More than just talking…

Communication Matters 2019 Conference
8-10 September, 2019; University of Leeds

New for 2019 Lightning Talks

Are 45 minute sessions not your thing? Or are you looking to explore a new skill? This year we have decided to introduce an exciting new opportunity to try out a different presentation style at the CM2019 Conference.

Lightning Talks or *Data Blitz* are an increasingly popular form of platform sessions at conferences consisting of a series of short presentations. This Lightning Talk slot will include up to 6 presentations consisting of 15 slides, each slide advancing automatically after 25 seconds (6.25 minutes in total, <u>NOT</u> including the title slide). This format will offer delegates the opportunity to present ideas in a short, concise way.*

If you've got a thought, something you've designed, or even just a topic you feel passionate about, come along and share it with our delegates in this concise, fast-paced ideas forum!

Tips

- ❖ Try not to include too much information in your presentation. Lightning Talks have a set structure and only last 5-7 minutes. The key to a successful Lightning Talk is to focus on one or two key ideas, don't try to cram in all the details and keep it tight! Remember – less is more.

- ❖ We would recommend using images rather than lots of text on your slides. Many successful Lightning Talks have images that complement what the speaker is saying instead of long texts and numerous bulletpoints. Make sure you have permission to use the images in line with current GDPR legislation.

- ❖ Practice – getting your point across in 6.25 minutes is a different skill from doing a 45-minute session, therefore we'd recommend you practice your presentation in advance. Luckily, shorter presentation times also mean that rehearsals are less time-consuming!

*However, if you prefer to do a more traditional presentation, please note that Lightning Talks will only take up one slot of the approximately 90 sessions CM runs each year at our conference.