

Spotlight for FEFCO Technical Seminar 2025

How to deliver an outstanding Spotlight presentation

You have only **6 minutes**; make every second count. Stay focused, clear, and engaging. You are competing with 59 other spotlights, so stand out!

1. Define your core message

- Highlight one or two key takeaways, nothing more
- Focus on the most relevant innovation or development you want to showcase
- Make your message specific and unique, avoid generic claims.

2. Use Powerful visuals

- Limit PowerPoint to 6 slides (if using)
- No full sentences, only bullet points. You are the SPEAKER, not the reader
- Use graphics, illustrations, or videos to reinforce your message
- Ensure text is clear and readable (minimum 22 pts font size)
- Slides should support your speech not the other way around.

3. Capture and hold audience attention

- Ask yourself: Why should they care? Make it engaging
- Be creative and memorable, consider an unexpected angle
- Avoid over-promoting your company, focus on the value for the customer

4. Master your delivery

- Practice, practice, practice! Rehearse with colleagues or in front of a mirror
- Test your wording, avoid difficult or technical terms that might trip you up
- Speak clearly and naturally, your audience is international, so keep it simple.

Final thought:

These **6 minutes** could make all the difference. Your customers are listening, make it count.