

You're the Voice

Guidance on creating a great 10 minute showcase

So you've put in a nomination and have been contacted to confirm you have a 10 minute showcase at our next event. You might now be wondering how to get the best from this opportunity. Well here's some guidance to help you prepare:

- **Tell us your story** – Whatever subject you are delivering, tell us what it means to you. How did you get involved or what gave you the idea? What challenges have you faced and what barriers have you overcome? Sharing your personal story will make your showcase more memorable and connect to the audience in a more meaningful way.
- **Keep it casual** – These are relaxed and social events. We aren't looking for formal powerpoint type presentations. You are welcome to take an alternative or even a conversational approach, in fact we'd even encourage it.
- **Keep it positive** – If your showcase involves a serious issue then it's important you talk about the issue, but taking a positive position on it could really help your cause. By this we mean talking about the journey to overcome difficulties and the difference your work is making. If there is a barrier you haven't yet found a solution to, then paint a picture of what things would be like if you were able to solve the issue. By taking this approach you'll inspire and enthuse audience members to help and support you.
- **Make sure you keep it to time** – You only have 10 minutes so don't try to say everything. You'll be surprised how quickly 10 minutes will pass and we have to be strict on time (If you run over, we will have to stop you). Focus on giving people a flavour and encourage them to come and talk to you during the interval or after the event.
- **Headlines** – if there was only one thing you could say, what would it be? Building your talk around this will help ensure you get to communicate what is most important to you and help you keep to time.
- **Call to action** – is there anything you'd like to ask people to do (i.e. follow a social media page or join you as a volunteer etc)? If so, then make sure you ask them in your showcase.
- **Contact details** – If you want people to get in touch with you afterwards then please make sure you provide some contact details. Ideally bring some business cards or leaflets if you have them.

If you have any questions or want some additional support, please contact me by email on storytellerkarl@outlook.com