

Spotlight for FEFCO Technical Seminar 2023

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.
- Focus on the most relevant innovation or development that you want to promote.
- Select one, maximum two key messages you want to transmit to the audience.
- Look for good illustrations of your messages. Be specific and unique!
- If you use PowerPoint (PPT):
 - All PPT presentations should have a maximum of 6 slides.
 - Letters in the presentation should have a minimum size of 22 pts.
 - Never put 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 and be even more creative to catch their attention.
- Don't spent half the time praising your company; instead talk about the value your innovation will 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? If you "stumble" over a difficult one, technical expressions, change them. Practice! 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!