

Interreg Slam 2023: Instructions for application

We designed a **PowerPoint template with 10 slides** to help you tell your story in the most impactful manner, allowing for people with different backgrounds to easily understand your ideas. Like a jury for a competition, a client for a sales call, or even a colleague who did not work on the same project. Even though you do not always realise it, you often "know too much" about your project. You've been working in the field for years and some concepts are easy to understand for you. But for others, it might be the first time they hear about these concepts. Your stakeholders, most of your colleagues, and often your boss can't be a specialist in everything and might struggle to grasp your ideas.

Using our template, you will follow a specific structure for the information that helps other people process it without struggling, and their attention won't drop. They will understand, get convinced, and some will even be inspired. The template is like a formula to avoid being trapped in your own knowledge.

The **first four slides** of our template will help you inject the basic concepts. These are called: **Context, Specific problem, Idea, Solution**. You just have to follow the formula - or the recipe - as we like to call it. As for baking a cake, if you follow the recipe, you will end up with a nice looking cake.

In the **next four slides**, we expand on the details of what you have done in your project, add technical details, and make our reasoning more complex. These steps are called **How it works 1, 2 and 3**. One of the best ways to fill in these slides is by writing the word "because" and explaining your reason why you have done something, giving the listener's brain a break. Because of that break - his brain absorbs the information better. So, consider using these words but remember that they are not obligatory. The goal is to have a story that flows naturally from one slide to the next.

You wrap up the technical details of your story by filling in the slide **Proof/credibility**, providing proofs and evidence of your success.

As you start to understand we are not trying to simplify the story of what you have done. We are not pretending the project was easy. We just build the understanding slide by slide, step-by-step, so a non-specialist can also understand. We do not pretend, lie or distort the facts, but we reposition them in a logical order that makes sense to others.

At the end, the **last two slides** help you inspire people by explaining your vision. The slide vision/impact supports you to showcase the big idea you wish the world understood; and the slide brand displays your name, partners and brand.

You will find it interesting to see that the brand is at the end of this presentation. We do not start with our name, project acronym, partners and funding reference because this is not relevant to people who don't know us yet. The project's name and partners are relevant to you, and you would love people to remember your name and to do that, we need to convince them first. So if your story is powerful and logical, the listener will be interested in who is "behind" the project.

To make your story logical, you have to follow the template, read the instructions, and use the examples to inspire your story.

On each slide you will find:

- **instructions** on the top, explaining you what you should ideally write;
- **different examples** on the left side, that can inspire you for your own story;
- **text fields** on the right side, where you should write your story.

We created prompts, little pieces of sentences, that will help you write faster. Decide if you want to use them or not.

The process, step by step:

- Use the 10 slides, following the steps of the story;
- Once you are done, simply delete all the instructions and examples on the left and you have your story;
- Find an image that adds some visual context to what you say. If you talk about climate change, find a picture of how it affects a region similar to yours, or people you might help with your project;
- You can add illustrations or icons as well, but they often provide less visual context than a real picture;
- Once you are done, export to a PDF and send it to us.

Good luck, and enjoy the process!