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Why Is Speaking So Hard?

- Mark Twain: There are two types of speakers: those that are nervous and those that are liars
- Edward R. Murrow: The best speakers know enough to be scared....The only difference between the pros and the novices is that the pros have trained the butterflies to fly in formation”

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How to be Prepared

- Months before the keynote
- Speak to the scheduler
- Speak to the C-suite
- “Are you a futurist?”

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How to be Prepared

- Share slides
- Don't share slides

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How to be Prepared

- Bring paper copy
- Bring memory stick
- Arrive Early
 - IOM
 - Chicago hotel
 - Williamsburg

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How Do You Get to Carnegie Hall?

- Practice, practice, practice
- Scott Berkun
- Malcolm Gladwell

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Handouts

- People expect handouts
- Give credit where credit is due
- One approach: too many slides
- Another approach: minimalistic

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The Day of the Event

- Arrive at least 1 hour before your speech
- Speak to audience members as they arrive
- Ask for volunteers before you start
- Timing is everything
 - Make sure there is a clock
 - Make sure the timer on the podium works
 - Borrow a watch if you have to

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It's Show Time

- Learn
- Inspire
- Be entertained
- Become hopeful
- Network

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It's Show Time

- John Medina's Brain Rules
- TED talks
- You are in charge

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TED Talks

- Chris Anderson took over in 2001 and built a multimedia colossus
- Free online collection of talks have been viewed 2 billion times
- TEDx events in 150 countries

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TED Talks

- Backlash
- Evgeny Morozov in New Republic
 - “an insatiable kingpin of international meme laundering – a place where ideas, regardless of their quality, go to seek celebrity”
- Onion Talks web parodies
 - “What is the biggest rock?”
 - “A future where all robots have penises”

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TED Talks

- Backlash
- Thomas Frank in Salon “TED Talks Are Lying to You”
- San Diego TEDx Benjamin Bratton
 - “recipe for civilizational disaster”
 - Tent revival nature of the talks
 - Unquestioning faith in technology
 - Dumbing down of complex science and scholarship
 - “Middlebrow megachurch infotainment”

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It's Show Time

- How to handle hecklers
- How to say "I don't know"
- How to handle sleepers
- How to handle late arrivers
- How to handle tweeters
- There is a God

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The Keys to Greatness

- Take home message
- Introduction, speech, summary
- Stories vs. statistics
- Audience participation

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The Never Rule

- Never, ever go past your cut-off time.
- Really, never

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