

TED^x LSU

x = independently organized TED event

DComm Huddle: “TED Talks and You” Narrative

Tuesday, Oct. 22, 4:30-5:30 p.m.

Introductions

- Student Advisory Council introduces themselves and the topic of the DComm Huddle.

Takeaways

1. Know Your Audience

- Do your research
- Know who you're talking to (children, all girls, elderly, professionals, etc..)
- Tailor your presentation to connect with them
- Consider what the audience may not understand and elaborate on those points
- Ask questions and get to know them
- Kelly McGonigal: How To Make Stress Your Friend
<http://www.youtube.com/watch?v=RcGyVTAoXEU> (:12-:40)

2. Talk With Your Audience, Not To Your Audience

- Be entertaining; show emotion, passion and humor
- Project your voice and command their attention
- Use gestures or movements to emphasize your main points
 - Don't plan out gestures; be natural
 - Don't go overboard
- Slow down and don't talk too fast
 - May forget something
- Make eye contact
- Have fun; create a dialogue and not a lecture
- Rita Pierson: Every Kid Needs A Champion
<http://www.youtube.com/watch?v=SFnMTHhKdkw> 3:58-4:21 OR 4:28-5:10

- Brené Brown: The Power of Vulnerability
http://www.ted.com/talks/brene_brown_on_vulnerability.html
12:06-13:43

3. You Make the Point, Slides Support the Point

- The presentation shouldn't lie in your visuals; they're to help support what you're saying
- No paragraphs; summarize the point in 15 words or less
- Don't read from the slide; know the information you have on there and the order that they're in
- Simon Sinek: How Great Leaders Inspire Action
<http://www.youtube.com/watch?v=qp0HIF3Sfl4> (1:39-2:20)
- Amy Webb: How I Hacked Online Dating
http://www.youtube.com/watch?v=d6wG_sAdPOU&list=TLsrKIVzxxTkRxoGz6UZttC3KB9hmy_-l (:01-1:25)

4. "Tell 'Em" Method

- Introduction: Tell them what you're going to tell them
- Body: Then tell them
- Conclusion: And then tell them what you just told them
- Provide a story
- Connect what you said in opening to what you say at the end of the presentation
- And then at the end, end.
- Sheryl Sandberg: Why We Have Too Few Women Leaders
<http://www.youtube.com/watch?v=18uDutylDa4> :01-:50; 4:02-4:19, 8:40-8:58, 14:00-14:24

Q/A and Discussion

- Open the floor for any discussion or questions the huddle members may have.