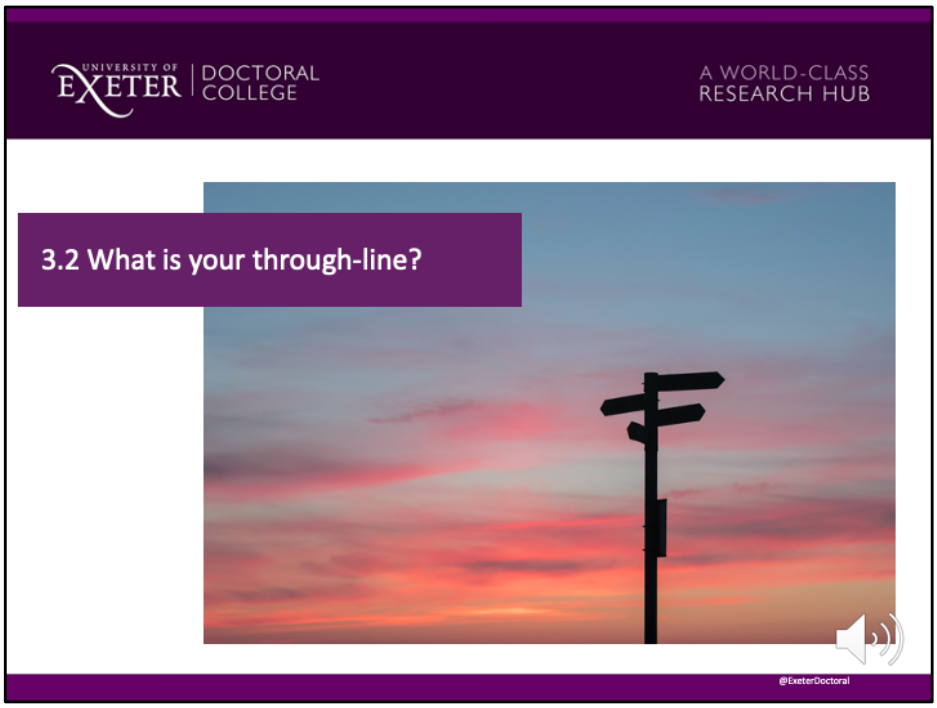
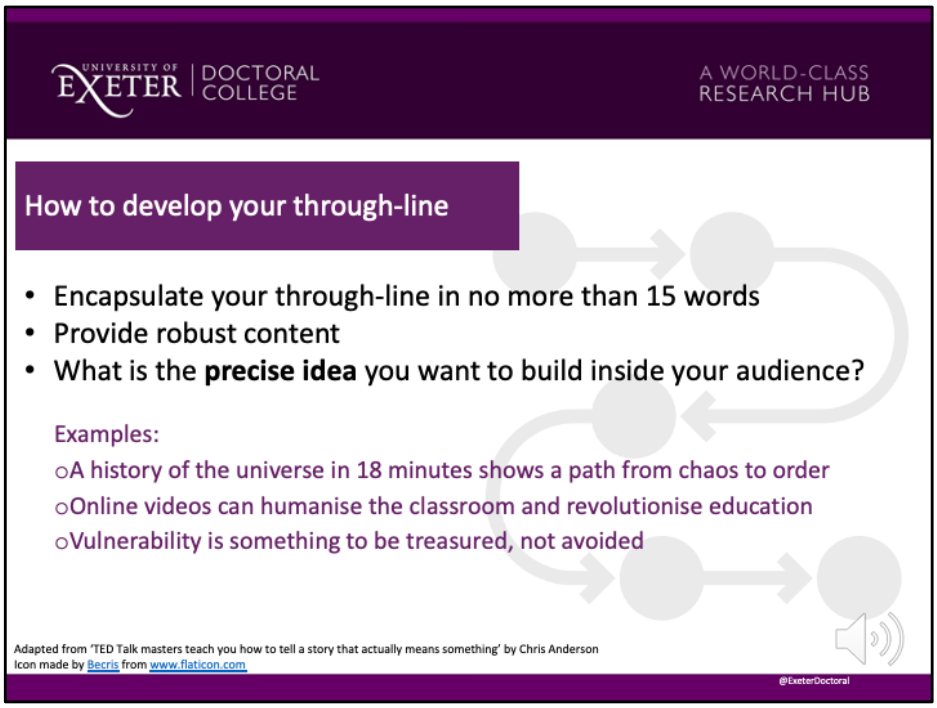


What is your through-line?
The through-line is the connective theme that ties together each element of the presentation. A presenter may plan their talk bullet point by bullet point, but the pieces need to connect. When planning your presentation, spend time considering the overall arc of your presentation and what you want your audience to take away.



Presenters at TED talks are given the exercise to encapsulate their through-line in no more than 15 words. These 15 words need to have robust content – not just 'I want people to be interested in my work'.

What is the precise idea you want to build inside you audience?

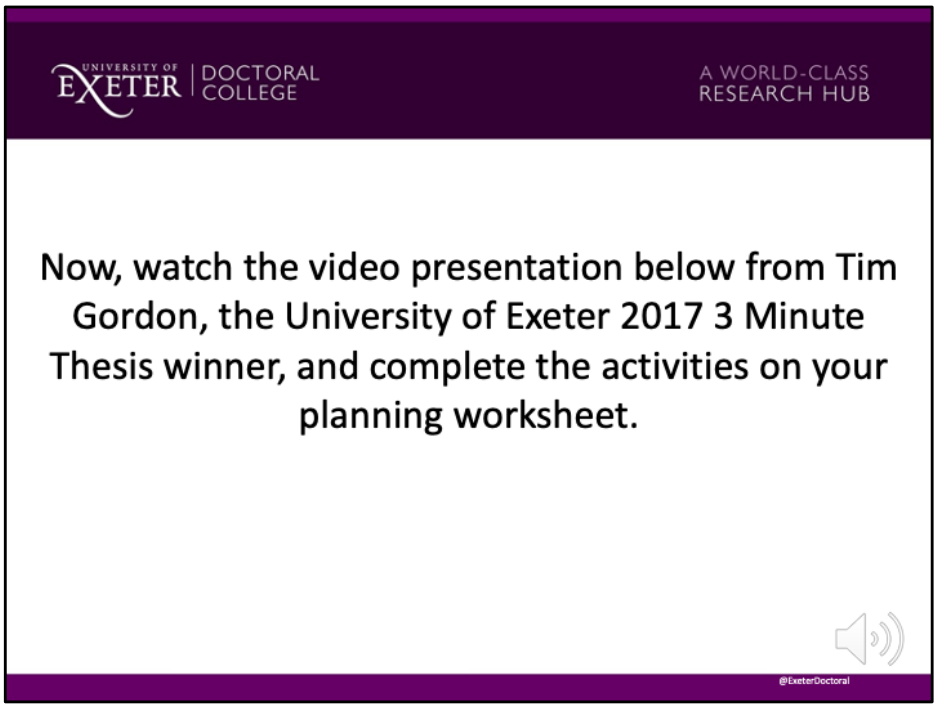
Here are few examples from successful TED talks:

○A history of the universe in 18 minutes shows a path from chaos to order

○Online videos can humanise the classroom and revolutionise education

○Vulnerability is something to be treasured, not avoided

Have a visible through-line (aurally or visually) from the start of your presentation. When the audience knows where you are going, your presentation is easier to follow. The through-line ensures that there are no impossible leaps, and that by the end of the talk, the speaker and audience have arrived together at a satisfying destination.



Now, watch the video presentation below from Tim Gordon, the University of Exeter 2017 3 Minute Thesis winner, and complete the activities on your planning worksheet.