

Introduction	<p>Why we are here</p> <p>What are we going to talk about</p> <p>Who am I</p> <p>And why am I delivering this lecture</p>	5mins	Slides 1-3
My audience introduction – DICE & Guinness bottle exercise	<p>Show the working notes and introduce the audience.</p> <p>Explain how I studied the audience and what questions they asked during the client interview (what they wanted from us).</p> <p>Remind: I will ask you to introduce your audience when we discuss your interactivity ideas.</p>	10mins	Slides 4-9
Ask yourself	<p>Explain what questions we are thinking about while preparing for the audience and how to incorporate them into the workshop. I will give examples for how we answered those questions and implement them during the workshop.</p> <p>My example: including all of their questions under the agenda slide (they know what is coming) and adding fun patent images (law is boring comment)</p> <p>Instagram question (try it with the students) – making it simple relatable example</p>	5-8mins	Slides 10-15
How to test the interactivity	<p>Emphasis on adding the interactive elements to the script and solicitor review.</p> <p>Dress rehearsal – emphasis on rehearsing to be comfortable with the material.</p> <p>Show the script.</p>	5mins	Slides 16-17
Back to Ask yourself examples	<p>Showcasing how we made the workshop tailored to the engineering students and kept it simple and tailored.</p> <p>Heavy topics – assignment and licensing – putting an image and explaining it by using a case metaphor.</p>	5mins	Slides 17-24
Kiddie and the comparison table	<p>Brief explanation of why we added the case and what we discussed.</p> <p>Explain why there is a comparison table on the slide and how to navigate when the audience asks you to include another topic to your workshop:</p> <ol style="list-style-type: none"> 1- Discuss it with your teammates 2- Discuss it with your solicitor – is it too far off? Is it giving tailored legal advice? 	10mins	Slide 25-26

	3- How can you land it and connect it with the main topic?		
Group activity	<p>Test the interactive example. 5mins in groups of three Explain the difference for those of you who don't know IP – it is better considering that the audience is engineers and they learn it during the workshop too. List patentable innovations and designs for a car. Most listed wins.</p>	3mins to explain 5 mins in groups 2 mins to debrief and discuss how they felt (10mins)	Slides 26-28
Their interactivity ideas (& Q&A)	<p>Group discussion: 1- Their interactivity ideas 2- Possible challenges 3- Solutions</p> <p>If there are no ideas yet, then just take questions. They can ask questions during the discussion.</p>	10mins	Slide 29-30