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The Pharmacy Technician Society®

TECH
TALKS

pharmtechsociety.org

* The following guidelines, tips, and logistical processes will help make your experience an enjoyable one. Please contact info@pharmtechsociety.org if you have any questions regarding your activity or the content of this guide.

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TECH TALKS GUIDELINES

- ✓ **Originality**
  We value fresh perspectives and unique ideas. Your Tech Talk should offer something new or present a familiar topic in an innovative way.

- ✓ **Clarity and Impact**
  Your proposal should be clear and impactful, conveying your main idea effectively and explaining its significance.

- ✓ **Relevance**
  Ensure your Tech Talk is relevant and has the potential to inspire or inform.

- ✓ **Engagement**
  Consider how to engage the audience. Incorporating storytelling can enhance the viewer experience.

- ✓ **Time Limit**
  Tech Talks are typically 12 to 15 minutes in duration. Ensure your proposal can be delivered effectively in this timeframe.

- ✓ **Authenticity**
  Be genuine and passionate about the topic. Your enthusiasm will resonate with the viewer.

- ✓ **Language and Tone**
  Use accessible language and maintain a respectful tone. Avoid jargon or technical terms that may alienate listeners.

- ✓ **Visuals and Multimedia**
  If using visuals, ensure they enhance your message and adhere to copyright laws.

TECH TALKS PLANNING TEMPLATE

💡 Title/Idea

Refine your idea by considering these questions:
- Which is one assumption I would like to challenge?
- What is a belief of mine that has changed and why?
- What does everyone miss when they think about my area of interest or expertise?
- What is the purpose or intention behind your talk?
- What do you want the audience to take away from your talk?
- Why is it important for your audience to hear this talk?
- Why are you passionate about this topic?

NOTES SPACE:

🎣 Hook

Craft an intriguing, amusing, or memorable hook to captivate your viewer's attention and compel them to stay tuned. Consider the following examples for inspiration:
- We Can Solve Malnutrition Now
  - » vs. Malnutrition is a problem that is finally, in our day and age, able to be resolved by advances in science
- Almost Dying Saved My Life
  - » vs. A near death experience created the motivation for me to face and overcome problems that otherwise would have slowly killed me
- Never, Ever Give Up
  - » vs. Cultivate the ability to commit without wavering; it's an essential component of your lifelong success.

NOTES SPACE:

Organize

The goal is to create an understanding of your idea in the minds of your viewers. Try to arrange your explanations, comments, and stories in a way that leads to that goal.

Create an Outline:

1. Introduction
   a. Clearly state purpose
   b. Introduce subject matter
   c. Highlight the importance of understanding the idea

2. Examples and Facts
   a. Provide key examples illustrating the concept
   b. Present important facts supporting the idea
   c. Demonstrate comprehensive knowledge by addressing potential viewer questions with thorough explanations and elaboration

3. Elaboration and Explanation
   a. Further elaborate on the subject matter
   b. Explain any complex aspects in simpler terms
   c. Use anecdotes or real-life scenarios to enhance understanding

4. Conclusion
   a. Recap the main points discussed
   b. Reinforce the significance of the idea
   c. Encourage further exploration or action

Organization and Process Tips:

- Prepare 3x5 cards with each key element (story, comment, observation, fact) written on them
  » You can do this on a table, or digitally, by creating one slide per element and shuffling them with PowerPoint's "slide sorter" feature
- Physically shuffle the cards to explore different orders
- Utilize sound by speaking out loud to test the sequence of talk elements
  » Ask: Does it sound right if I say that story first, then give the fact? How about if I give the fact first, then tell the story?
- Trust your instincts to detect any elements that seem out of place and adjust accordingly

NOTES SPACE:

Writing

Imbue your audience with enthusiasm and passion for the topic. Incorporate a meaningful takeaway or reflection for the viewer.

Consider the following:

- Why do you possess expertise in this field?
- How does this expertise benefit us?
- What emotions should be stirred within us to instill a sense of concern?
- What data, examples, or testimonials can you provide?
- What reasoning, evidence, and facts support this subject?

An impactful approach to commence any speech is by seizing the audience's attention—whether through a captivating anecdote, a startling statistic, an unconventional observation, or a thought-provoking question. Review the materials you've collected and find a compelling attention-grabber to kick off your talk. When concluding your speech, strive to leave your viewers with a sense of optimism and anticipation for the future.

This can be achieved by:

- Encouraging the audience to take action.
- Illustrating a promising vision of what lies ahead.
- Providing closure by resolving a story or discussion thread from your talk, thus imparting a sense of fulfillment to your listeners.

NOTES SPACE:

Collect

Collect anything and everything that relates to your idea. To re-create the idea in the minds of your listeners, you'll need vivid examples, illustrations, stories, facts, questions, comments, etc.

- Dedicate a few days to actively observe anything relevant to your idea and document these findings through writing, photography, voice recordings, etc.

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👁 Visual Aids

Consider incorporating visual aids such as PowerPoint presentations, posters, photos, props, or charts/graphs to enhance your talk. While slides can be beneficial for the audience, they are not necessary or relevant for every talk. <u>Ask yourself:</u> Would my slides help clarify information for the audience, or would they cause distraction and confusion?

Keep your visual aids simple. Opt for photographs or images that span edge-to-edge for clear and effective communication.

Tips for Visual Aids in Slides

- Images
  » Utilize images or photos to help the audience remember a person, place, or thing. The visual representation will convey your message effectively without the need for verbal descriptions.
- Graphs and Infographics
  » Prioritize visual clarity even for complex content. Each graph should aim to convey a single point.
- No slide should support more than one point.
- Use as little text as possible — if your audience is reading, they are not listening.
- Avoid using bullet points. Consider putting different points on different slides.

This is important: Only use images that you own or have permission to use. If you use an image under a Creative Commons license, cite the source at the bottom of your slide.

Copyright and Permissions

Important - The use of any tables, charts, graphs, or other materials that are reproduced from copyrighted materials should be avoided. If the use of copyrighted materials is necessary, contact info@pharmtechsociety.org for further discussion.

The Bottom Line

Almost all content produced today is protected by copyright law. From both legal and ethical standpoints, you need permission from the copyright holder before you use copyright-protected material.

For example: include citation and "used with permission of NAME OF COPYRIGHT HOLDER."

For additional information about copyright, review elearning.ashp.org/activity

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Practice/Get Feedback

This is where your "speaking plan" becomes a "speech." Take your outline or list of ordered elements and talk about each item in turn. Literally talk it out loud, type up what you plan to say and even record it. Then practice, practice, practice. The goal here is to sound like you're just talking.

Then practice in front of someone. The point of this step is to get feedback on how to improve the structure and clarity of your Tech Talk. Read it out loud and then ask:

- Did I explain my idea clearly?
- Was there anything in my talk that you didn't follow?
- Was there anything you didn't understand?
- Did anything seem out of place?
- Did I lose your interest anywhere?

Based on your listener's feedback, make changes that will improve your draft. But don't get carried away editing; if it isn't broke, don't fix it.

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TECH TALKS PROPOSAL CHECKLIST

Tech Talk submissions are reviewed monthly. Once your submission has been reviewed, a member of our staff will contact you.

- ☐ Complete the Tech Talk Planning Template
- ☐ Complete the Tech Talks Proposal Survey
    - ☐ Personal Information
    - ☐ Tech Talks Proposal
        - ✓ Title of Tech Talk
        - ✓ Brief Description
        - ✓ What is the main idea you want to convey?
        - ✓ Why do you believe your talk is important?
        - ✓ Have you presented this information before? If yes, when, and where?
    - ☐ Upload biography (75 words, written in third person)
    - ☐ Upload headshot (high-resolution in JPG/JPEG format)
    - ☐ Review the TPTS Model Release Form and grant permission to use photo/video/audio
    - ☐ Review and agree to Tech Talks Guidelines
    - ☐ Obtain multimedia materials and obtain copyright permission(s) (if applicable)

Please contact info@pharmtechsociety.org with questions.

This resource was developed by the 2022-2024 ASHP Pharmacy Technician Forum Pharmacy Technician Recruitment and Retention Ad Hoc Committee.