

Crafting an Inspirational Talk for Cicada x Tech23

We are thrilled to have you present in an Inspirational / Ted talk style format at Cicada x Tech23. This unique opportunity allows you to showcase your deep tech business through a compelling idea, story, insight that captivates and inspires the audience.

Session Objectives:

- Deliver a memorable and engaging talk that combines storytelling and deep tech innovation in **8 minutes (8 - 10 slides)**
- This is not a pitch presentation, this needs to be driven by a well thought out idea/narrative that resonates with a broad audience.
- Connect with the audience on an emotional level, conveying the impact and potential of your business,
- Move people to take action, want to connect with you and learn more.
- Inspire and educate the audience about the broader implications and transformative power of deep tech.

Key Preparation Steps:

1. Think about your story hook and opening
2. Attend the first coaching session with Kate to talk through your initial thinking
3. Work on script and accompanying slides
4. Attend second coaching session with Kate plus guest to rehearse your talk
5. Make final changes and practice (optional to have another session with Sian)
6. **Share slides 10 days before main event (31 Aug 2026)**

Tips to deliver an impactful and memorable talk.

1. Start with a Compelling Opening

- Start with a strong opening that captures attention immediately. Connect with the audience emotionally from the start.
- A few opening formats to consider are:
 - **Personal Story:** Share a meaningful personal experience that shaped your perspective or led to a significant insight.
 - **Big idea:** Present a transformative concept or insight that can change perspectives or actions.
 - **Surprising Fact:** Reveal an astonishing or little-known fact that challenges common knowledge or assumptions.

- **Provocative Question:** Pose a thought-provoking question that challenges conventional thinking or explores new possibilities
- **Unexpected Connection:** Start with an intriguing story, fact, or anecdote that appears unrelated to your main topic, then reveal the surprising connection.
- **Spark Wonder:** Inspire awe and curiosity by sharing fascinating phenomena, discoveries, or perspectives.

2. Tell a Bigger Story than You

- Use a narrative arc (beginning, middle, end) to guide your talk, making it engaging and easy to follow.
- Frame your idea within a larger context that appeals to universal themes or concerns.
- Introduce relatable characters and conflicts to illustrate your points.

3. Use Data and Examples

- Support your big idea with compelling data, case studies, and real-world examples.
- Use visuals like charts, images, and videos to make data more relatable and impactful.
- Your slides should complement your talk, not replace it. Avoid text overload and use visuals like charts, images, and videos to make data more relatable and impactful.

4. Be Authentic and Passionate

- Speak from the heart and let your passion for the topic shine through.
- Be genuine and authentic in your delivery to build trust with your audience.

5. Inspire Action

- Encourage the audience to think differently or take specific actions based on offering a hopeful and positive vision for the future that motivates and inspires.

6. Keep it Simple and Clear

- Avoid jargon and complex language; keep your message simple and clear.
- Stick to a few key points to avoid overwhelming your audience.

7. Engage with the Audience

- Ask questions, invite audience participation, or use interactive elements (“hands up if...”) to keep the audience engaged.
- Use positive body language, move around the stage, and maintain eye contact to connect with your audience.

8. Timing and Pacing:

- Ensure your presentation fits within the 8 minute time frame.
- Stay on topic and prioritise the most important points to deliver a memorable and impactful talk.
- Consider the pace at which you deliver your story, allowing for pauses and moments of emphasis to create impact.

9. End with Impact

- End with a strong, memorable statement or story that reinforces your big idea.
- Briefly recap your main points and restate your core message to leave a lasting impression.