

## **The 12 Minute Talk**

### **Structure**

Organize your talk along the following lines:

- Tell the audience what your talk is about and where you aim to take them.
- Introduce the subject by posing the problem you are to address in the context of what is already known.
- Describe your approach and methods minimally -- if you can assume knowledge of the audience, assume it to be already given. This section may be longer if you are presenting a research proposal.
- Present the results, focusing on no more than three key ideas. Bring each idea to closure. This section may be shorter if you are presenting a research proposal.
- Discuss the implications of the results

### **Criteria for success**

A talk will be considered successful if

- the talk does not exceed the allotted time of twelve minutes.
- the subject is well introduced with the scope set and the objectives clearly stated.
- the talk is focused on no more than three major points with supporting data and argument.
- there is minimal information provided on materials and methods, unless the talk is methodological or a research proposal.
- the implications for the discipline of study or in application are clearly stated.
- the talk, and each of the sentiment ideas, are brought successfully to closure -- the audience is not left hanging or thinking "so what"?
- textual slides do not exceed 12 in number.
- slides are clearly legible from the rear of the room by the most myopic, and are free of unnecessary detail or excessive content. 24 pt font is preferable.
- the talk is presented in a clear voice, audible from the back of the room and relatively free from, uh, vocal faults.
- the speaker is clearly enthused by his or her topic.
- questions are addressed without evasion and answers demonstrate deep understanding of the research topic and key issues that relate to it.

Constructive criticism during or following a talk is to be welcomed. Indeed it should be actively encouraged by exposing the weak points of your research to criticism and suggestion.