

*tips for an engaging public lecture*

# OR HOW TO TALK SCIENCE AT A BREWERY...

## ENTERTAIN, THEN EDUCATE!

Nobody wants to go to "school" after work so have fun with it. Remember, most of your audience is holding a beer. Don't be afraid to get silly!



## AVOID JARGON

Use language that is inclusive.

Make sure your audience doesn't need an advanced degree to understand you or your data.

## TELL THE AUDIENCE A STORY

People want to hear about you!

Revealing something personal to the audience makes you and your science more approachable!

## ENGAGE THE AUDIENCE IN ACTIVE, NOT PASSIVE, LEARNING.

Include games, activities, or even simple trivia questions. Meet the people where they are!

Use props whenever possible!

## KEEP IT SHORT & SWEET

## USE IMAGERY!

- Images help put ideas into context.
- Make your images fill the whole screen. They are much more effective when everyone can see them.
- Resist the urge to make a slide for every point. You want the audience paying attention to YOU, not your slides.

## LIMIT TEXT!

- Break up talking points into bite sized pieces.
- People learn by hearing the same concepts multiple times so don't be afraid to repeat your message.
- Use text to emphasize main ideas and use large font sizes.

## THINK ABOUT HOW YOU WOULD WANT TO SPEND YOUR NIGHT OFF

Remember, the audience is attending on their own time.

If you speak passionately and with enthusiasm, chances are, the audience will get excited too!

## LEAVE LOTS OF TIME FOR QUESTIONS

An audience of raised hands is a sign of a great presentation!

If you plan a 30 minute, presentation leave 30 minutes for questions. Make this a conversation not just a lecture.

For videos of previous Science on Tap events  
visit:

<https://www.floridamuseum.ufl.edu/earth-systems/recorded-events/>

