

Spotlight for FEFCO Technical Seminar

How to make a good spotlight?

- You have (only!!!) 6 minutes; that means you really need to focus, be clear about your messages and have few good visuals. Keep in mind you are competing with around 60 other spotlights, so be creative and make something special.
- Select one, maximal two key messages you want to transmit to the audience.
- Look for good, and if appropriate, even funny illustrations of your messages. People love to laugh. Be specific and special!
- If you use PowerPoint (PPT):
 - You are one of many using PowerPoint, keep that in mind
 - All PPT presentations should have a maximum of 6 slides
 - Letters in the presentation should have a minimum size of 22 pts
 - Never a full sentence on screen, just bullet points: you are the **SPEAKER**, not a reader!
 - Screen should support the speech, not the other way around!
 - Focus on graphic elements or use a video
 - Keep it simple!
- Ask yourself the question of how interested the audience will be; in case interest is only average: be even more creative to catch their attention.
- Don't spent half of the time praising your company; instead talk on what value you bring to the customer. That is what your audience is interested in!
- In case you are not an experienced speaker: ask a colleague to do a rehearsal. Improve with external help. Use a mirror as well!
- Test your wording: are all the words in your speech easy to pronounce? Or do you "stumble" over a difficult word, technical expressions? Change them. Practise! More than once.
- Use simple words. Your audience is international, not everybody is perfect in English!!

Keep in mind: these 6 minutes might make a difference. You have your customers sitting in front of you!