ACOVA

**A**udience

* If I was listening to this talk, I would be totally interested.

**C**ontent

* Important: I only said things that really matter.
* Connectors: I included things to make the audience think, “I get it! That connects to *my* life!”
* Explanations: I explained things that the audience would not have understood.
* Verbal viruses: I never ever say things such as “like” or “um” or “ya know.”

**O**rganization

* Grabber opening: After a few words, everyone in the audience will be paying attention and curious to know more.
* Great closing: I didn’t just stop talking. I had a really cool finish to my talk.

**V**isual aid

* Easy to see: I made something large enough to be visible by everyone.
* Important: I only show things that really, really help my audience. I don’t have lots of words on the visual aid.
* Not decorated: I don’t have lots of silly stuff around the edges. I just have a couple of really good pictures.

**A**ppearance

* I look good. I went out of my way to dress like a big time presenter.

