


Presentations communicate ideas

The greatest ideas are (literally) worthless if you keep them to yourself.

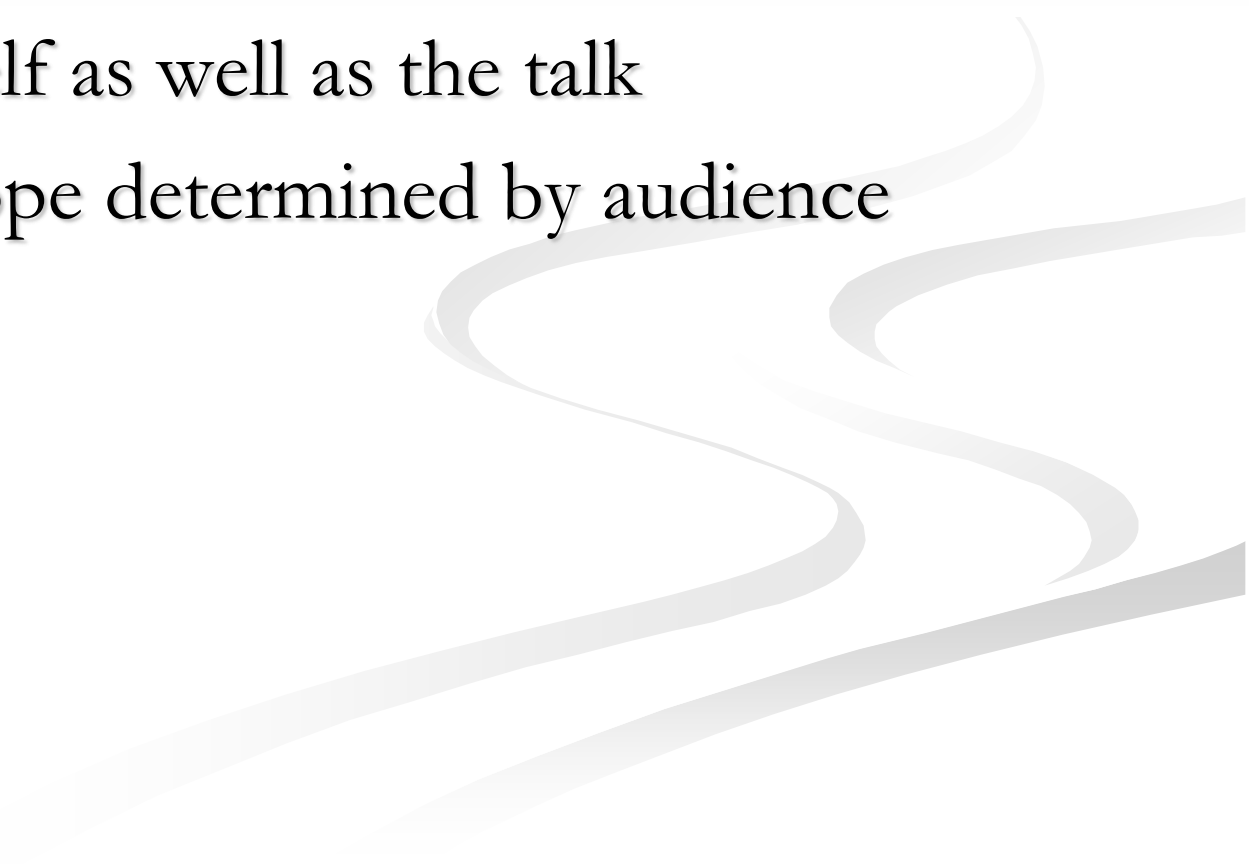
“Credit goes to the man who convinces the world, not the man to whom the idea first occurred”

Sir Francis Darwin.

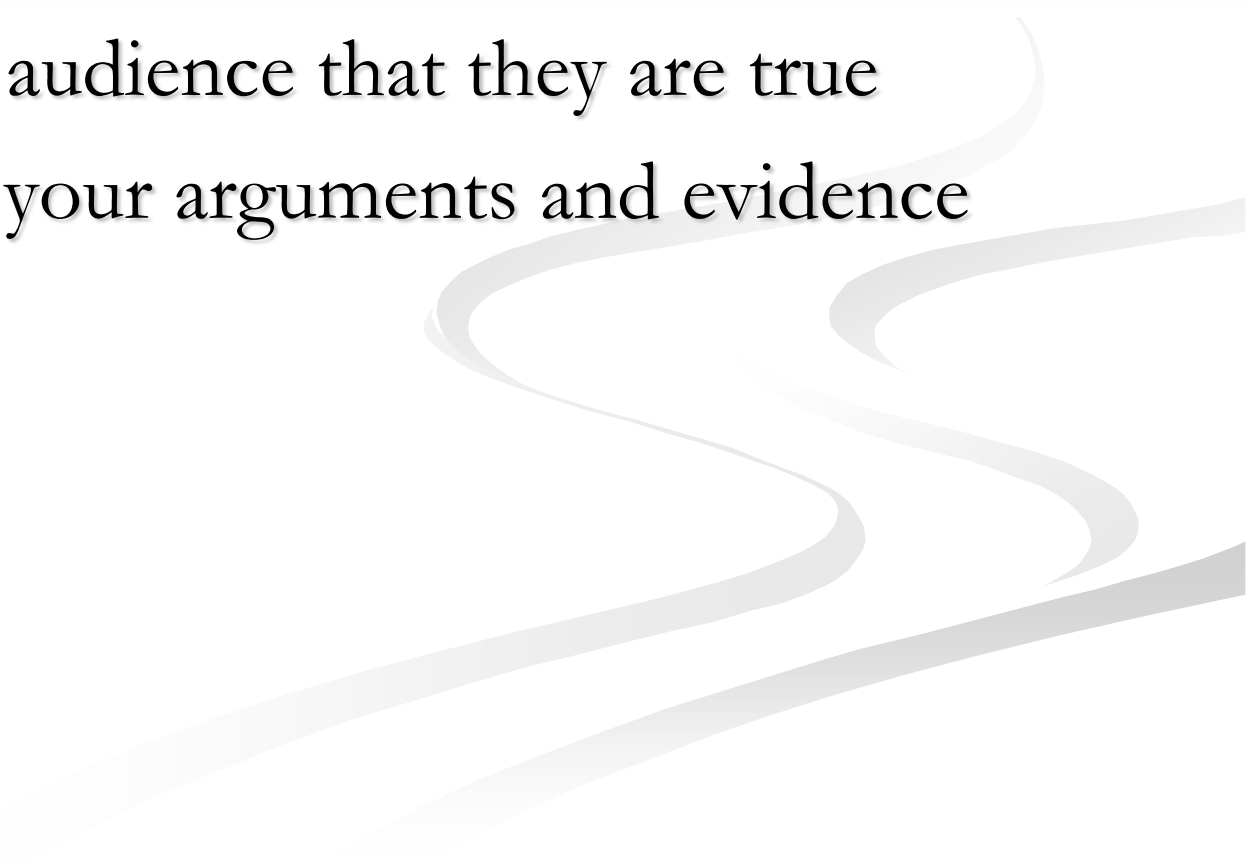
Overview

- Knowing your audience
 - Planning
 - Delivery
 - Body language
 - Aids aid
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- A decorative graphic consisting of several thick, wavy, light gray lines that flow from the bottom left towards the right side of the slide, creating a sense of movement and depth.

Presentations

- Opportunity to tell and show
 - Interactive experience
 - Present yourself as well as the talk
 - Depth and scope determined by audience
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- The bottom right portion of the slide features several thick, light gray, wavy lines that curve and flow across the page, creating a decorative background element.

Principles of effective presentations

- Be interesting
 - Persuade your audience that they are true
 - Communicate your arguments and evidence
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Three E's

- Educate
- Explain
- Entertain

(Paul N. Edwards, University of Michigan 1998-2004)

Your listeners are listening


- “Listeners” listen between 25%-50% of time
- Short term memory holds 5-7 points
- People remember 10% of what they hear vs. 50% of what they read
- Window of communication = 2.5 - 5.0% of your total presentation time

Engage the brain


“People learn better from words and pictures than from words alone.” (Mayer and Anderson, 1991)

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Different learning styles

- Visuals
 - Statistics
 - Analogies
 - Demonstrations
 - Testimonials
 - Artefacts
 - Exhibits
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The four P's to make it work

- PLAN
 - PREPARE
 - PRACTICE
 - PRESENT
- 
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Where to start ?

Brainstorm for:

■ Why?

PLAN

■ Who?

■ What?

PREPARE

■ How?

PRACTICE

■ When?

■ Where?

PRESENT

Plan – the core message

- Define the objective of talk based on:

Why?

Reason for presentation

Impact on audience

What action

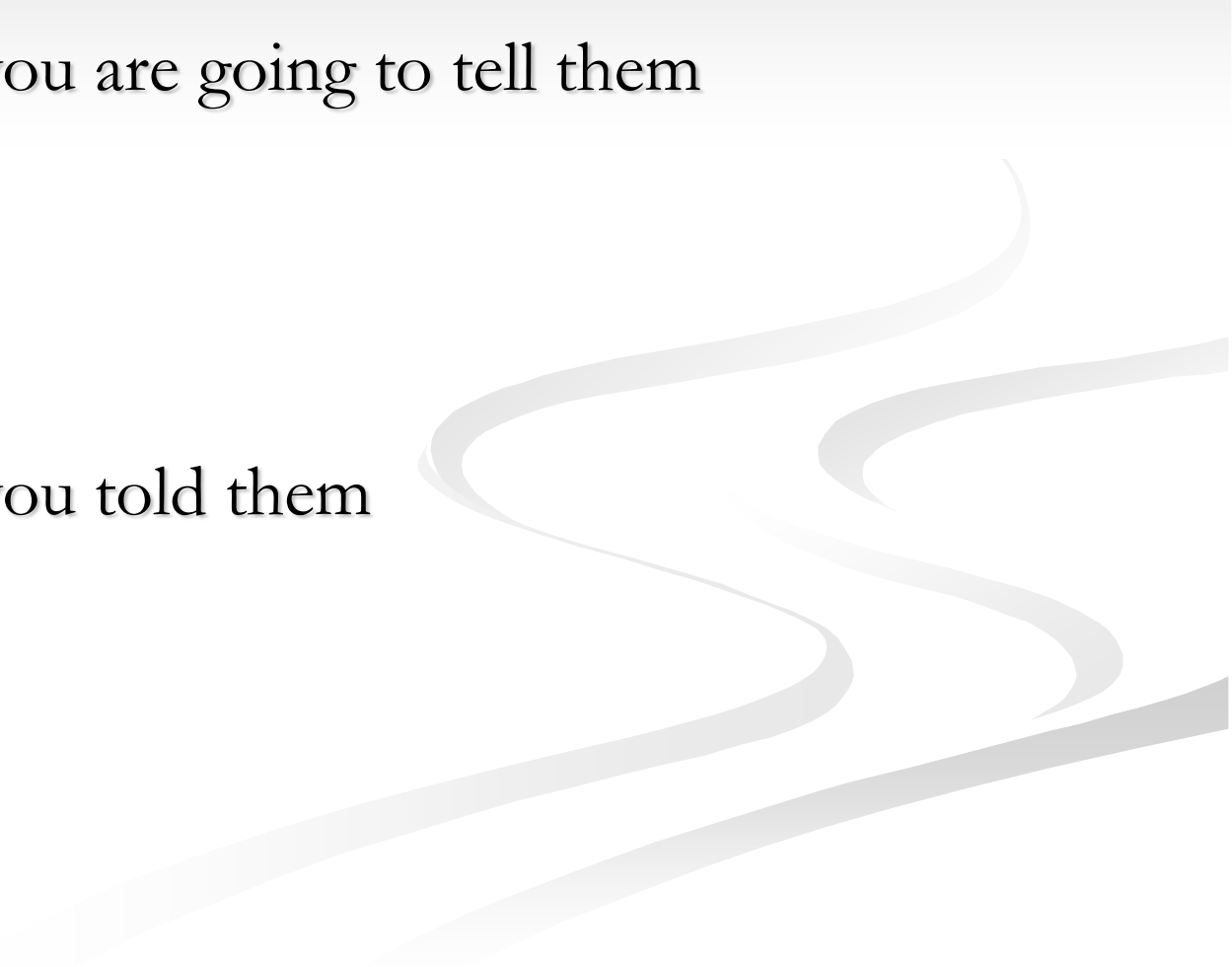
Who?

Pitch the audience

**(size, age, gender,
knowledge, bias, culture)**

Talk **to** your audience rather than **at** them

Structure - shape the talk

- Introduction
 - Tell them what you are going to tell them
 - Body
 - Tell them
 - Summary
 - Tell them what you told them
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Scaffolding of presentation

■ Introduction

- Grab attention
- State objective
- Highlight ideas

■ Body

- Persuade
- Inform
- Entertain

■ Summary

- Restate Points
- Point the way forward

- Something dramatic

- Why they should listen?

- Range of talk

- 3-5 main themes

- Introductions and summaries

- No new material

- Memorable as opening

- Incite to action

Practice makes perfect

Delivery

Watch your body posture

Use a conversational tone

Eye contact – 90% of speaking time


Smile

Vary the pace, pause

Body language

- 55% **Visual**
 - 38% **Verbal**
 - 7% **Tonal**
-
- 93% of communication is non verbal
 - Prepare for the ear
 - Three dimensional

AIDS AID

- Flip Charts and White Boards
 - Overhead Projector
 - Slide Projector
 - PC & Data Projector
 - Video/Multimedia
 - Handouts
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Tips for effective slides

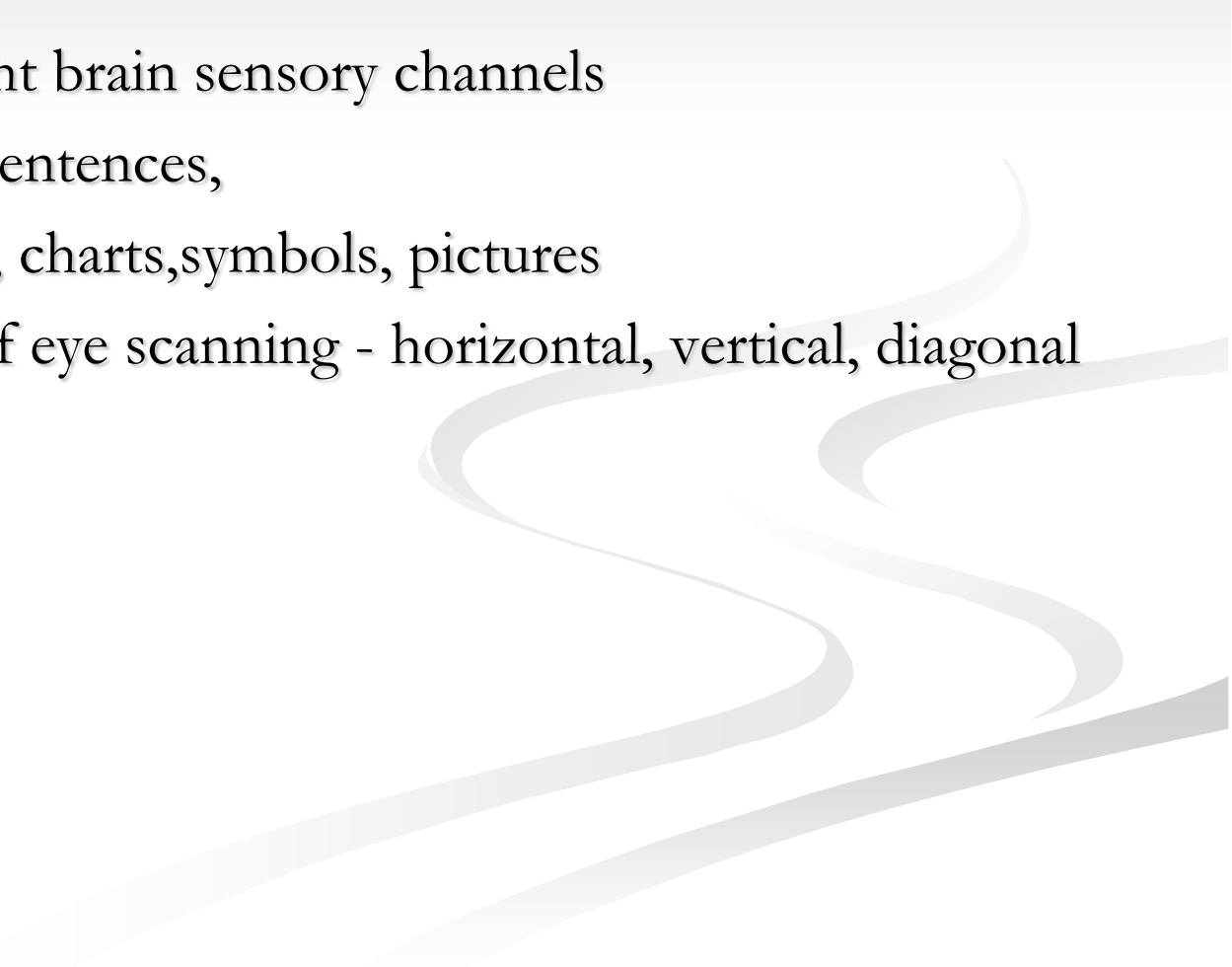
- Keep it simple (6X6 rule)
- One idea per slide
- Good visuals are visible
- 10% of men: red/green colour blind
- No advance information
- “Life span” of each visual

The art of science communication:using PowerPoint effectively at
http://ian.umces.edu/pdfs/science_comm_powerpoint.pdf

Tips for effective slides


- Use landscape format preferably
- Use large lettering
- Use pictures, figures, titles, or short, clear caption
- Avoid data in tables or in text
- Avoid complete sentences, use “headlines”
- Remove all information from figures that is not absolutely necessary

Tips for effective slides


- Combine left & right brain sensory channels
 - Left brain: words, sentences,
 - Right brain: graphs, charts, symbols, pictures
 - Change sequence of eye scanning - horizontal, vertical, diagonal
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Logistics


When & Where

- Attendance
 - Check out room
 - Test equipment
 - Adapt layout
 - Arrive early
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Q&A pointers

- “What questions do you have?” vs. “Any questions?”
 - Most interactive part
 - Eliminate barriers
 - Repeat or restate
 - Respond simply and directly
 - Be patient
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Final pointers

- One main idea
 - The 'rule of three'
 - Big start
 - Bigger finish
 - *Checklist*
 - Simple
 - Less is more
 - Seize attention
 - Be memorable
 - Demand action
- 

**How well you present your material
directly impacts on how well it is
received.**

“ A speech is a solemn responsibility. The man who makes a bad thirty-minute speech to two hundred people wastes only half an hour of his own time. But he wastes one hundred hours of the audience's time-more than four days-which should be a hanging offence.”

Jenkin Lloyd Jones