

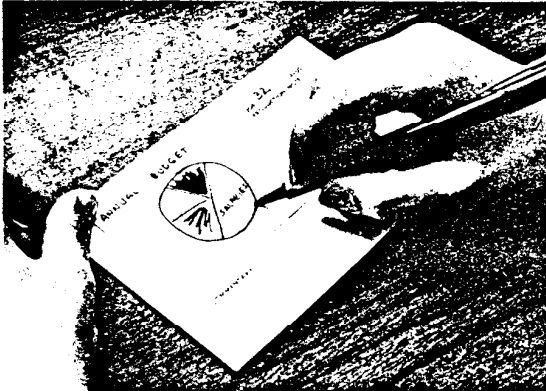
## How to give a better-than-offhand talk without being a showman

**1. Think about:**

- What do the people in my audience have in common?
- Why are they coming?
- How much do they know already?
- How much more do they want to know?
- What attitudes will they bring with them?
- What do I want to change or accomplish with my message?

**2.** Multi-image presentations can be written and produced for you by professionals. On the other hand, there are occasions where your own more modest efforts might be more appropriate. Make sure this is such an occasion.

**3.** Get a pack of 4" x 6" index cards.



**4.** Draw a large box in the upper left-hand corner of a card. In that box draw a crude sketch of what comes into your mind when you concentrate on one of the principal points you want to make. It may be a chart, clipping, symbol, diagram, or a photo of a person, place, or thing. Underneath state the point in as few words as needed to cue yourself to the thought.

**5.** Do a similar card about the thought that leads into the one you just expressed. Now do one about the thought that follows the first one. Keep going like that.

**6.** When you run out of ideas to tack on ahead or behind, think of the important points that haven't fallen into sequence yet. Make cards for them. Always work up the sketch before the words.

(If lively words flow out of you too easily to work that way, then probably anything you'd say on any subject would fascinate any audience. In that case you hardly need any of this advice.)

**7.** Arrange the cards on a table in an order that makes sense.

**8.** Now get critical. Is the development of the ideas too plodding? Would some other scheme of arranging the cards liven up the beginning or the end? Which cards should be tossed out? Where are you moving too fast? Where are you trying to pack too much into a single card? Make out the additional cards you need.

**9.** Now get critical about your stack of cards from the standpoint of practicality. Some of your sketches would take too much time and art talent to turn into presentable slides. Substitute images easier to obtain from internal sources or the public domain. If you (and perhaps your secretary) are on your own for this, the KODAK EKTAGRAPHIC Visualmaker kit can simplify your slide-making problems, both in copying existing material and in snapping originals. (Look in the Yellow Pages for your local dealer in Kodak audiovisual products if you want more information.)

**10.** Run through the talk. Make believe your sketches are already slides on the screen. Speak from the cues you've written under the sketches. (When you give the actual talk, the slides will probably suffice as cues. Then you won't be reading at all. Why assemble an audience just to hear you read?)

**11.** Decide whether you have too much or too little material. Discard or add cards accordingly.

**12.** Now you are ready to prepare the slides you need. If you feel comfortable with what has to be done at this point, you're more than halfway home. If not, our free *The Communicator's Catalog from Kodak* (S-4) lists over 250 how-to customer publications and slide-sound/film programs that will help you prepare and present your visual ideas as effectively as possible. Address your request to Dept. 412L, Eastman Kodak Company, Rochester, NY 14650.

**13.** You're on!

**14.** You're great!

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