* **SHORTER IS BETTER!**
* Ted Talks has the 18 minute presentation:

CONCEPT:

* + Long enough to be taken seriously
  + Short enough to hold the attention of the listeners

HOW TO MAKE THE MOST OF 18 MINUTES:

1. Focus on the why
   * Quality, not quantity
   * Educated opinions
   * Insights, points of view
   * Less interested in how than why
   * Why takes less time to explain than how, makes you look smarter
2. Tell a story
   * To make presentation short and interesting, introduce the concept as a “story”
   * Include only material that is the main theme
3. Be creative
   * Cover only the key points
   * Make recommendations
   * Lessons that you’ve learned in your talk
   * Include other points in a handout
   * Interact with audience
   * Have them participate
4. Keep it Simple
   * The shorter the presentation, the better it needs to be organized
   * The power of 3 (Introduction 3 mins, Body 12 mins, Conclusion 3 mins)
   * Power point: no more than 12 slides
   * Title, Introduction, Agenda, Concluding
   * Don’t speak to the slide
   * Concluding slide: summarize the presentation
   * CALL TO ACTION (If you were interested in learning more about) Provide ways of communication, phone number, email, etc.
5. Stay on Time
   * Don’t go over the maximum time
   * Less tolerant to speakers lacking discipline and manners to stop at the necessary time
   * Rehearse or practice the presentation
   * It’s not how long you speak, it’s how well you connect