The Universal Laws for Speaking to Kids about STEM

Because middle and high school students may not be your typical audience, we have compiled a few things we've learned along the way to help you grab the students' attention and hold it!

Law 1: The level of interactive fun is directly proportional to the quality of the students' interest

Audience participation and hands-on interaction are a must – and the #1 request we receive from teachers!

Law 2: Curiosity can be ignited through storytelling

Tell your own personal story – How did you get into science? What path led you here? Be passionate and include your unique heritage, obstacles, rewards, challenges, etc.

Law 3: For every compelling demonstration there is an equivalent enthusiastic audience reaction

Shock and awe with experiments and demos

Law 4: Applying real life applications will result in a captivated audience

Let the students know how the science is relevant to their lives

Law 5: Use of excessive scientific jargon = complete loss of students' focus

Use fewer technical terms without dumbing it down

Law 6: Audience energy will rise when various forms of multimedia are applied

Use less text slides and more video, images and animation to catch their attention

Law 7: Humor + Enthusiasm about STEM = Inspiration

Be enthusiastic, inspiring and funny

Law 8: Audience participation will increase exponentially with giveaways

Bring prizes or other takeaways relative to your talk. Creativity in determining prize recipients is welcome!

Law 9: Preparation through advanced communication accounts for tremendous success of the event

Talk with the school contact in advance of your event to give you an understanding of the audience level as well as offer the school an understanding of your talk topic. We will make the introduction well in advance of your Nifty Fifty talk.

Law 10: No matter how fascinating your subject area, kids' attention span will remain constant - and short

Be mindful of your time. Don't go over your allotted time and don't forget leave room for questions from curious minds!