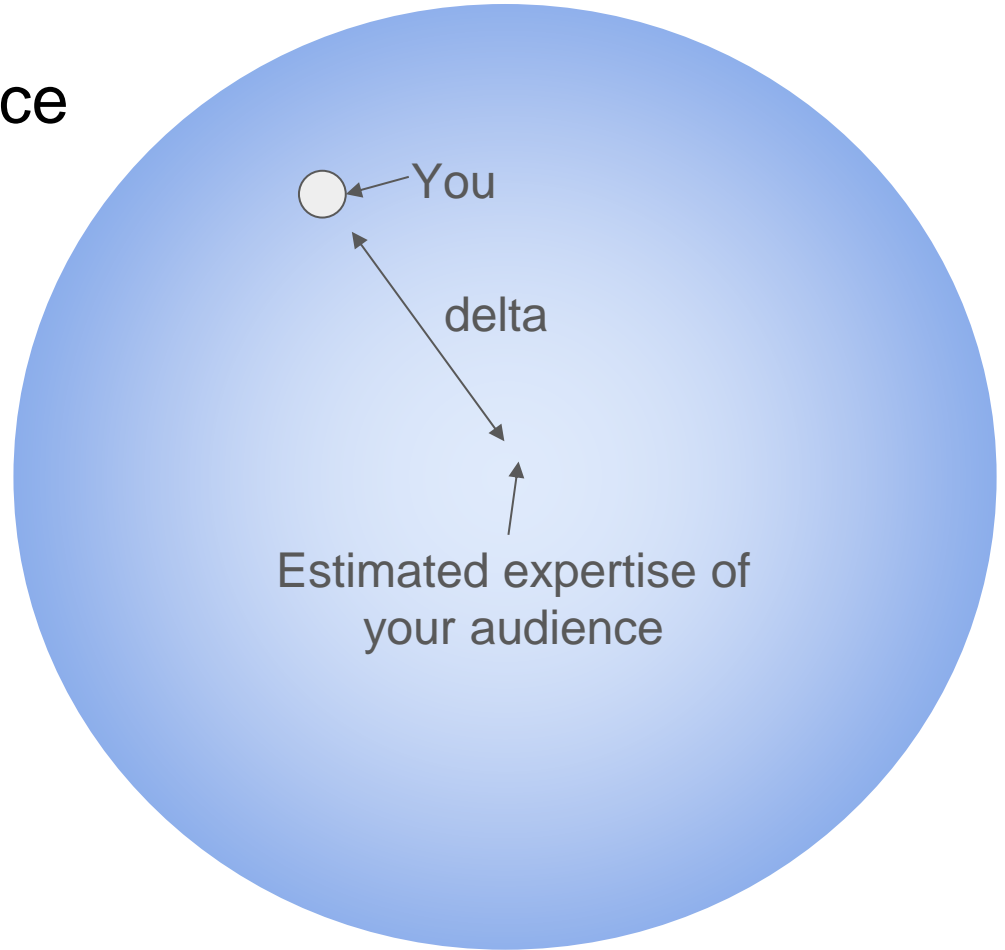


How to Give Effective Flash Talks

Link Lab
October 4, 2024

Always know your audience

Larger delta, more
you need to
provide context
and avoid
technical details



Carefully craft your title(s)

- When do flash talks happen?
 - How long are they?
- Audience may only pay attention enough to read the title
- Provide context + ***takeaway***

Wildfire Monitoring and Detection System

VS

Detecting Wildfires 50% Earlier with Pyroelectric Materials

Try it: what title would you find compelling?

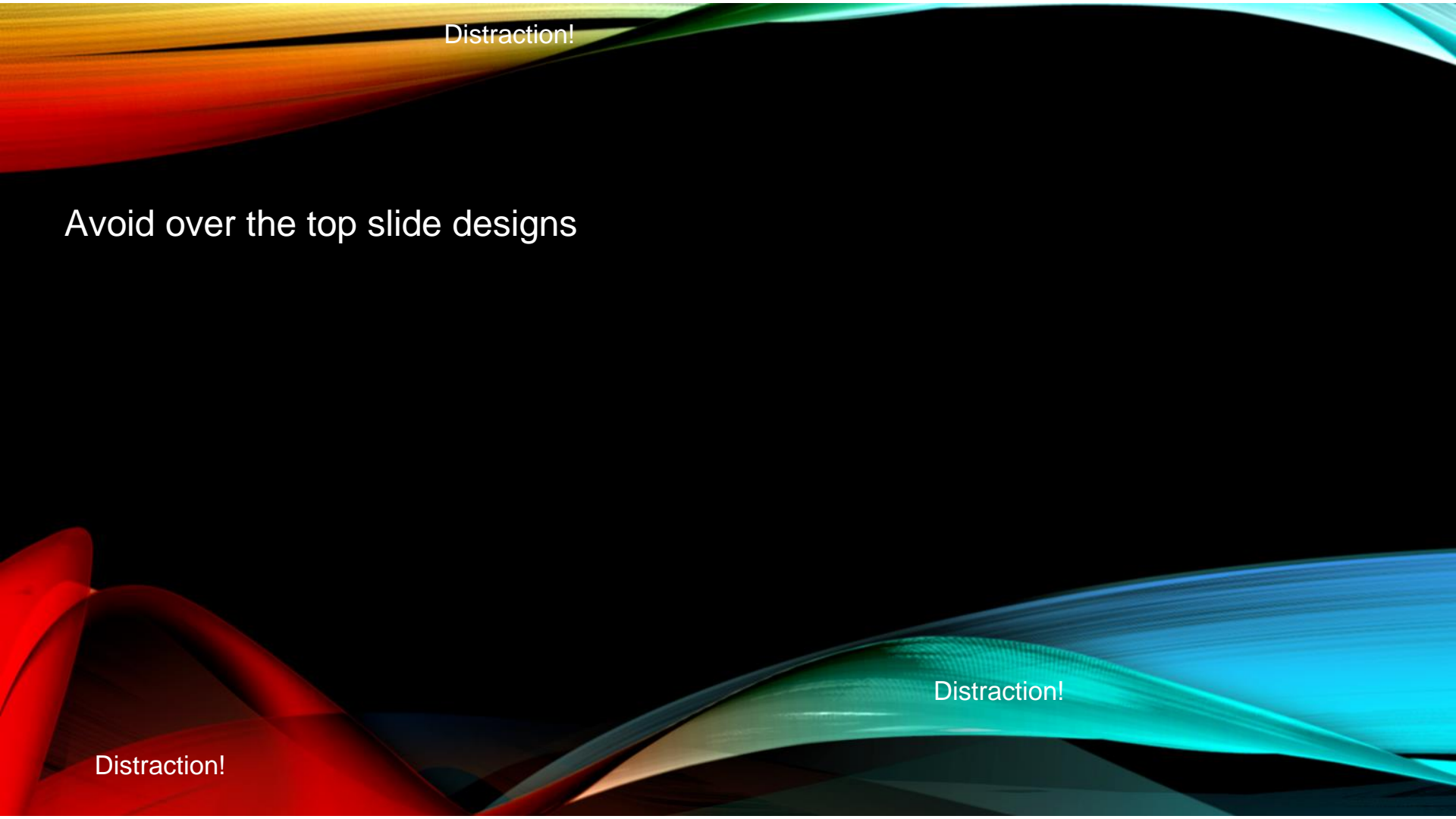
- Existing Title: Fixed Wing Drone CPS In Agriculture
- Approach
 - Use fixed-wing drone rather than multi-rotor
- Outcome
 - Double flying time for same energy
 - Same payload
 - Fewer moving parts



Remember what people do

- Vision is a very important sense
- Slides are visual
 - Presented large
 - May be the main light source in the space
 - May be on multiple displays in the room/space
 - Consider Thornton A120 for example
 - Slides likely quite a bit larger than you
- Audience naturally focus on slides
 - To do that we need to understand what is on them
 - Some information easier to process than others
 - We don't look at every detail, our brains know how to interpolate
- Often hard to take in language information from multiple sources
 - I.e. reading and listening
 - If trying to do simultaneously
- Slide software is happy to let you add whatever you want to slides
 - Can put information all across the slide

Remember what people do



Distraction!

Avoid over the top slide designs

Distraction!

Distraction!

How much information can you ingest in one hour?

- How many key takeaways can you remember from 60 minutes?

→ Ask yourself: what is the **ONE** thing I want the audience to remember

These two things cannot both be true

1. The audience is large enough to be worth it.
2. Everyone can hear you.





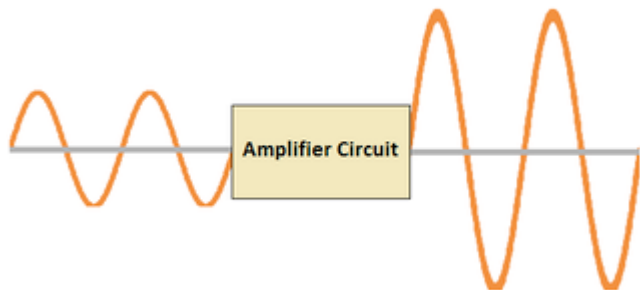
A



B



C



Animations take time

- You have to verbally introduce your idea
 - Then you can show the next thing
 - This can help with focusing attention
 - But the last thing is only shown briefly
 - But this might also be the takeaway!
-
- May be more effective to structure slide to avoid animations

Include your name

- People might not hear it
- Helps with people find or share your work
- The slides may be archived, viewed later

Collecting some ideas

- Try to connect with your audience
- Make it easy for the audience to understand your main point
- Know that audience will read first, listen second
- Use the microphone (effectively)
- Make the slide standalone