

Rhizome guide to

Making your talk memorable

***Pick just a few simple key messages** and stick to them. Making one point well and illustrating it clearly and relevantly is more memorable than rushing through five or six points

***Reinforce your key points:** It's better to repeat 2 or 3 points using a variety of interesting anecdotes and relevant facts than to make too many points

***Illustrate your talk** with visual aids, stories, and humour - a picture paints a thousand words, and a good story sticks in the mind and adds human interest...

* **Be relevant:** if you're talking to a mothers' group illustrate your talk with examples of how climate change threatens their children's future, or how water privatisation leads to infant deaths in the third world

***Interact with your audience** – the more involved people are in their own learning, the more they remember. Build a short quiz into your presentation. Ask the audience to share ideas with those sat next to them and then feedback a few. Relevant interaction will engage your audience and help them retain more of your key messages

***Use the power of 3!** Group phrases and adjectives in threes – they sound good and are easy to remember –e.g: “GM crops are unpredictable, unpopular and unnecessary”. A little bit of alliteration or assonance (using words that start with the same letter) helps

***Get passionate!** Don't just rely on cold facts or statistics. Appeal to people's emotions. People are much more likely to take action because they 'feel' strongly about a situation than because they 'think' strongly.