

**The Rules:**

* 20 Slides. No more, no less. 5 Minutes.
* Each slide displays for 15 seconds and 15sec. × 20 slides = a 5 minute presentation
* Absolutely no sales pitches… nada, nil, zip!

**Slideshow Tips**A slideshow is a tool that helps enhance your presentation. Here are a few tips to make your slideshow great!

* **Keep It Simple**. Use relevant images/photos and a few key words to capture the idea you’re trying to convey.
* **Bullets and Text**. Avoid using lots of text. If necessary, use brief 1‐3 word statements.
* **Timing**. Slides advance every 15 seconds, so avoid cramming too many topics or ideas into one slide. Instead, give yourself breathing room by spacing ideas and topics across multiple slides. You have 20 slides, so don’t be afraid to use them.
* **Image Credit**. Give credit where credit is due by naming the image owner. If an image is copyrighted, then get permission from the image owner before using it.

**Presentation Tips**Here are some basic tips to help you rock your Ignite Presentation!

* **Connect**. Make eye contact with the crowd, smile, and have a blast!
* **Body Language**. Stand up straight, be proud, and be confident!
* **Tell A Story**. Make it fun or memorable, and do not over think it!
* **Prepare**. There is no need to memorize anything, but give your presentation to a friend or stand in front of a mirror and give the presentation to yourself. If your topic is familiar, do not over think it!

**Things to Remember:**

* **Topics.** The best topics usually come from one of the following areas: a) something you are passionate about (love) b) something that you dislike or find irksome c) something you are good at.
* **Interesting > polished.** Everyone – I repeat everyone - is a good public speaker when they are telling people something they are interested in or want to hear.
* **This is Ignite.** It is not church, a debate or a funeral… it is an audience participation event. When you hear something you like, let everyone know. Do **not** hold your applause.
* **Have fun.** That is the sole reason you (and everyone else) is here. There are no prizes, grades, or judgmental critics to review your work.

**Some Professional Advice:**

* **Pick strong stories and big themes**. What do you love? What do you hate? What is the best advice anyone ever gave you? Pick stories with big themes, since they require less introduction. What are the 4 most important things to know about X that no one talks about? The stronger the topic & title the easier the material is to create. Consider what one thing you want people to have learned when you’re done and make sure to drive that home at the end.
* **Figure out your points before you make slides**. Talking about something for five minutes is easy – really, give it a shot once or twice before you make a single slide (practice with a timer) it will help you sort out what you want to say. You’ll quickly discover how unlikely it is to run out of things to say during an ignite talk. Once you know the 4 major points you want to make, only then work on finding images and slides to support what you’re going to say.
* **300 seconds is easy to practice**. You can practice 10 times in an hour. Do it (The average Ignite speaker practices 5 times). 300 seconds equals 10 television commercials – you can make great points in a short time if you refine your thoughts. The entire sermon on the mount can be read in about 5 minutes and The Gettysburg address takes about 2 and a half minutes.
* **It is good to breathe**. There is no law that says you must fill every second with talking. When you practice, practice breathing. Give your audience a moment to digest the last thing you said. Take a moment between points. Like whitespace in visual design it’s the pauses that make what you do say stand out clearly. Give yourself a slide or two that’s for just for catching up and taking a breath.
* **Don’t get hung up on slides**. What you say matters most. Good slides support what you’re saying, not the other way around. The last thing you want is to end up chasing your slides, a common problem at Ignite as you’ll never catch up. Pick simple images and if you must use text, be sparse (and use large 50+pt fonts). No bullet lists, just one or two points. Make the slides flexible enough that if you fall behind it’s easy to skip something to catch up.
* **Make your talk fault tolerant**. Since if something goes wrong or you get lost there’s no going back, build your talk into 4 of 5 pieces, where each piece could stand alone. Then if you fall behind, or something goes wrong, when the first slide for the next part comes up, you can easily recover.
* **Watch some ignite talks**! Some of the best ignite talks get posted to the ignite show where you can see many different ways people use the format.

<http://igniteboise.com/watch/>

[http://igniteshow.com](http://igniteshow.com/videos/oatmeal-how-get-5-million-people-read-your-website-ep-69%22%20%5Ct%20%22_blank)

* **Keep your fonts large**. Assume people don’t see well. Even if they did, people will be trying to listen to you. The more you try to cram text on the screen at the same time, the less likely any of it will be understood. Same goes for complex diagrams – there just isn’t time. Simple images work best.
* **You can find royalty free images to use**. Search flickr using the advanced options to show you creative commons images. Or try sxc.hu or istockphoto. Please attribute any photos you use on one of your slides.

\*From Scott Berkun’s How To Give A Great Ignite Talk – scottburkin.com

**Five *More* Tips for an Ignite Presentation**

**(borrowed from the website** [**http://spinsucks.com/communication/ignite-presentation-six-tips-to-give-the-one-of-your-lifetime/**](http://spinsucks.com/communication/ignite-presentation-six-tips-to-give-the-one-of-your-lifetime/)**)**

1. **Tell a personal story.**  There’s an episode of Grey’s Anatomy where Callie is [getting ready to do her TED talk](http://blog.ted.com/2013/03/29/greys-anatomy-has-a-ted-moment/%22%20%5Ct%20%22_blank) and rehearses the boring, old mechanical nature of her job. But when she actually presented, she told the story of being married to a woman who lost her leg in a plane crash. The same crash that killed her best friend and baby’s daddy. The personal story is much more alluring and helps you connect with your audience.
2. **Have only one message…and repeat it**. You have only five minutes and, because the slides are auto advancing every 15 seconds, your audience is both listening to you *and* watching whether or not you’ll screw up the timing. Instead of trying to get in three to five messages, like you would in a longer-form speech, have only one thing to drive home and repeat it multiple times.
3. **Be self-effacing**. If you screw up – and it’s likely you will – make fun of yourself. The audience is holding its breath waiting for you to make it through those five minutes. *They want you to succeed.* If you screw up and make light of it, you can feel the collective sigh of relief as everyone realizes you, too, can screw up and it doesn’t hurt your presentation. The mood lightens and you continue on, with your audience cheering you every step of the way.
4. **Have funny images to support your point**. *DO NOT DO DEATH BY POWERPOINT!* The moment you put slides up that have bullet points, you’ve lost your audience. They’re busy reading what you have on the screen and not paying attention to what you’re saying. Part of the challenge is you must have slides, but use funny images to support what you’re saying. Do not use text.
5. **Have some key takeaways**. Martin Waxman made it very easy for his audience to tweet some of the things he was saying because he either said, “Here’s a tweet for you” or he had the tweet on the screen. His key takeaways were presented as tweets because he knew his audience and what we would be doing while he spoke. Trouble is, his presentation was so good, you forgot you were supposed to be tweeting and gave him your full, undivided attention instead.