

# Lightning Talks



*Lightning talks are used to articulate a topic in a quick, insightful, and clear manner.*



## Objective

Lightning talks are concise and efficient and are intended to grab the attention of the audience, convey key information, and allow for several presenters to share their ideas in a brief period of time.



## What it takes

2+ persons (appropriate for very large audiences)  
5-10 minutes

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## Process

A lightning talk is a very short presentation lasting only a few minutes, given at a conference or similar forum. You can use visual aids, and make sure you have fewer than five slides.

Several lightning talks can be delivered by different speakers in a single session, sometimes called a **data blitz**. If you opt to organise a data blitz, try to have all the presentations available in one single document to ensure a smooth transition between the different speakers.

### Tips for a great lightning talk:

1. Have a strong "hook" - how will you grab the audience's attention very quickly?
2. Choose an exciting story with a clear theme. Why should everyone care about your topic?
3. What is the one thing you would like people to take away from your presentation? Make sure to drive that home at the end. Your last slide can even be a tweet with the key take away.
4. Tell a personal story. A personal story can be very alluring and helps you connect with your audience.
5. Have interesting images to support your point and try to avoid bullet points on your slides.
6. Practice makes perfect! Practice your presentation with a timer.

See also "**Ignite Talks**" for a specific type of lightning talk, with its own approach.

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### Climate relevance

*Lightning talks enable you to pitch new projects and topics to an audience in a short and exciting way.*

