

Top tips on getting the most from your Alumni Live talk



Structure your idea

- What's your core idea, the broader context and the problem you are trying to solve?
- Why do you have the credibility to talk about it? Give evidence to demonstrate your experience and expertise in this area, whilst being yourself.
- What are the three key messages that support your idea, the unique insight and real examples and evidence to bring this to life for your audience?
- Active. Have a clear call to action. Think about what you're trying to achieve by telling your story and how it will inspire your audience.

Build a story

- Drawing your audience in is key. A powerful, meaningful and relatable opening will achieve this.
- Take your audience on the journey with you. Ensure your ideas flow in a genuine and natural way. Use powerful, significant images to streamline the journey of your talk, amplify your ideas and help your audience to visualise them.
- Wrap up with an emotive closing story that will inspire and persuade your audience to follow your call to action.

Be prepared

- Practice in front of a real audience... or perhaps two or three different ones.
- Show your passion for your idea during the weeks leading up to your talk, make sure you really believe in it and others will too!

Do's

- Be yourself.
- Connect with your audience, relate to them and draw on their emotions.
- Finish in good time.
- Practice and prepare.

Don'ts

- Don't use the floor to sell.
- Don't look down or read your talk.
- Don't make it too complicated.

