

Forest Innovation Reviews (FIRz)

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U.S. Endowment

for Forestry and Communities

A forum for innovation about forests, forest management, forest products, and forest-rich communities

CUTTING-EDGE IDEAS

THAT CAN HELP CHANGE THE WORLD

SPEAKER GUIDELINES

THIS STEP-BY-STEP PROCESS WILL HELP TO ENSURE A POWERFUL AND SUCCESSFUL TALK AT THE INAUGURAL FIRz EVENT. OUR TEAM WILL WORK WITH YOU AT EACH STEP OF THE PROCESS TO HELP SHAPE YOUR PRESENTATION AND SET IT UP FOR MAXIMUM IMPACT.

A FEW IMPORTANT NOTES:

- You will have up to 18 minutes only from your first word to the last to deliver your idea in a compelling presentation.
- Your task? To transfer your idea to the hearts and minds of the audience, both in the room and the world by video, by way of a short, compelling talk.
- Start with the why. Why should we care about your idea? Is there a controversy or a misunderstanding that needs to be resolved? Is it a broad challenge facing society, like climate change, or catastrophic wildfires? Is it the need for innovation and new markets for forest products?
- Use intriguing, provocative questions to stir the audience's curiosity and connect that curiosity to your idea. Why is your idea important? Why should we care?
- Your talk should include context, vivid examples, or metaphors to support your idea and bring it to life.

YOU ARE LIMITED TO:

- 1 idea
- 18 minutes
- 10 slides or fewer (embedded videos acceptable)
- The stage

DOs:

- **DO** limit your presentation to 18 minutes or less. A countdown clock will notify you of your time. You will be escorted off the stage at the end of 18 minutes.
- **DO** limit any visually compelling slides (i.e. few to no words, only graphics or pictures to support your idea) to 10 or fewer.
- **DO** present only one idea and support that with contextual points.
- **DO** check your facts, use science, consult with experts.
- **DO** begin preparing immediately upon selection. See below table for deadlines.
- **DO** attend dress rehearsal and dinner on September 17, 2019.

DON'Ts:

- **DON'T** self-promote, or promote a product or organization. This is not an advertising forum.
- **DON'T** fail to meet preparation deadlines. Failure to meet deadlines will disqualify a speaker.



PREPARATION TIMELINE AND DEADLINES



February 28	Deadline for speaker nominations (<i>self-nominations are welcome</i>). Submission should include a written abstract/concept overview of not more than 500 words along with a 2-minute video explaining the concept. (<i>Videos do not need to be of high quality. Feel free to use a smart phone or computer</i>).
March 30	Selections made and communicated to those being asked to move to the second round.
April 30	Submission of a fully developed written presentation outline and a more refined two-minute video.
May 30	Those chosen to participate in FIRz 2019 will be notified of their selection (<i>including two alternates</i>).
June 30	Close to final written talk, slides, and test video (e.g., smart phone, hand-held video recorder, computer) submitted for final review and feedback.
July 30	Formal feedback provided on test-run video.
Month of August	Practice, Practice, Practice, with friends, families, and strangers! Use “selfie” videos as a tool to see what others see. Memorize your presentation verbatim.
September 17	Dress rehearsal day, give your talk and watch your fellow presenters. Dinner for presenters.
September 18	First annual FIRz Event.
Before year-end	Hi-res videos posted.