



## Assignment presentation PhD VU

Choose one of the following assignments for a 2-minute presentation

1. Convince the CvB (board of directors) of something that needs to change at VU
2. Give information about your study to final year VWO students.
3. Choose your own topic that is important to you right now.

### Target group

What do you know about your target group? Demographics, what expectations do they have? How do they feel about your topic?

### Structure

- What is your presentation about, in one sentence?
- What is your goal with this presentation? Make that one sentence, that is your core message
- INTRO and conclusion
- Storytelling
- Upside down principle
- Completing the story
- Time various parts
- Repetition
- KISS principle

Write a catchy beginning and a good ending.

Which image is a good metaphor to use?