TREND TALK

Preparation guide for speakers

Trend Talk is a short, inspiring speech in which you share an idea, experience, or trend with the audience, something that can spark new thoughts and invite discussion. This is not a presentation of final research results, but rather a story, a (research) experience interwoven with a dilemma, or a glimpse of a new perspective.

The presentation consists of a focused talk of about 5 minutes, followed by 10 minutes of guided interactive discussion with the participants. The goal is to spark collective thinking: questions, ideas, and discussions that further explore the topic.

How should you structure it?

- Choose a clear message that you want to convey!
- You can support it with research results, professional experience, or a personal story.
- Highlight innovation, professional and personal development points, or connections between disciplines!
- Don't try to state definitive truths, but rather show paths, open questions, and possible visions for the future!

How do you engage the audience?

Your job is to guide collective thinking with questions. This could be:

- asking for reflection ("How have you encountered a similar situation?"),
- sharing dilemmas ("What would you do in this situation?"),
- asking questions about the future ("What new directions do you see in this trend?")
- or any other thought-provoking questions.

Some practical tips

- Practice so that you can fit into the 5 minutes!

- Think about your audience: bring a message that is tangible for them and that they can relate to!
- It is not mandatory, but you can use visual aids, PowerPoint presentations, infographics, posters, or handouts!
- Let your own personal voice and style come through, as this will make your speech lively and inspiring!
- Prepare 2-3 questions in advance to kick off the interactive part.

The essence of Trend Talk is not ready-made answers, but inspiration and the initiation of joint thinking!

Some good examples of five-minute presentations:

https://www.ted.com/playlists/263/talks_to_watch_when_you_need_f

https://www.ted.com/playlists/467/short_talks_to_watch_during_yo

A possible structure for a Trend Talk:

Title and introduction

1. **Introduction (1 minute)**
   - Short personal story
   - A thought-provoking question for the audience
2. **Presentation of the trend/concept/research (3 minutes)**
   - Brief description of a piece of research or experience
   - Highlight an innovative element
   - Mention a personal or professional dilemma
3. **Inspirational message (1 minute)**
   - Brief summary
   - Open, thought-provoking suggestion

Transition to the interactive part

- Formulate 2–3 specific questions for the audience