* **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