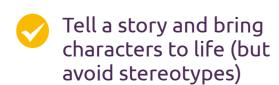


PUBLIC SPEAKING fundamentals





Have a clear objective that is tailored to reach the audience

Use trusted messengers to convey reliable and factual information

Empower people to take an active role in addressing climate issues



Be coherent in structure and style Address misinformation and misconceptions

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

Convey problem

& Solution

Emotional engagement **Purposefull** & Targeted

Scientific

& Factual



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

- **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





Click here!





Click here!

More information about climate change science communication



Click here!



