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## PRESENTING TO PUBLIC AUDIENCES: INFORMATION AND IDEAS

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### 1. Getting started

Talking about your work to non-specialists might be important in your dissemination activities, or in getting non-academic groups involved in your research. Ensuring you explain your work in an accessible, relevant way requires planning and practice. By watching other speakers and practicing out loud you can develop your presentation style, as well as adapt how you explain your research to different groups of people.

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### 2. What makes a good presenter?

- Practice out loud
- Show your passion
- Tailor the content for your audience, use language they are familiar with
- Consider volume, speed of delivery and your body language
- Tell stories and make it personal
- Don't rely on text-heavy slides
- Film yourself practicing and watch it back!

### 3. Your research

How would you explain your research area to a 14 year old? This can be a useful starting point.

Think about their current understanding of the subject area and any way it relates to them. Can you share why you care about this subject or why this knowledge is useful? Try and focus on a key question, idea or message.

### 3. Different audiences



How would you adapt your content and style for any of these groups?

If you have a target audience in mind, make sure the venue and time is suitable for them and that it's promoted to the right people. A daytime event for professionals might be best hosted in their workplace, or if you want to talk to parents of toddlers, you may want to partner with a nursery. Working with partners can give access to useful networks and venues.

### 4. Where can you gain experience?

[3 Minute Thesis at Birkbeck](#) – held annually in the Spring Term

[Big Ideas lectures from Birkbeck](#) – hosted by the Widening Access and Engagement Team

[Science Museum Lates](#) – Talk to a young adult crowd at these monthly events

[Nerd Nite London](#) – Volunteer to give a 15 min talk at an upcoming event

[Soapbox Science](#) – Female scientists are invited to talk to passers-by in city centres

Or organise your own event, in a location suitable for the audience you'd like to talk to!

[More upcoming opportunities](#)

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Contact  
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to discuss ideas or get advice