

# Science Capital: Speaker Brief

**Format:** The event seeks to bring leading academics, entrepreneurs, investors and business leaders together around a common scientific theme and set of opportunities for growth in the region. These independent, inclusive and apolitical evening events are intended to reflect the diversity of innovative research from across the region, and to meet the needs of individuals and teams looking to commercialize their work and find partners. They are held in convenient locations in central Birmingham, refreshments are served from around 5:30pm, a set of short talks lasting 10-15 minutes begin at 6pm, along with lively panel discussions. The event concludes around 9pm after further discussions and networking over food and drinks.

## Suggestions for the presentation:

1. Identify a single grand challenge. Show how this presents a unique opportunity. Aim to give your best short talk. Reveal a new discovery or transformative idea.
2. Turn complexity into plain English and accessible pictures or videos. Avoid intellectual terms, jargon and abstraction. Instead, give specific examples and explain.
3. Be passionate. Present obstacles and vulnerabilities, not just successes. Show emotions. People connect with them.
4. Don't be boastful or overly egocentric. Do not try to obtain funding or sell from the stage. Present your personal story of discovery and innovation with authenticity.
5. Engage with the other speakers and audience, whether with praise or constructive criticism. Controversy excites, as does enthusiastic convergence. Present a hypothesis or pose a question to stimulate the audience's imagination and thinking.
6. Don't read your talk. Notes are ok. Rehearse beforehand to get the timing, clarity and impact right.

## Slide Guidance

- a) A succinct line of text and single graphic image or video communicates better than packed paragraphs or crowded collages.
- b) Avoid slides which consist of only a headline and list of bullet-points. Use no more than 5 lines of text. A single line or two should suffice.
- c) Show several slides which each present a single idea, image or data type, and form a progression, e.g. from challenge, opportunity, discovery, reality check, to future plan.
- d) Use no more than 1 slide per minute.
- e) Keep a clear surrounding margin around text for increased legibility.
- f) Sans-serif fonts (e.g. Helvetica) are easier to read at a distance than serif fonts (e.g. Times New Roman).
- g) Use a simple, elegant background that enhances the readability of your text.
- h) Use high-resolution images that are from your research or are licensed, e.g. under Creative Commons, so that your slides can be uploaded to the website if at all possible.
- i) For data graphs or charts, be sure to use text font size that can be read from the back of a lecture room, including labels on x- and y-axes and data points.
- j) Email your PPT file to [michael@sciencecapital.co.uk](mailto:michael@sciencecapital.co.uk) beforehand so that we can combine them and ensure technical compatibility. Feel free to bring your own computer with backup disc or Flash drive, cable and adapter. Please arrive in advance of the event (~5pm).