

General Tips for Your One Good Idea Presentation Pitch

For Stage 3, your team will need to create a Presentation Pitch, using power point. The team then deliver the pitch (as if you were at the National Final) and make a short film of this. The film can be made simply using a phone or a camera.

The deadline for submission of the Presentation Pitch and film is **5pm Friday, March 16th 2018**. Here are some tips:

- Focus your message. Talk about your One Good Idea, what you have asked people to do as part of your campaign, and how these actions can help save energy and tackle climate change. The judges will be looking for this link and this detail.
- Be very clear about your One Good Idea and the objectives of your campaign. Your team have done lots of amazing things throughout your campaign but you need to be clear about why you ran the campaign and how your One Good Idea will help increase energy efficiency and help tackle climate change.
- It is extremely important that the team make a very clear and strong link between your research, your One Good Idea and how it relates to energy, energy efficiency and/or how it could help to tackle climate change, and demonstrate an understanding of how your One Good Idea will help protect the planet.
- It is really important that you keep your presentation within 4 minutes. Presentations will be timed and judges will be very strict on timing. You will be instructed to finish your presentation at 4 minutes should you make it to the National Final.
- A good rule of thumb for the number of slides is **one or two slides per minute of talk**, but it depends on what you are going to show the audience... we suggest limiting your presentation to 8 slides maximum. If you choose to use more slides, make sure to still keep within the 4-minute time limit.
- Talk about your research early in your presentation and how it informed your campaign.
- Use your surveys and graphs in your presentation.
- Clearly label graphs and charts used during your presentation.
- Make sure that your results, facts, figures and calculations are correct and factual. Provide sources where possible.



- Make sure to reference the results and the impact of your campaign i.e.:
 - Did your One Good Idea result in the desired behavioural change in your target audience?
- Do you feel this behavioural change will continue in the long term? If you have evidence to support this please include this in your presentation.
- The team should be very clear about your campaign outreach and how many people you targeted throughout your campaign through the activities you carried out, such as events, any media coverage, social media outreach etc. Provide figures.
- If you created websites or social media sites, remember to include images of these also.
- You should use your campaign logo on your presentation. Highlight headers, create a special frame for figures/images or the whole slide, but don't overload your slides with these elements.
- Include evidence of any publicity generated by your campaign, such as newspaper articles, radio interviews, TV, social media outreach etc. Provide figures if possible.
- Be creative and original! Use lots of visual aids from the campaign for the presentation such as photos, videos, social media sites, websites etc.
- Use colour and contrast, but avoid italics as they can be hard to read quickly.
- Use short, snappy sentences.
- Be consistent and use the same font, colour and sizes on all slides.
- Images are key elements of every presentation. Your audience has ears and eyes – they'll want to see what you're talking about, and a good visual cue will help them to understand your message much better.
- Include samples of your campaign work: flyers, posters, photographs, video clips, websites, social media, flash mobs, drama, songs, raps etc.
- Include live footage (if you have it), you can embed it into your presentation.
- Use props for your presentation.
- Check your spelling and grammar.



- Practice your Presentation Pitch so that you can speak from bullet points. The text should be a cue for the presenter rather than a message for the viewer.
- Have a look at the photos and the film of the One Good Idea national final 2017 to give you lots of inspiration. http://www.seai.ie/Schools/Post_Primary/One-Good-IdeaProject/The_National_Final/
- The One Good Idea team are here to help you so please do not hesitate to contact us at any stage on onegoodidea@realnation.ie and 01 5224830

Tips for Public Speaking:

- Make the most of your time (4 minutes for the presentation) - who knows about your One Good Idea better than you?
- Practice your Presentation Pitch so that you can speak from bullet points. The text should be a cue for the presenter rather than a message for the viewer.
- Designate a main speaker: one person should carry the presentation, but make sure everyone in the team contributes during the presentation.
- Give a brief overview at the start. Then present the key information i.e. your topic, research, your One Good Idea, campaign, outreach, and results. Finally, review the important points.
- Vary the pace – vary the pace at which you deliver your speech. This will hold the listeners' attention. Be careful not to talk too slowly or too quickly.
- Speak freely and with confidence - loud and clear.
- Maintain good eye contact – look your audience straight in the eyes! It allows them to understand that you truly believe in what you are saying.
- Don't worry about being nervous – the same adrenaline that makes you nervous also helps you think clearly and find the right words to maintaining a flow throughout and ensure you speak cogently.

