

TIPS ON HOW TO WRITE A TALK

A good talk or presentation will:

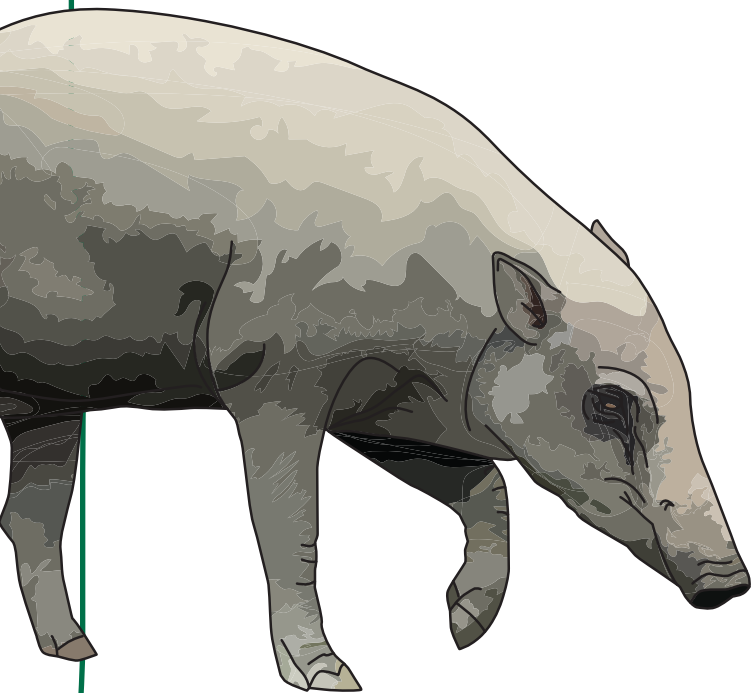
- Catch the attention of your audience, keeping them interested & engaged.
- Provide a connection between the animal/item and the listener.
- Present a few key facts that the listener will remember.

Things to consider:

- **What are your aims?** What do you want to achieve from your talk?
- **What are your learning objectives?** This is the information that you want your audience to remember. For example: you want people to know that Sulawesi babirusa are a very rare species of pig, found on the island of Sulawesi, Indonesia. They are threatened by hunting and habitat loss but people can take action to help to protect them. These key points will make the main part of your talk.
- **Consider your audience** - are you speaking mainly to children or adults, school groups or families? Knowing your audience will help you to write your talk and decide on the language you use.

When writing:

- Your talk needs a beginning, a middle and an end.
 - **Beginning:** Who & where you are, what you are going to talk about? How many Sulawesi babirusa you have, where they are. This will lead into 'connect people with wildlife' which is learning objective number 1
 - **Middle:** Learning objective number 2 - why they are threatened and learning objective number 3 - how people can help to save them.
 - **End:** Round up the points you've said, finishing on the key message you want to leave your audience with, for example, how they can help to save Sulawesi babirusa. Finish by thanking people for listening and allowing people to come and ask questions.
- Write as you would speak. As a general rule use clear, simple language. However, using technical terms may be appropriate for certain audiences. If you are going to include technical terms be sure to define them so that everyone in your audience understands. For example: 'Sulawesi babirusa are endemic to Sulawesi and nearby islands, meaning that is the only place that they can be found in the wild'.
- Make sure you get your information from a reliable source such as IUCN or peer reviewed papers. When you have written your text, check it with the experts in your organisation
- Be prepared for questions. Include top facts at the bottom of your talk script. This information doesn't need to feature in your talk but is useful in helping the speaker prepare for answering questions afterwards. E.g. What is the life span of a Sulawesi babirusa? How much do they weigh? What are the names of the babirusa at the zoo?
- Write your talk in an easy to use document that can be updated when needed (see example talk plan).



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Example: animal talk plan

Introduction

You!

- Who you are?
- Where you are located?, so they can see you
- What you are going to talk about?

The animals

- Where they can be seen?
- is there a feed or enrichment during the talk?

Tips for delivery:

- Think about where you stand - can you audience see you? Can they see the animals if at an enclosure?
- Speak clearly.
- Be approachable & well presented
- Length of talk - long enough to get your points across but not too long that people lose attention
- Interactions
- Interactions & questions-get your audience involved

Main talk - structure around your aims (what you want to achieve)

Aim 1: To connect people with wildlife - so that they have a better understanding and feel more connected to wildlife. They feel it is relevant to them.

- Then add your learning objectives here (the information you want them to know).
For example there are 3 species of babirusa, they are omnivores, etc.

Aim 2: To connect people with your zoo - so that they have a better understanding of the conservation work you do to protect wildlife and want to support you.

- Learning objectives

Aim 3: Get people involved - What can they do to help?

- Learning objectives

Delivering your talk or presentation:

- Consider where you will stand whilst presenting the talk. If possible stand so that the audience can see both you and the animal.
- If the animals are tricky to spot, point them out or give tips on where to look.
- Speak clearly.
- Be approachable & well presented.
- Be enthusiastic - you want to inspire your audience.
- Introduce yourself and make sure everyone is aware of where you are standing. Don't forget to introduce your animals.
- Don't read straight from the script. Instead practice your talk before you present it. Making bullet points of the main learning objectives or key messages will help you to remember the content and structure of your talk.
- Look at your audience and keep an eye on their reaction. Are they interested? Do they look bored? Make eye contact with them where possible. Watching your audience will help to improve your future talks.
- Make it interactive, with actions they could do in the talk and ask them questions. Instead of just talking at the audience, get them involved.
- Length of the talk- this depends on the aim and your audience. (between 5-7mins is good for a talk at an animal enclosure, if it's any longer you audience may want to leave and go and see other animals).

Enjoy presenting your talk! It will show your audience that you are passionate about the subject.



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