypes)

✓ Create suspense

Emotional engagement

✓ Have a clear objective that is tailored to reach the audience

✓ Be coherent in structure and style

Purposefull & Targeted

✓ Use trusted messengers to convey reliable and factual information

✓ Address misinformation and misconceptions

Scientific & Factual

✓ Empower people to take an active role in addressing climate issues

✓ Provide a vision for the future and link it to justice and equity

Convey problem & Solution

Interaction with audience

- Be knowledgeable about your audience
- Repeat questions and answers
- Start a dialogue / discussion
- Incorporate activities / movement

Style

- **Prosody:** rhythm (fast/slow), intonation (no monotone)
- **Language:** simple and short sentences, avoid jargon
- **Appearance:** What message do you want to convey?

Feminine scientist with a dress, a funny scientist or a stereotypical scientist?

Technology

- Use max. 30 words per slides and avoid too much data graphs
- Be consistent with (readable) colours and (readable) fonts
- Use animations wisely
- Check microphones and pointers beforehand

More information about public speaking fundamentals



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More information about climate change science communication



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