

UGF Speaker Guidelines

The Utah Global Forum (UGF) would like to provide an inspiring, educational and entertaining experience for attendees via short and powerful presentations of about 15 minutes in length. These tips will help you prepare and ensure you have a profound impact on the audience.

We've all seen "Death by Powerpoint" presentations filled with mind-numbing statistics and unreadable charts. Enough of that. Strive for something closer to the most uplifting sermon or the best campfire story you've ever heard.

While UGF is not a TED event, we draw these guidelines from the proven success of TED talks. If you're not familiar with the TED format, please take a moment to check out <https://www.ted.com/talks/browse>. Watch a few videos and get a sense for the style and message delivery.

1. **Share a big idea.** Distill your experience in a given topic down to a handful of compelling ideas that can help companies grow like they never have before. Strive to create the best talk you have ever given.
2. **Make it personal.** Share your goals and your fears. Speak of failure as well as success. Make it a story about overcoming obstacles.
3. **Illuminate.** Break down a complex situation in plain language. Don't try to dazzle intellectually. Don't speak in abstractions. Give examples. Be specific.
4. **Connect.** Inject some humor...and some pathos. Don't inject your ego by boasting.
5. **Keep it visual.** Augment your presentation with pictures that support your points, rather than words.
6. **No selling from the stage!** Briefly explain who you are and what your business does, but don't pitch your products or services or ask for funding from stage. You will have plenty of opportunities to do all this throughout the day in one-on-one conversations during networking time.

7. **Make it a community.** Feel free to comment on other speakers' talks, to extend or reinforce their messages. If you disagree with their conclusions, do so in a diplomatic and professional manner.

8. **Don't read your talk.** Notes are fine but the more conversational your delivery sounds, the better.

9. **End your talk on time.** This is pure professional courtesy to the speakers who follow you.

10. **Rehearse your talk in front of a trusted friend ...** for timing, for clarity, for impact.

About being a speaker

- Your talk should be directed at a smart general audience. **(Avoid industry jargon.)** It should focus on one unique aspect of your story. (Don't try to cover too much.) As mentioned above, it should not be a sales pitch...Absolutely no corporate plugs!
- Your talk should be **no longer than** 15 minutes. At a minimum 12 minutes.
- Please send your presentation to accompany your speech **no later than July 25, 2014.** Please email it to businessutah@utah.gov.
- We will be in touch to offer you a **rehearsal time** before the event.
- Please sign and return the attached **speaker waiver**.
- **At the event:** You will sit in the audience and enter the stage from the audience. You are encouraged to stay for the whole event, and to mingle during breaks. At the conclusion of a specific sections of talks, the conference organizers will encourage attendees to seek you out in the networking area of the conference venue.