

5 STEPS TO A FANTASTIC EDUCATION PRESENTATION

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saving the lives
of people with
blood cancer

YOUR MISSION

Your mission is to take young people on a journey from knowing little about stem cell donation to feeling inspired to become potential lifesavers on the Anthony Nolan register.

1. PREPARATION

Maximise your audience – think about when and where you will hold your session to reach as many people as possible. Could you film your presentation or deliver it over a live webinar, so that people don't have to be there in-person?

Key contacts – once you've planned your talk, you'll need to ask a member of staff to help you e.g. your tutor, head of year or pastoral team. They can help you find a slot in the timetable, book a room and reserve resources like a laptop, projector, screen, microphone or speakers if you're using slides.

Spread the word – create a buzz to get people excited about your talk in advance. It's best to try and deliver your talk during a session which everyone has to attend – such an assembly or tutorial. Think about how you can let people know when and where the talk is happening and why they should attend. You could put up posters, post on school and personal social media and ask tutors to give reminders.

2. CONTENT

Key messages

You'll want people to leave your talk knowing the following:

- What is stem cell donation?
- Why does it matter?
- How do you sign up to be a donor?
- What happens if you're a match?

The self-delivery presentation covers the basic facts on the above questions. But it needs your presenting magic to bring the information to life and make it feel relevant to your audience. To help, you can use patient stories included in the presentation or videos from Anthony Nolan's YouTube page and social media channels. You can also talk about your own story to give it a personal touch!

3. ENGAGING YOUR AUDIENCE

Here's a few nifty tricks to make sure your audience will be engaged during your presentation:

- **Body language** – practicing your talk beforehand can help you feel relaxed. Some do's: make eye contact, project confidence, adopt an open stance. Some don'ts: fold your arms, stare at the floor or at the ice cream van out the window.
- **Authenticity** - be yourself! You believe in what you're doing right? So make other people believe it too – show your passion and inspiration for the cause and they're sure to be contagious (in a good way!) for your audience.
- **Pace and flow** - Speak at a steady pace. Think about how your messages flow together too – you're taking the audience on a journey with your talk.
- **Level of information/detail** – Don't bombard your audience with too much information. Give them an overview of the basics and keep your messages simple and clear. Ask yourself – do they really need to know this, right now?
- **Relatable content** – encourage your audience to put themselves in the position of someone who's been affected by blood cancer or transplant. E.g. how would they feel if their sibling needed a transplant? Or if they became ill and were no longer able to play sports, go to college, see friends?
- **Stay positive** – Stem cell donation is a serious subject – but that doesn't mean your message can't be positive. You can highlight a problem – such as the need for transplants – but instead of dwelling on the negatives, show people how they can be part of the solution.
- **Interaction** – wherever possible, ask your audience questions to get them thinking and engaged. Make sure you leave time for question and answers at the end of your talk too.
- **Storytelling** – Telling a story is a powerful way to get people to remember your key messages. Research shows that people often forget facts and figures, but remember a story and how it made them feel.
- **Know your content** – If it helps you, have cue cards with key points written down, in case you forget what you want to say. Try not to read it like a script (as your audience might switch off!). Instead, practice it and even ask a friend to give you any constructive feedback.

TOP TIP

Leave 5-10 minutes of your slot free in case your start is delayed, or you get questions. It is better to finish early than run out of time!

4. ON THE DAY

- **Make a back-up copy** of your presentation on a USB stick, or on the web, or both.
- **Get to the venue early** and make sure you can get in and that it is set up with all the things you need – check that your presentation loads and your video and sound are working.
- **Check in** with the person who helped you organise the event and discuss whether they'll introduce and conclude your presentation.
- **Have a back up-buddy**, like a teacher or friend. Ask them to be on hand to help you out with a prompt or question if you hit a problem.
- **Stay hydrated!** Make sure you have a bottle of water handy so you don't go dry!

What if things go wrong?

You have prepared and you've practiced but the day has come and something's gone wrong. Don't panic! Remember that you know what you were planning to deliver but your audience doesn't. As long as you stay calm, you can save the situation!

- **Your slides won't work or a video won't play** – Fear not! Slides and videos are a great way to illustrate your point. But you are the star of the show and it's you that the audience are listening to. So carry on and deliver your message!
- **You've forgotten your presentation** – turn your talk into a discussion. Instead of giving out information, ask your audience some questions that will get them to discuss their thoughts about donation. Even in a large group you can do this – split the room in two, use a show of hands. Then round up with some basic facts about why stem cell donation matters and encourage people to go to anthony Nolan.org for more details or see you at the end
- **Your mind has gone blank** – if you have your presentation, or YouTube open, skip to play a short video while you recover yourself.

5. FOLLOW UP

You've given your talk and it's gone to plan - well done!

Give yourself a pat on the back and celebrate. But your mission isn't complete yet. It's time to help them take the next step to become lifesaver ready!

- Use **social media and posters** to remind people of how they can join the Anthony Nolan register online.
- **Keep the conversation going** – ask if tutors can have follow-up discussions about the talk with their groups.
- **Become our expert on campus** – wear an Anthony Nolan t-shirt and encourage people to ask questions about donation or Anthony Nolan. If you don't have all the answers, just get in touch and we'll help you!

Good luck with your presentation.

We know you're going to nail it! Who knows, maybe someone in the crowd will be inspired to join the register and donate their stem cells and, one day, be able to trace their lifesaving right back to you.

