Planning your seminar talk

Whether you're creating a talk from scratch or recycling an old presentation, be sure to spend at least 10 min answering these key communication questions. You will find that it is much easier to make other design decisions further down the line.

WHO

- What is the technical background of your audience?
- What can you expect them to already know (or not know) about your project?
- What parts of your project will they be most interested in?

WHY

- What are you hoping to get out of this presentation?
- What do you want the audience to do, feel, or think after attending your talk?

WHAT

- **Main takeaway:** If your audience could only remember one thing from your presentation, what would it be?
- **Key content:** Based on your audience and objectives, what key pieces of information will you need to include?