



OCEAN UPRISE

HOW TO GIVE A SUCCESSFUL TALK

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NAME
Logo
LLC/501c-3 (not-for-profit)

Mahe - Budget & operations	People's rally
Keano - social media	Summit
Kayne - Public relations	Future climate Indigenous
Keano - Hawaiian host cover	Indigenous Summit for all people
Li'ia - Project manager	RALLY UP
*Li'a - photography	
*Li'a - video communications	

Graphic design -
Mahe, Keano, Li'a

ABOUT OCEAN UPRISE

Ocean Uprise is Parley's creative activist community — created by youth, for youth — where passionate young leaders from around the world come together to learn, connect and take action to protect the oceans.

Throughout the year, we invite youth from the Ocean Uprise movement to take local action in their communities to protect and raise awareness for the oceans. By doing something they feel passionate about — hosting a documentary screening, organizing a local clean up, giving an educational talk, or planting mangroves — we encourage youth to highlight their unique skills through impactful actions.

HOW TO GIVE A SUCCESSFUL TALK

Are you passionate about making positive change, whether related to biodiversity, plastic pollution, or any other marine-related issue you think others should learn about? Are you unsure about how to find your voice and present your ideas?

One of the most impactful ways to raise awareness is by giving a talk on ocean issues, but more importantly, ocean solutions.

To help guide you in sharing your ideas with your community, we've made a toolkit with steps and tips for successful ways to get your message heard!

SPEAK UP

GEAR UP

RISE UP!



MAKING A PLAN



WHAT & WHY

- What is the ocean-related theme you think is relevant to educate your audience about?
- Why is this theme important to you and your intended audience?

WHO

- Who do you want to present to? Are they friends, family members, community groups, strangers?
- What is their age?
- Where are they coming from?
- What are they studying?
- Consider language barriers and cultural beliefs. It is important to understand as much as you can about your audience to give the best talk possible. Customize your talk to elements that people from this audience can relate to.

MAKING A PLAN

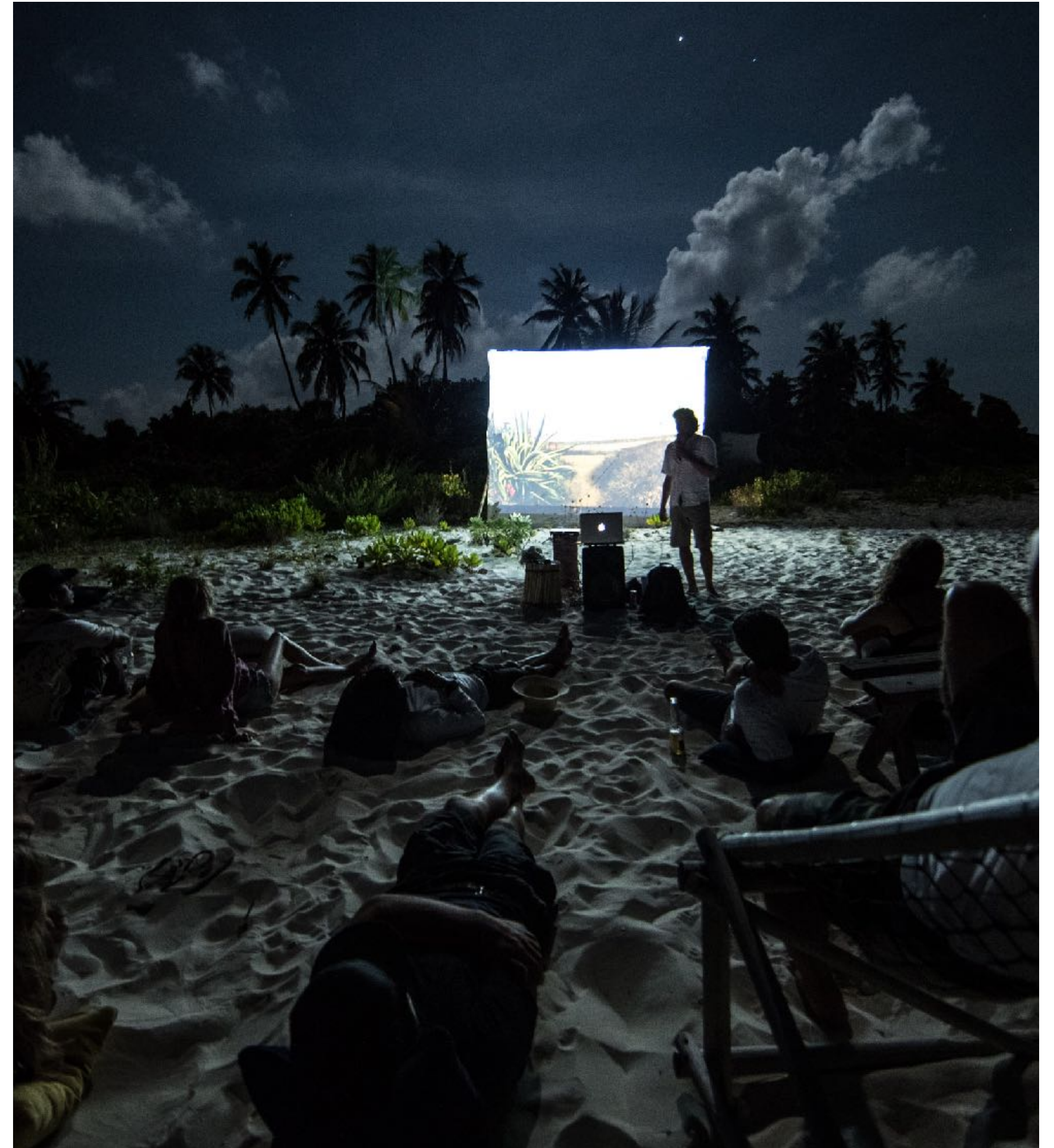


WHEN

- Convenience is crucial. Be sure to give plenty of notice (we recommend at least 1 week before the talk) to your attendees so they can make arrangements to show up to your talk.
- Create timely reminders.
- Prepare for plausible scenarios such as weather patterns of this time of year.
- Also consider best time of the day, at what moment you want to catch this audience?

HOW

- The simple answer to how is: in your own way. Make it simple for people to understand and to feel your passion about the topic.
- Show something that both yourself and the public have in common, so they can relate to your story.
- If you're going to use a slideshow, make sure that it adds to the talk, rather than distracting from it.



DEVELOPING YOUR TALK CHECKLIST



BRAINSTORM

What specific ocean theme do you want to speak on?
Why is this theme special to you? To your audience?
Any events in your community related to this theme?

STORYTELLING

Think in general about what it is you want to say
and leave your audience with. Connect these ideas to
your personal story, experiences, and struggles.

FACTS & SOLUTIONS

What facts can you present to support your talk.
Introducing the problem is important, but try to
focus more on ocean solutions. Positivity is key!

CREATE A STRATEGY

Write out goals, current resources you have,
potential people who can support you, and the
actual event type you hope to hold.

ENGAGING ELEMENTS

What are resources you have you can use to
engage your audience? Ex. microplastic recovered
from a cleanup you did to pass around.

PUTTING IT TOGETHER

With all of this in mind, it is time to begin
formulating every element of your talk. Use this
[Planner Guide](#) to help.

FORMATTING YOUR TALK CHECKLIST



INTRODUCTION

Introduce yourself, share your name, where you are from, why you are giving this talk, and the importance of your theme.

YOUR STORY

Dive into who you are, how you relate to the theme, and how you got to this point in your life. The audience wants to support and relate to you!

CELEBRATE THE THEME

Take a moment to celebrate the oceans and the theme you chose. Why is this theme important to the ocean's biodiversity and how it positively relates to us.

THE PROBLEM

Point out the problem, whatever ocean/climate related challenge that is. You don't have to go in depth, but be clear on why this problem is relevant.

THE SOLUTIONS

Bring up solutions, specifically actions that your audience can take. Solutions keep everyone positive and that's the most important part of giving your talk.

CALL-TO-ACTION

Run down of the main points you discussed, invite the audience to take action, thank them for their time and end on an inspirational note. Open the floor to Q&A.

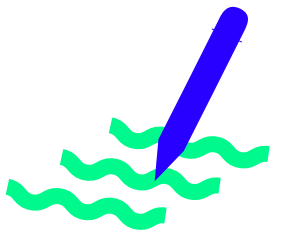
PREPARING FOR YOUR TALK

PREPARING MATERIALS

- Prepare slides if you're using them. A great website to find free high quality imagery is unsplash.com.
- Get all of the materials you need for your talk together (see next slide for more details).
- Feel free to use note cards with bullet points if you think it will help you. The more you give the talk the more you will memorize it, giving it an even better flow.



PREPARING FOR YOUR TALK



PRACTICE, PRACTICE, PRACTICE!

- The best way to feel comfortable when giving a talk is to practice it multiple times before the official day.
- Practice by verbally going through the slides and verify if the flow is working.
- If possible, find a friend, a family member or even a teacher to practice with.

BEFORE THE TALK

- Arrive early to set everything up, make sure the technology is working and you feel comfortable.
- Go over the presenter guidelines.
- Shake the body before you start (for real!), take a few deep breaths to get yourself hyped up to present.



GUIDELINES & TIPS

BODY PREP & LANGUAGE

- Shake the body before you start, take a few deep breaths to get yourself hyped up to present.
- During your talk, move around, use hand gestures and interact with the space.
- Make sure to always face the participants, never turn your back at them.
- Smile and make eye contact with each individual, showing connection and care.



GUIDELINES & TIPS



INTRODUCTION & EXPECTATIONS

- Start by expressing your intention, align on what audience should expect and set agreements: appropriate times for questions, comments, and engagement.
- When introducing yourself utilize a storytelling approach, share your own personal story and experience - this will help establish a greater connection with your audience.

RELATING & ENGAGING

- Be aware of cultural, socioeconomic, site specific, and other demographics. Learn to read your audience as you present.
- Speak from the heart, trigger emotions with your experiences, rather than with just facts.
- Level with participants, talk as equals. Ask questions, create dialogue.

GUIDELINES & TIPS

POSITIVITY

- Bring humor and make jokes — in a respectful manner of course.
- Utilize positive reinforcement.
- Feel free to say something along the lines of “I know this is sad, but I promise we’ll get to the positive side” while presenting the problem.



GUIDELINES & TIPS



IT'S OK NOT TO BE AN EXPERT

- If you do not know how to answer a question, it's ok! Say "What a great question, I do not know the answer for it now, let's try to find this answer together after the talk?"

CLOSING Q&A

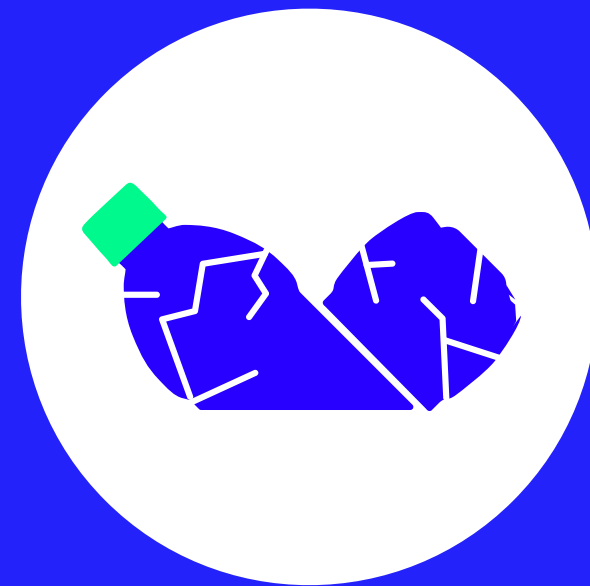
- Leave participants with an appreciation for the ocean and the community around them.
- Open the floor for questions and comments, leave at least 10 minutes for this if possible.
- Always be open for listening.

WHAT TO BRING ON THE DAY

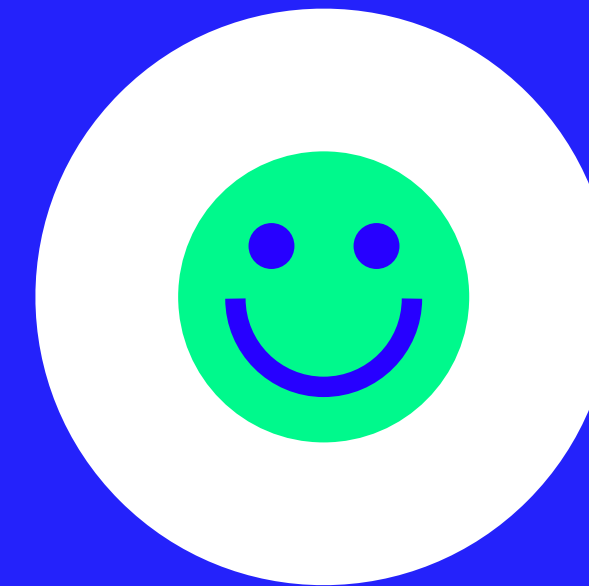
Avoid plastic wherever possible.
Keep it single-use plastic free.



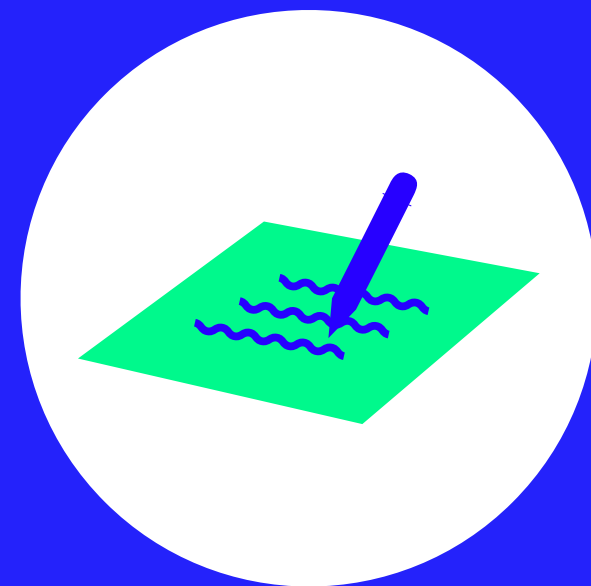
Technology for the presentation (computer, flash-drive, etc)



Materials that support your case, like a plastic bottle



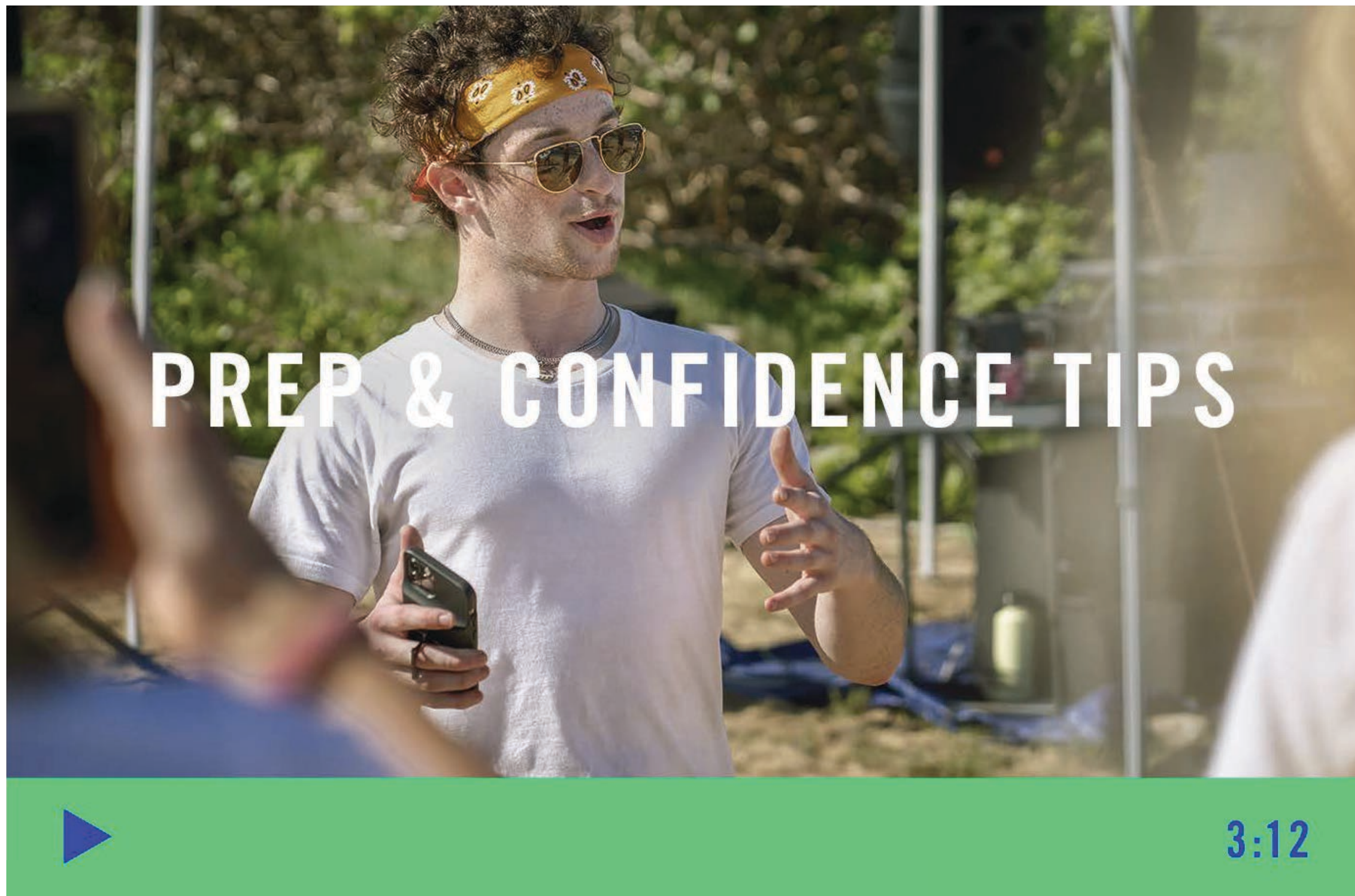
A positive attitude!



Note cards with your talking points, if needed



Your own reusable water bottle.
Be the example!



**NOW GET OUT THERE
& GIVE YOUR TALK!**



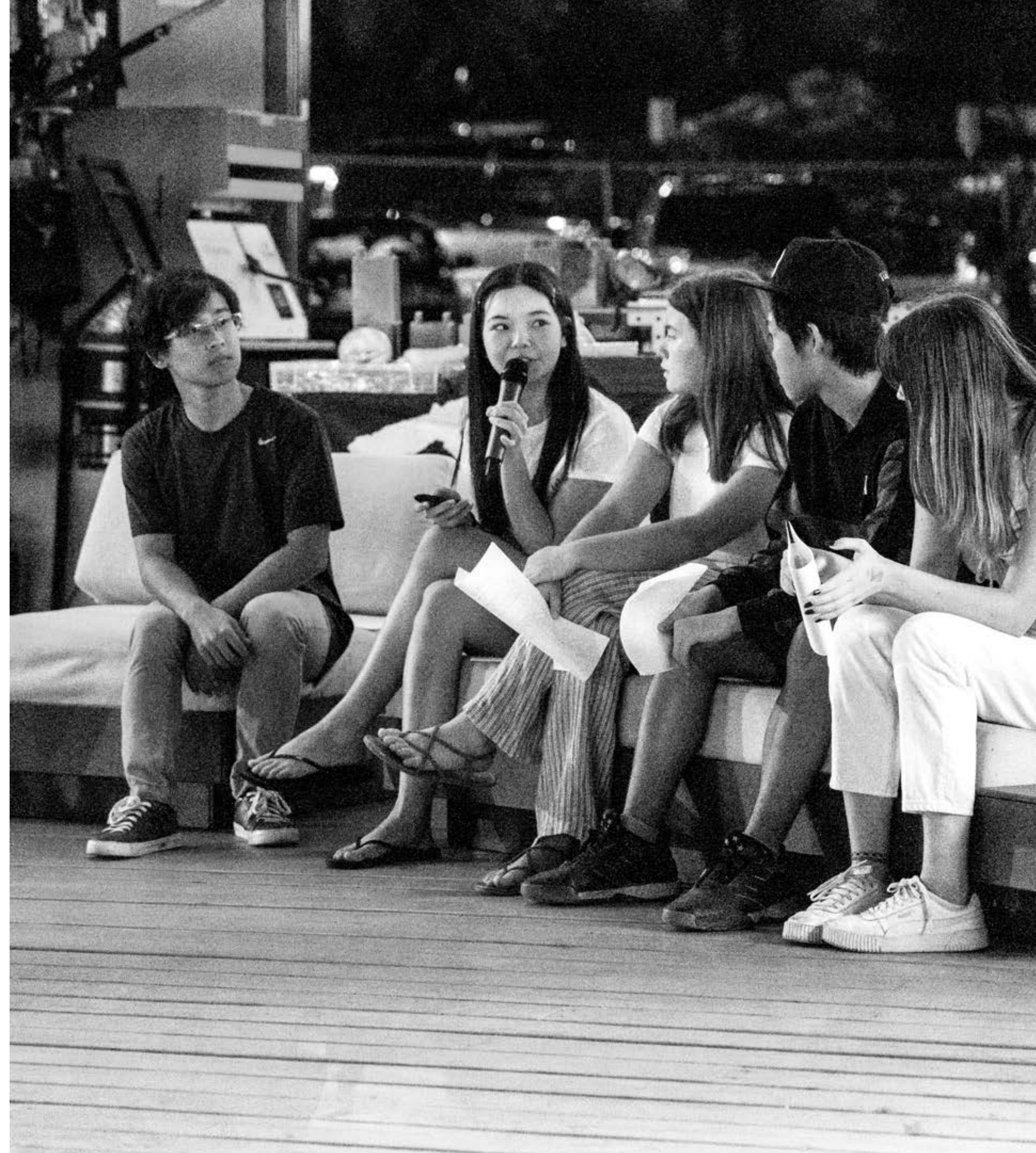
Congratulations on hosting your very own talk! By joining thousands of individuals taking action around the globe, you are contributing to worldwide change.

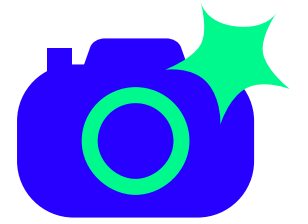
Now it's time to submit your report. Reporting is an important part of every action you take. In order for us to be able to assess and highlight all of the amazing work you do, we need to have the impact numbers and images. By filling out your reporting form, you'll have the chance to be posted on our Instagram and even win prizes. Thank you for taking action inspired by Ocean Uprise. ❤️

REPORTING YOUR TALK

COMPILE YOUR PHOTOS

- Prepare images by saving them as high-quality JPG files.
- Make a selection of the best images. Please do not submit blurry, low quality versions.
- Name image folders with information about the cleanup (location, date and credit).





SUBMIT YOUR REPORTING REPORT

- Reporting is an important part of every action you take. In order for us to be able to assess and highlight all of the amazing work you do, we need to have impact numbers and images.
- This will also give you the chance to be featured on our Instagram.

SUBMIT YOUR REPORT [HERE](#)



REPORTING YOUR TALK

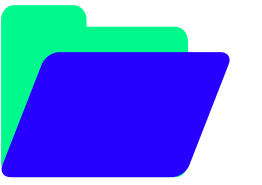
SHARE ON SOCIAL MEDIA

Thank you for taking action, inspired by Ocean Uprise!
Celebrate your achievement by tagging Ocean Uprise in your
Instagram posts.

IG — [@OCEANUPRISE](#)



LINKS & RESOURCES



ACTION PLAN & REPORTING FORM

- [How to Give a Successful Talk: Planner Guide](#)
- [Reporting Form](#)

INSPIRATION

- [TED: 'What Makes a Talk Great, with Chris Anderson'](#)
- [Oxford Royale: '11 Tips for Giving a Great Speech'](#)
- [Parley Talks: 'In this Lifetime, with Sylvia Earle'](#)

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**AS THE OCEANS RISE
SO DO WE.**

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OCEAN UPRISE