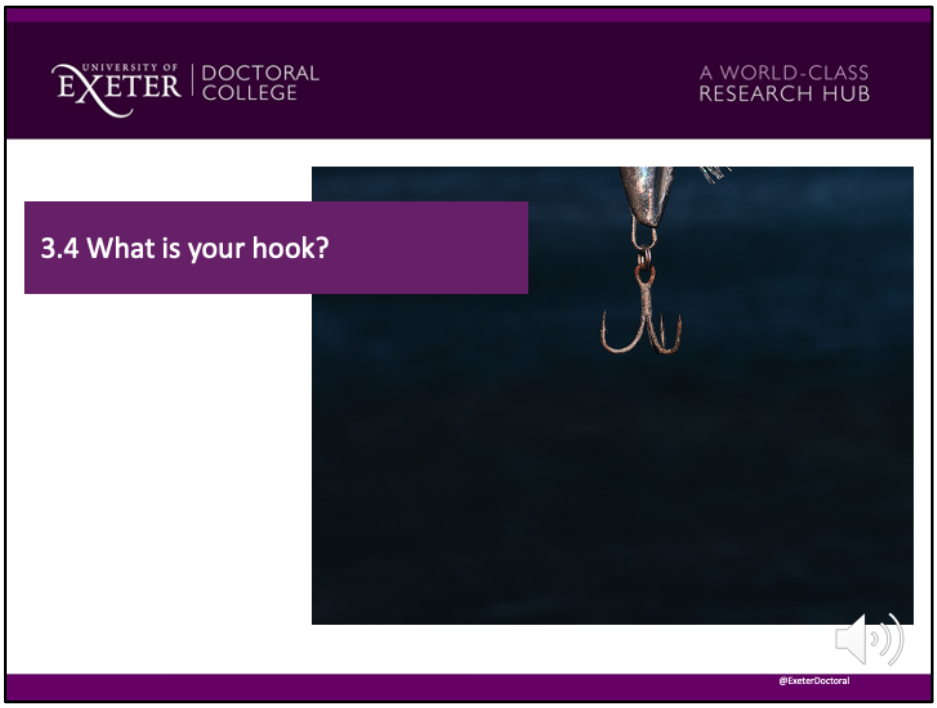
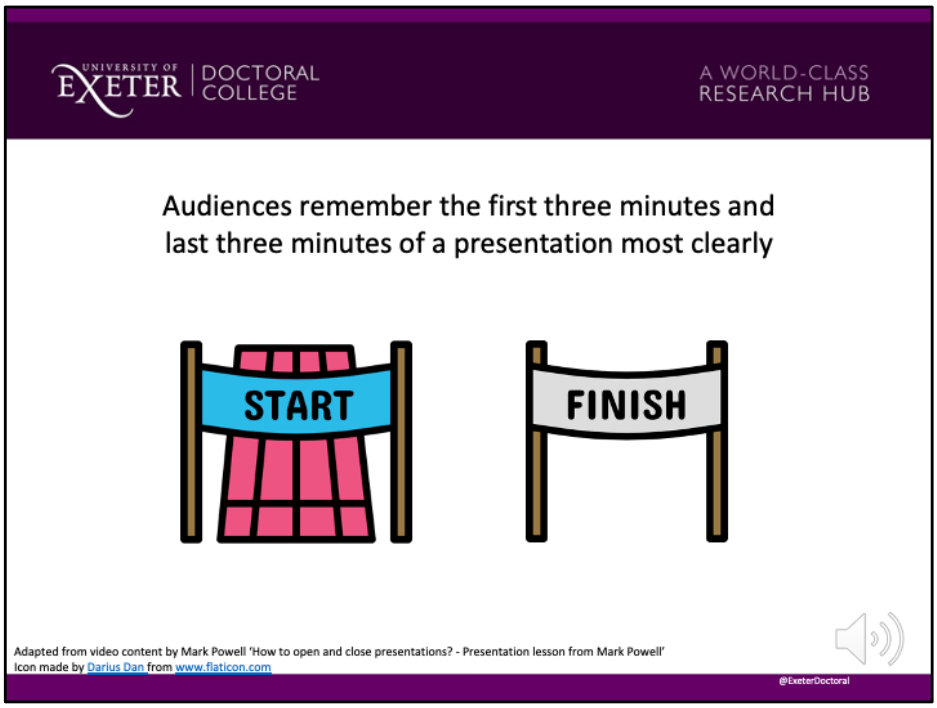
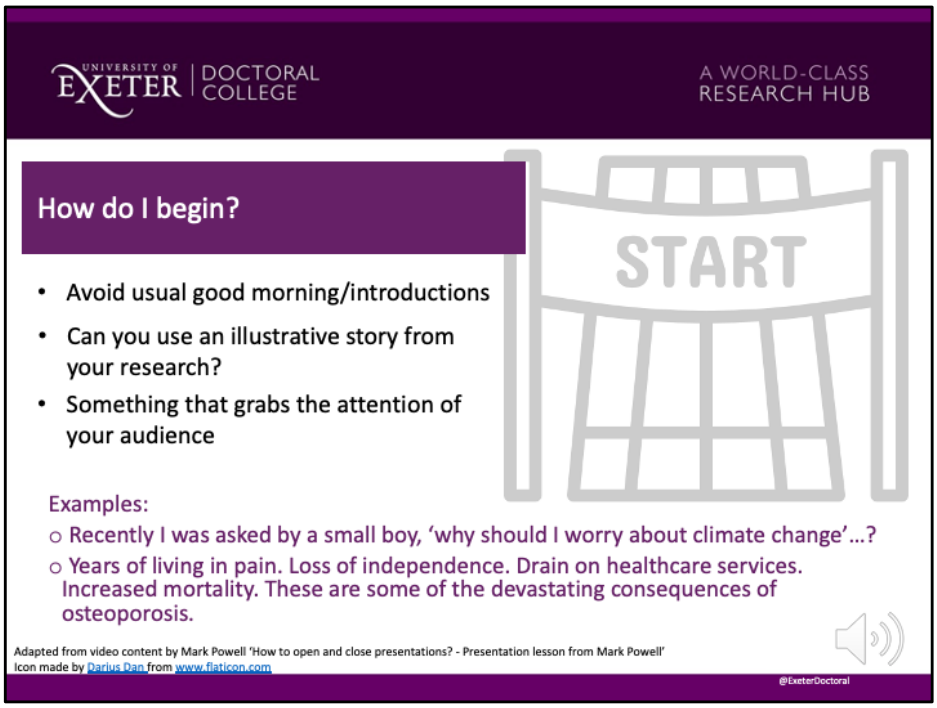


What is your hook?

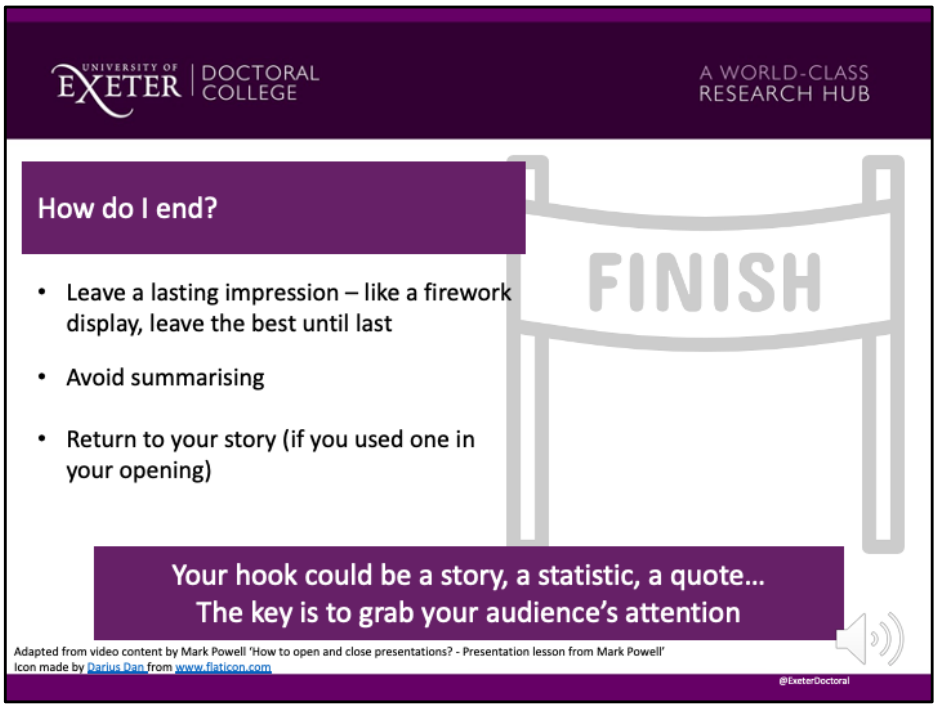


The primacy-recency effect suggests that audiences remember first and last 3 minutes of a presentation most clearly, so its important to make the beginning and end of your presentation count!



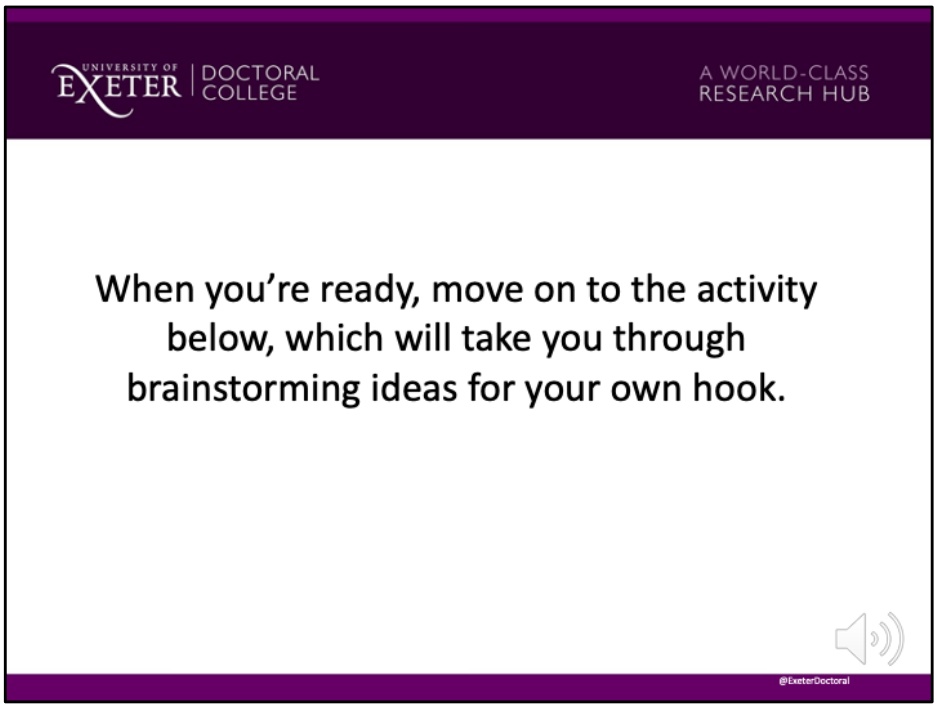
Try to avoid usual good mornings and introductions. Instead, can you use an illustrative story from your research that fits the themes of your talk? This should be something that grabs the attention of your audience.
These are some examples of effective hooks:

- Recently I was asked by a small boy, 'why should I worry about climate change'…?
- Years of living in pain. Loss of independence. Drain on healthcare services. Increased mortality. These are some of the devastating consequences of osteoporosis.



When ending your presentation, the goal is to leave a lasting impression. Think of a fireworks display – they always save the best til last! Avoid just summarising 'and this is what I have said'. If you used a story in your opening, return to it as you finish your presentation.

Your, hook could be a story, a statistic, a quote. The most important thing is to grab people's attention.



When you're ready, move on to the activity below, which will take you through brainstorming ideas for your own hook.