

# Guidelines For Presenting To A Layperson Audience

## General

- For a 20-minute talk, we recommend using 10 to maximum 20 slides
- To help laypersons follow your talk, tell the ‘story’ of your project. Focus on one ‘red thread’ instead of introducing several different storylines
- Always have a back-up with you or keep a version in the cloud.

## Content

We recommend using these central themes to structure your presentation:

- **Title**
  - Provide a title that summarises the main message of your talk and opt for a short title, if possible.
- **Introduction**
  - Provide some background/context/common ground
  - Introduce your team
- **Main idea(s) behind a project**
  - Describe the problem your project/method/application aims to ‘fix’
  - Describe clearly the difficulties you experience(d) in the process and how you addressed them (if applicable)
- **Main Outcomes**
  - Explicitly explain the results, even if they are obvious to someone from your own (scientific) niche
  - Focus on applicability and impact: What does this mean for society/research/future? How can it be used, what are its advantages etc?
- End with a **Take-Home Message**
  - Short summary/ideas for future applications.

## Look & Feel

- **Choose a clear background/contrast** to font
- **Font:**
  - Use the same font throughout - choose your own or use the CLARIN font.
  - The CLARIN Style Guide can be found here:  
<https://www.clarin.eu/content/style-guide>
- **Bullet points** are better than full sentences, so people can focus on what you are saying, not on reading the slides
- Make **headings** that provide your audience with the key message (‘Metadata Matters’ instead of a generic header like ‘Results’)
- Key for a layperson audience: using **examples**. This is the most accessible way to package your work for people outside of your field. Good ways to do this are screen sharing to show the application in action, or sharing case studies



- Using **visuals** makes complex topics more accessible: Use photos, graphs or images to illustrate key points and guide the audience
  - If you use a complex graph from a scientific publication or technical setup, we recommend you guide the audience through the visual and identify the main points (What is shown? What does it mean?)
- Work with **animations** such that visuals and text appear as you speak and not all at once. This will help the audience follow better.
- Thank your audience.

## Inspiration

Pitching presentations at the right level can be tricky. Below we have collected some examples of the level of detail that is appropriate for a laypersons talk:

- <https://www.clarin.eu/blog/new-impact-story-networks-power-gender-analysis-european-parliaments>
- <https://www.clarin.eu/news/2022-steven-krauer-award-achievements-awarded-u4u-team-charles-translator-ukraine>
- <https://www.youtube.com/watch?v=lfDWBaaAclw>

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