

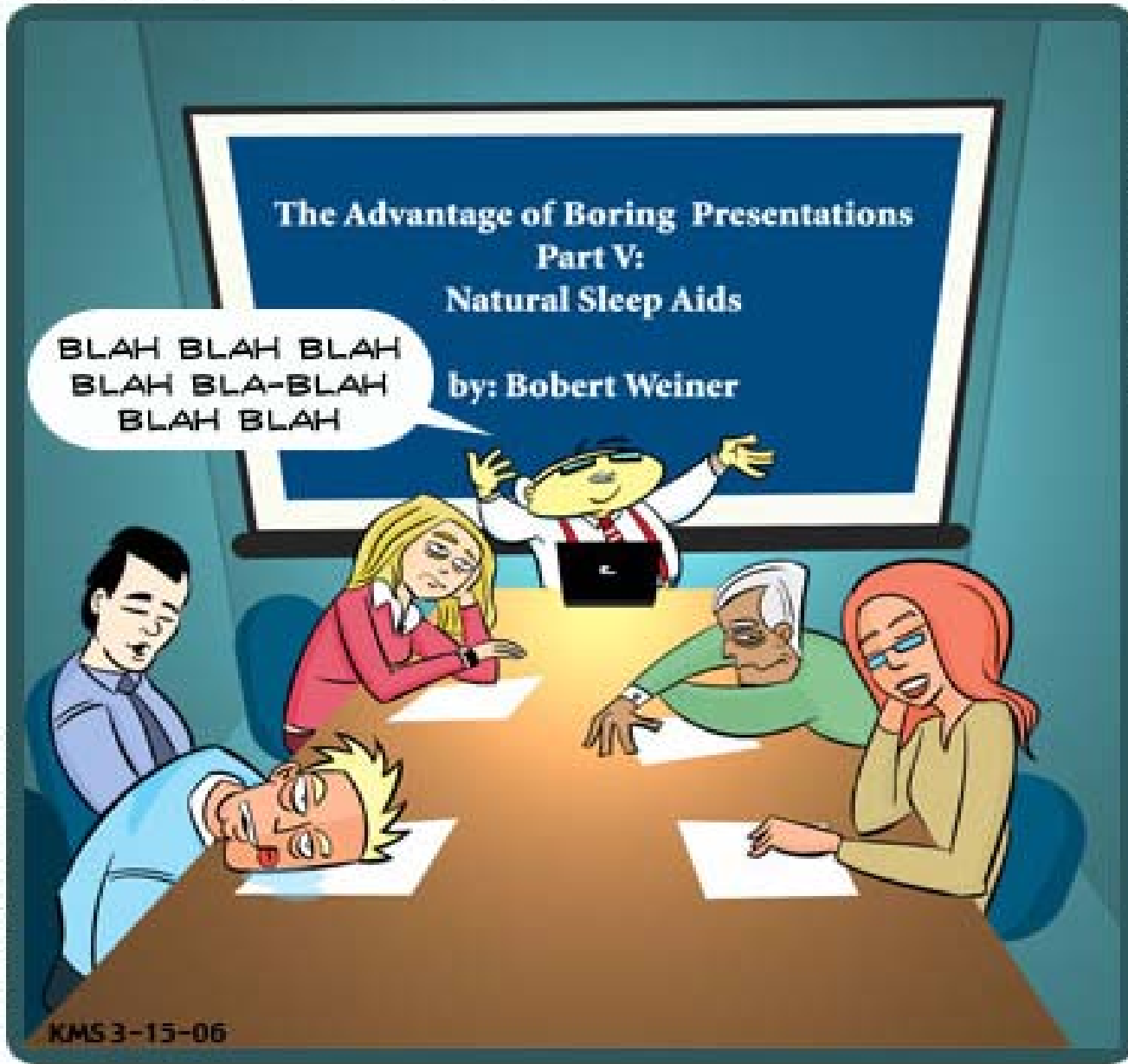
# How to give a good presentation

**Toon Goedemé**

De Nayer Institute

Belgium

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POWER POINT: MAKING TERRIBLE  
SPEAKERS EVEN WORSE SINCE 1987.

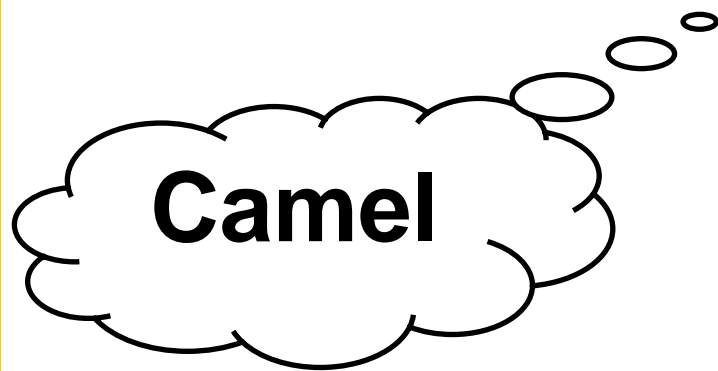


# Topics to be Covered



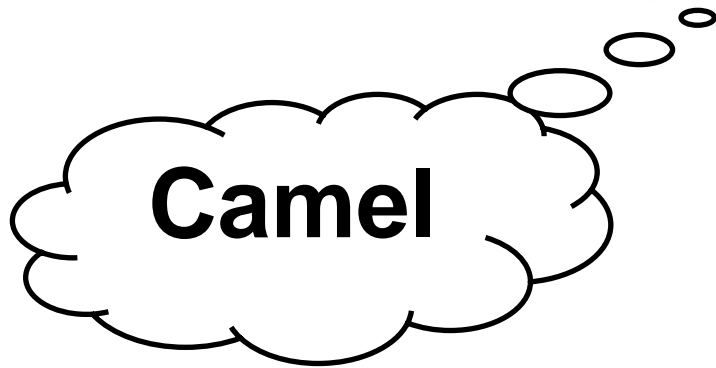
# Topics to be Covered

- Content



# Topics to be Covered

- Content
- Presentation

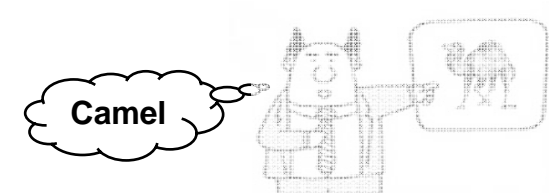


# Topics to be Covered

- Content
- Presentation
- How to Talk the Talk



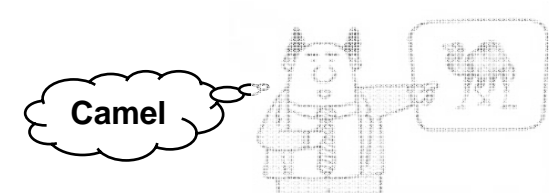
Content ►



## Part I: Content of the presentation

- Important:
  - Level of detail
  - Getting the global picture
  - Structure, structure, structure
  - Making your point

Content ► level

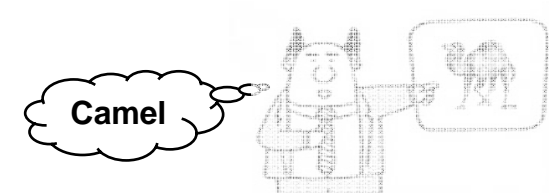


## The level of detail

- Before making slides:
  - Think of your audience
    - Who is it?
    - What is their educational level?
    - What do they know about this subject?
    - Why do they listen to me?
  - STEP1: ADAPT your presentation complexity according to these answers
  - STEP2: Lower complexity some more



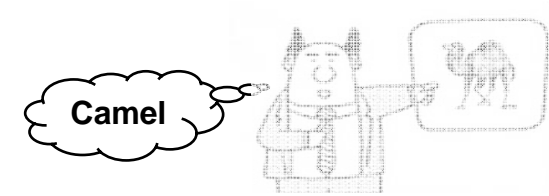
Content ► level



## The level of detail

- Disadvantages if too complex/detailed:
  - Asks a lot of energy from audience
  - Asks a lot from yourself
  - Risk for erroneous statements
  - Hard to show the global picture

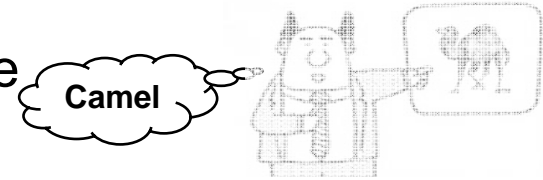
Content ► level



## The level of detail

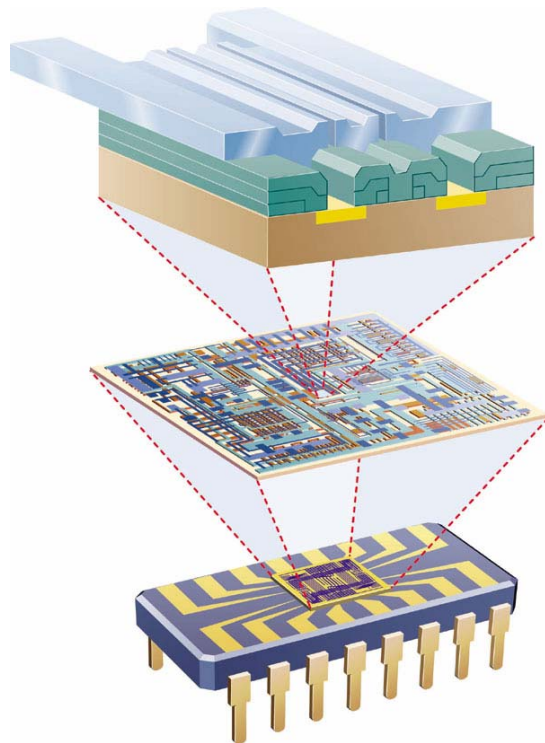
- BUT!
  - Lowering complexity does not mean:
    - Less EXACT (technical/scientific)
    - Telling only a part of the story
    - Avoiding CONCLUSIONS

Content ► global picture



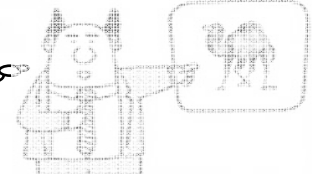
## The global picture

- Situate your story in a VERY broad context



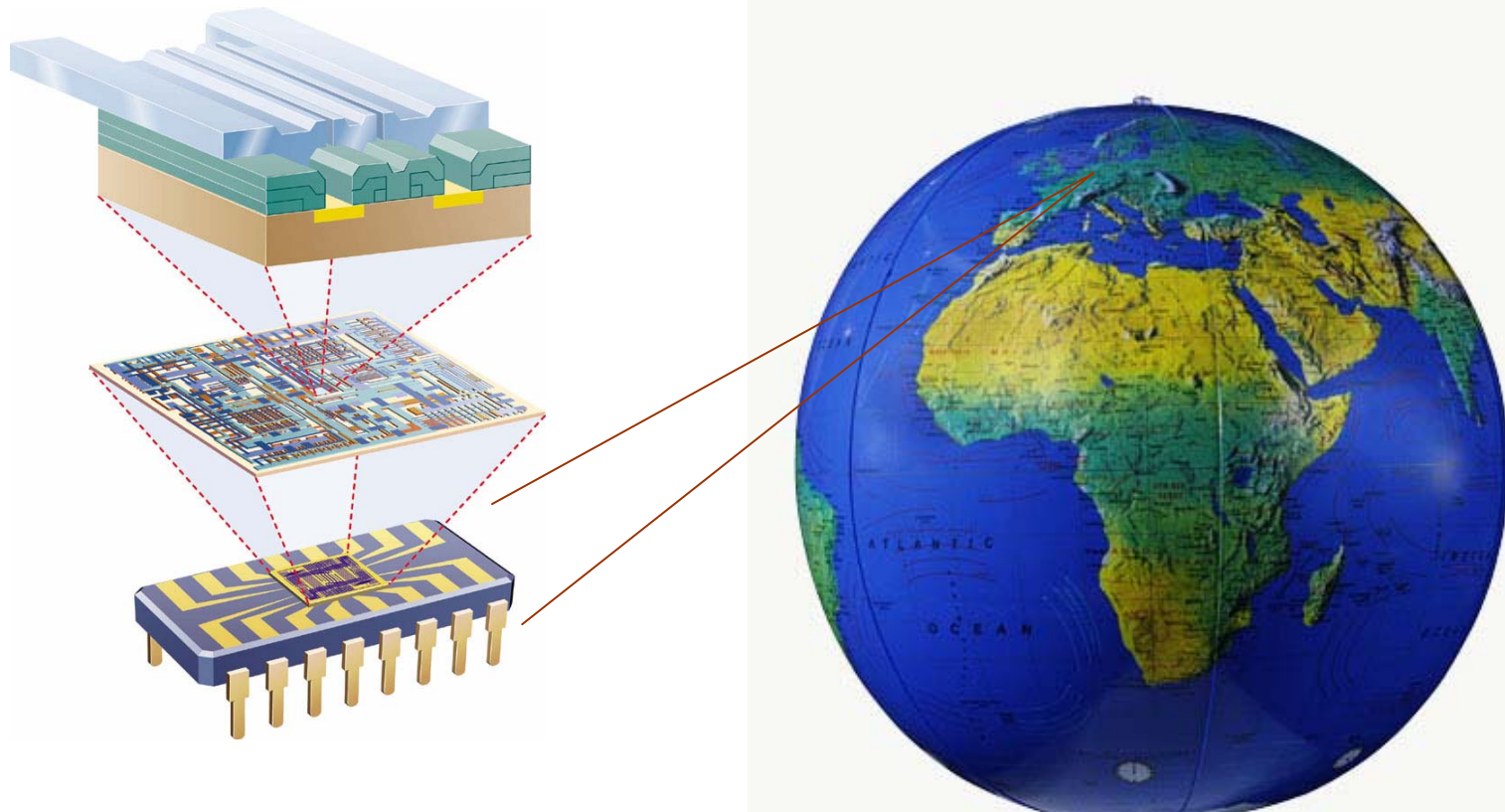
Content ► global picture

Camel



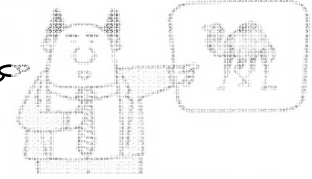
# The global picture

- Situate your story in a VERY broad context



Content ► global picture

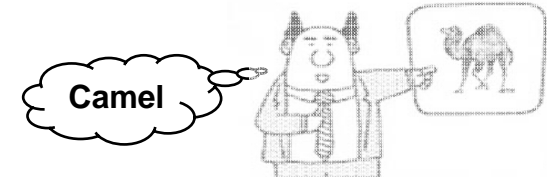
Camel



## The global picture

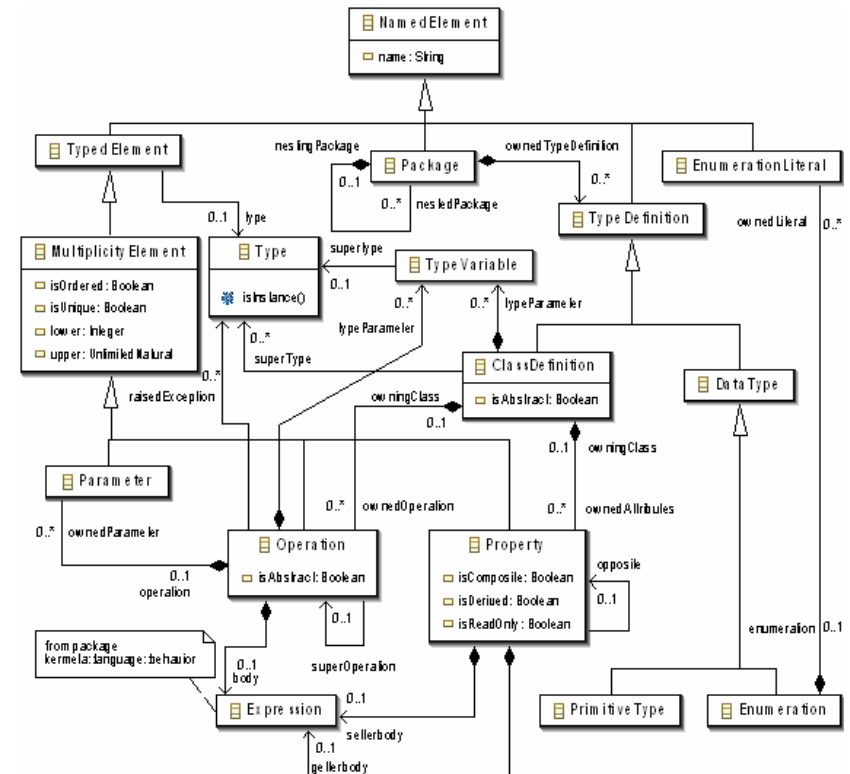
- Situate your story in a VERY broad context
  - You are the expert, others have only heard of it once
  - Make that everyone can understand what it is about
  - Even your GRANDMOTHER!



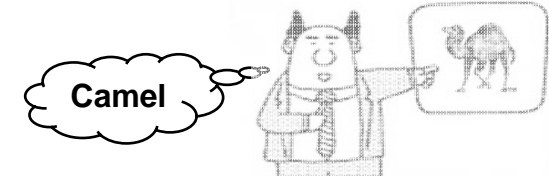


# Structure, structure, structure

- **Guide** your audience through the swamp
- Give your audience a way out by offering:
  - Directions
  - Orientation information
  - Pointing at the goal



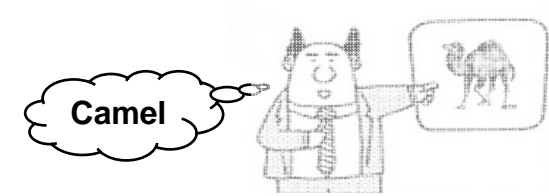
Content ► structure



# Structure

- Start by giving an overview of the presentation
- The audience knows what it can expect
- During the talk, refer to this structure
  - Structure-slides between ‘chapters’
  - Structure overview on margin of slides
  - Anchor each chapter in the structure
    - During the chapter’s introduction
    - During the chapter’s conclusion

Content ► structure

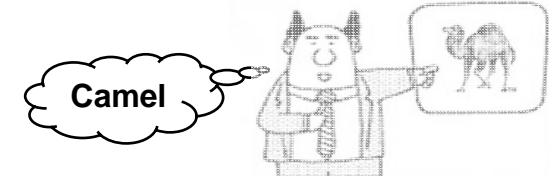


## Which structure?

- Before making slides, think of the structure of your work
  - Is mostly different from a written presentation of the same material
  - Not too much partitions!
  - Not too less!
    - Introduction, Our Solution, Experiments, Conclusion  
TOO OBVIOUS



Content ► point



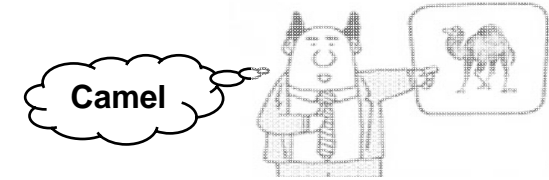
## Making your point

- Every presentation must have one **CENTRAL QUESTION**
- Try to capture the message of your presentation into one sentence
  - (You will only be able to do this if you really master your subject)

### **Example:**

*"I want to convince the audience that among a class of bimetallic catalysts the combination of Fe-Ir/SiO<sub>2</sub> shows the best catalytic performance for CO hydrogenation and that it works because the adsorption energy of carbon monoxide is efficiently diminished with respect to that on the single metals."*

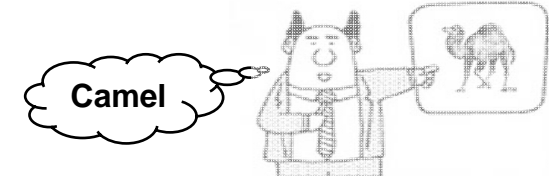
Content ► point



## Making your point

- Make that the audience is ***convinced*** that your central question is IMPORTANT
- Why this question must be solved
- Why your solution is a step to solving this
- The **conclusion** gives an answer to the **central question**

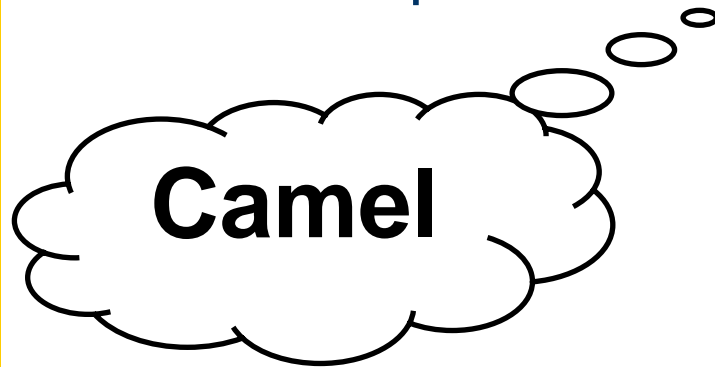
Content ► conclusion

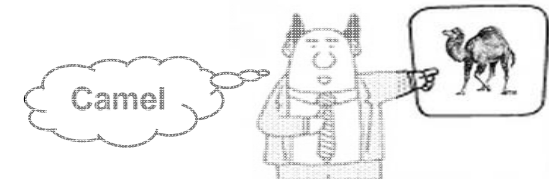


## Conclusion part I:

The **CONTENT** of a presentation needs:

- to be adapted to the audience
- to be situated in a global picture
- to be Structured
- a central question





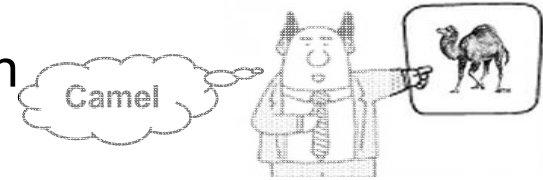
## Part II: Presentation

While **PRESENTING** your material:

- Catch the **ATTENTION** of the audience
- Make good use of **AUDIO-VISUAL** material

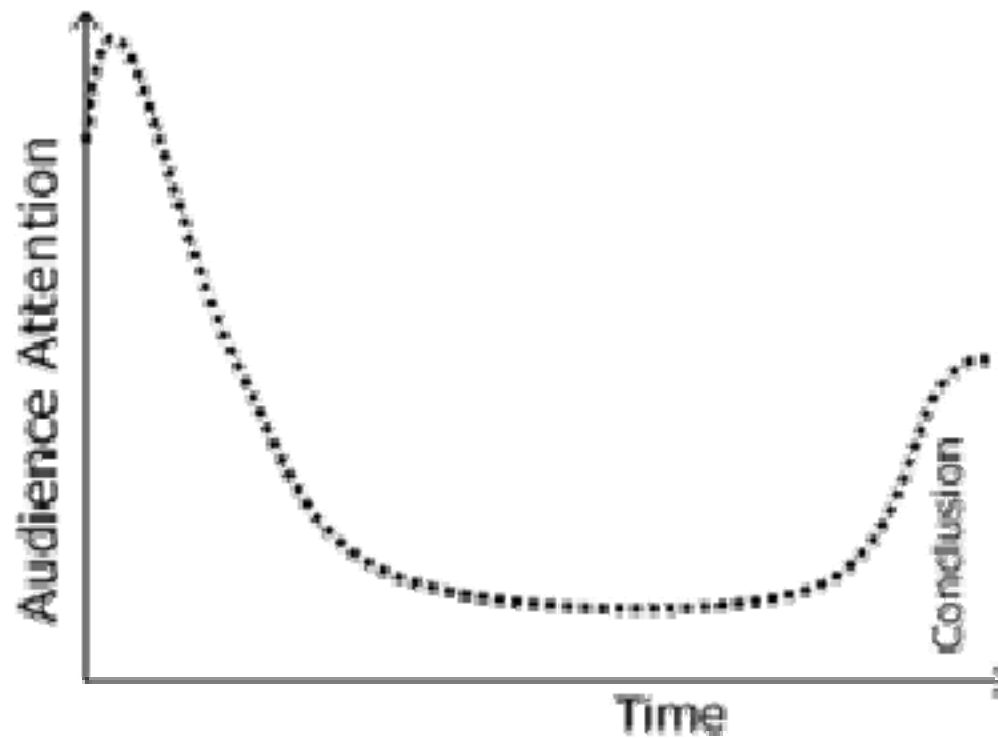


Presentation ► attention

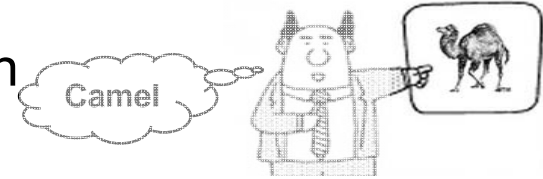


# Attention

- Attention during a talk:

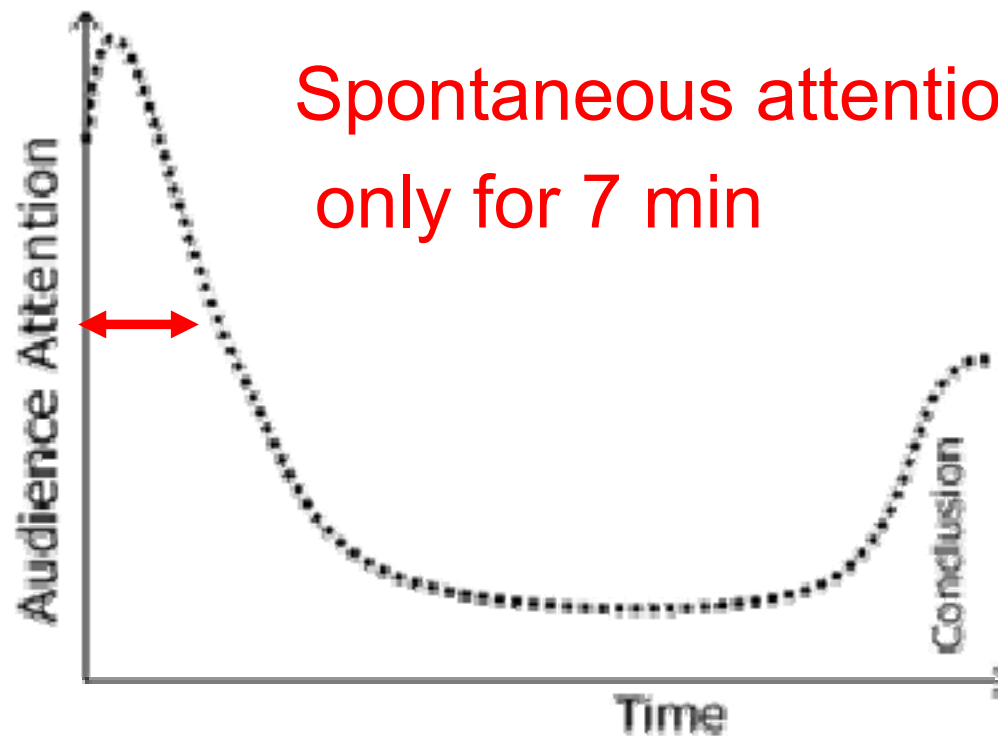


Presentation ► attention

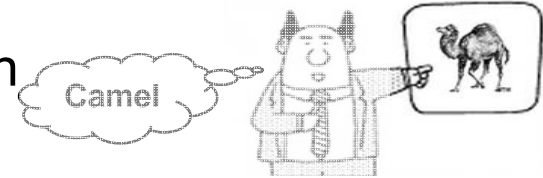


# Attention

- Attention during a talk:



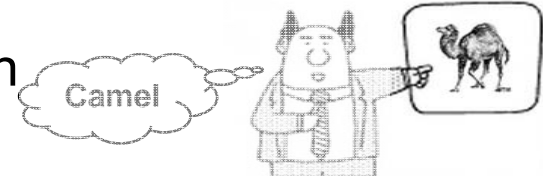
Presentation ► attention



# Attention

- Ways to BOOST attention:
  - Start your show with an **event** to catch attention from the beginning
  - Add now and then a **style figure**: an anecdote, a joke, a citation, ...
  - Get the listeners **involved**: ask a (rhetorical) question, do a poll, ...
  - Use good slides, offer structure, talk attractive
- Activate audience by invocation of emotional reaction

Presentation ► attention



## Start Event

- Don't start your show like this:

*"Good morning, ladies and gentlemen. I am ... and I'd like to tell you something about my project at the Group of Archaic Research at the University of Science. The title of my talk is ... I will start with an Introduction, then explain the experimental techniques, next present the most important results, and finally I hope to draw a few conclusions and I want to acknowledge a few people. So let us start with the Introduction ..."*

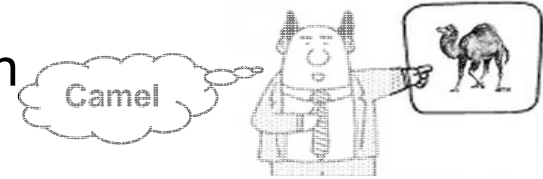
- **BORING!**

- Start with an event which opens all eyes:

- A cartoon
- A provocative statement
- An anecdote or story



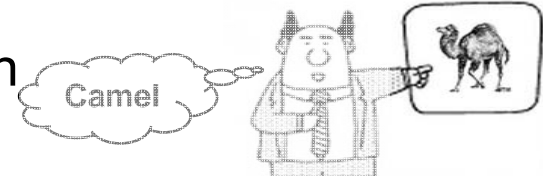
Presentation ► attention



## Intermediate style figures

- Possibilities are numerous:
  - Historical anecdote: *Did you know...*
  - Ironic or humoristic way of saying something
  - Understatement or exaggeration
  - Rhetorical question
  - Paradox
  - Comparison
  - Word joke
  - ...

Presentation ► attention



## Intermediate style figures

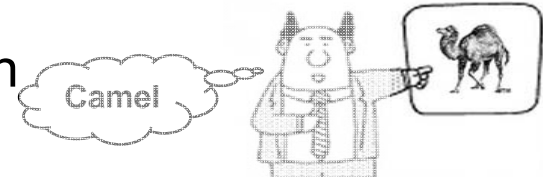
Purpose:

- Create unexpected moments to catch attention
- Gives time to relax and reflect after complex part
- Makes the speaker look more fluent & at ease

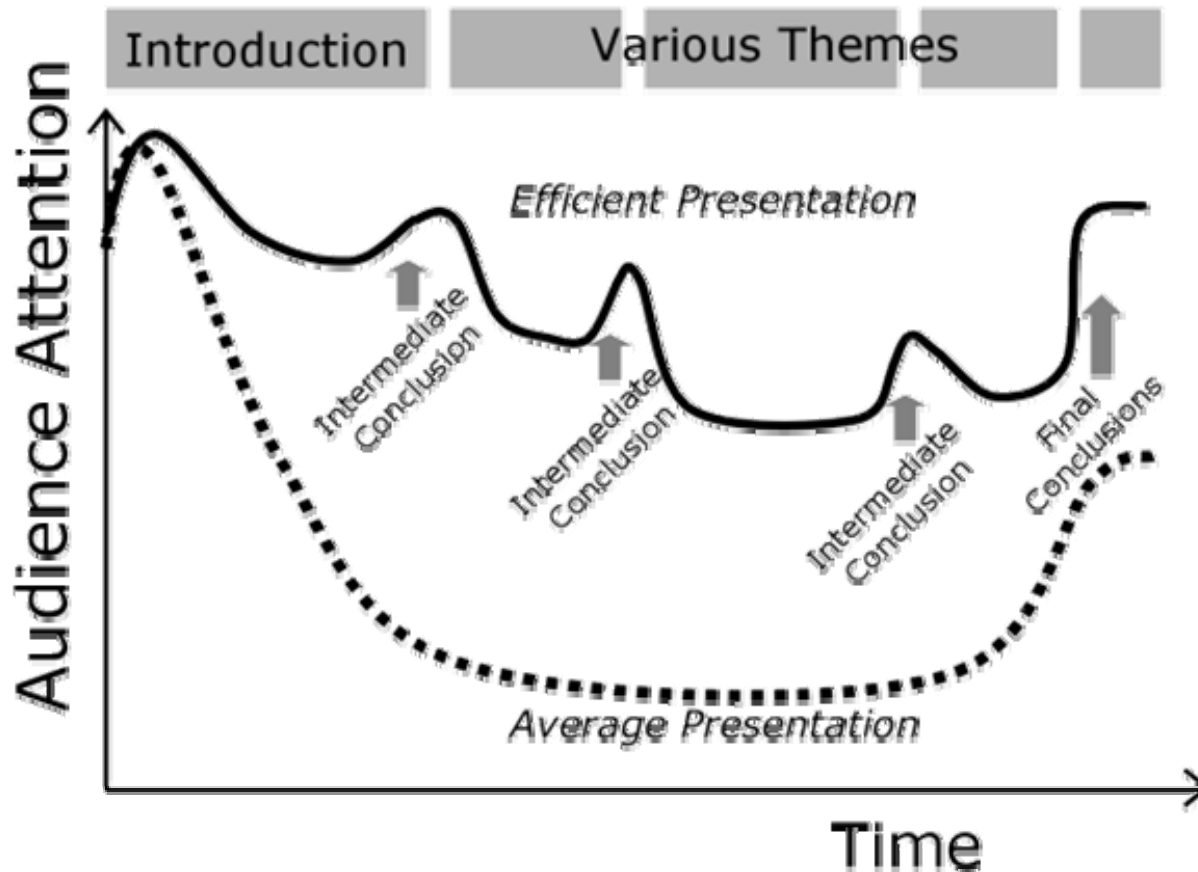
Attention:

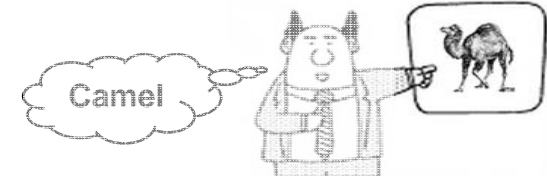
- Adapt style figures to
  - Situation
  - Audience
- Do not overdo

Presentation ► attention



# Boosting attention

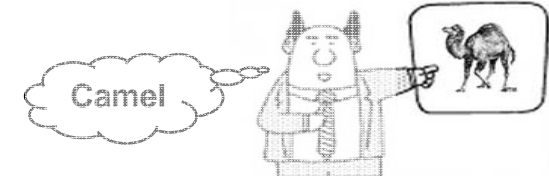




# Making good use of Audio-Visual material

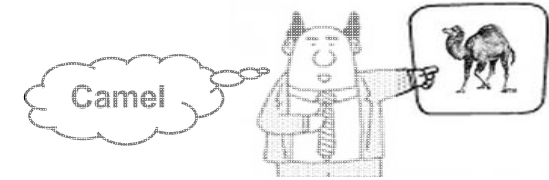
How to use Powerpoint best?

- Few words
- Lots of illustrations
- Clear lay-out
- Correct spelling
  
- Additional sources: animations, movies, demonstrations, ...



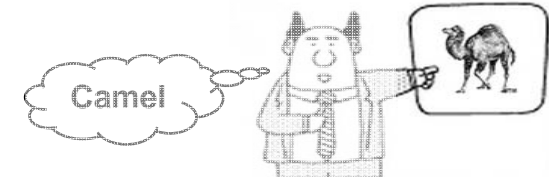
## Slide Structure – Good

- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only
- ! Maximum 40 words/slide !



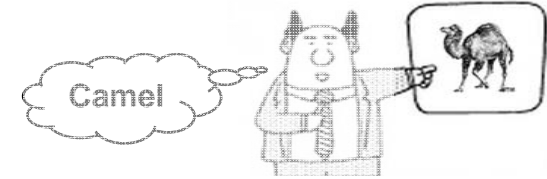
## Slide Structure - Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



## Slide Structure – Good

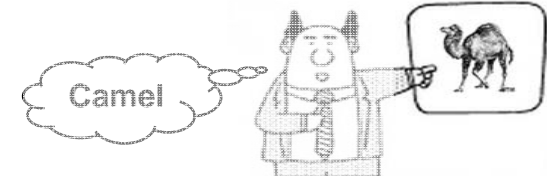
- Show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep your presentation focused



## Slide Structure - Bad

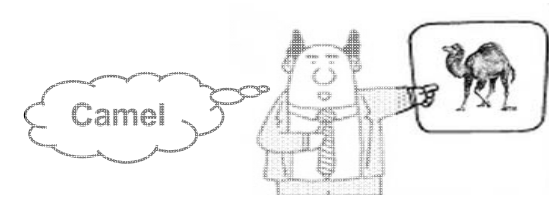
- Do not use distracting animation
- Do not go overboard with the animation
- Be consistent with the animation that you use





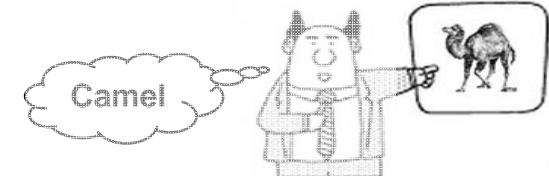
## Fonts - Good

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
  - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a NON-SERIF font like e.g. Arial



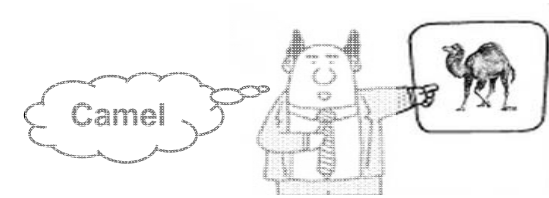
## Fonts - Bad

- If you use a small font, your audience won't be able to read what you have written
- **CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ**
- Don't use a complicated font
- Don't use serif fonts on non-printed material



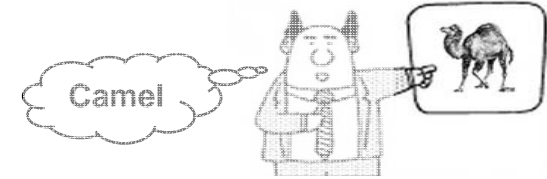
## Colour - Good

- Use a colour of font that contrasts sharply with the background
  - Ex: blue font on white background
- Use colour to reinforce the logic of your structure
  - Ex: light blue title and dark blue text
- Use colour to emphasize a point
  - But only use this occasionally



## Colour - Bad

- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad



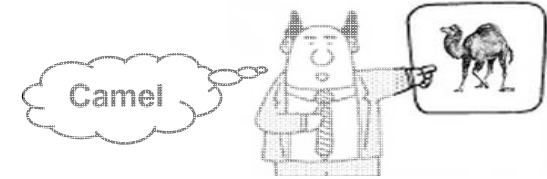
## Background - Good

- Use backgrounds such as this one that are attractive but simple
- Use backgrounds which are light
- Use the same background consistently throughout your presentation

## Background – Bad

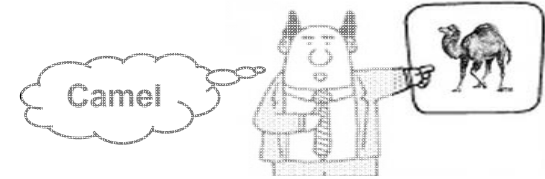
- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use





## Graphs - Good

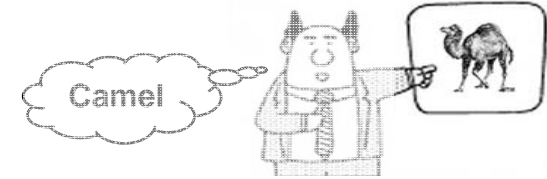
- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Trends are easier to visualize in graph form
- Always title your graphs



## Graphs - Bad

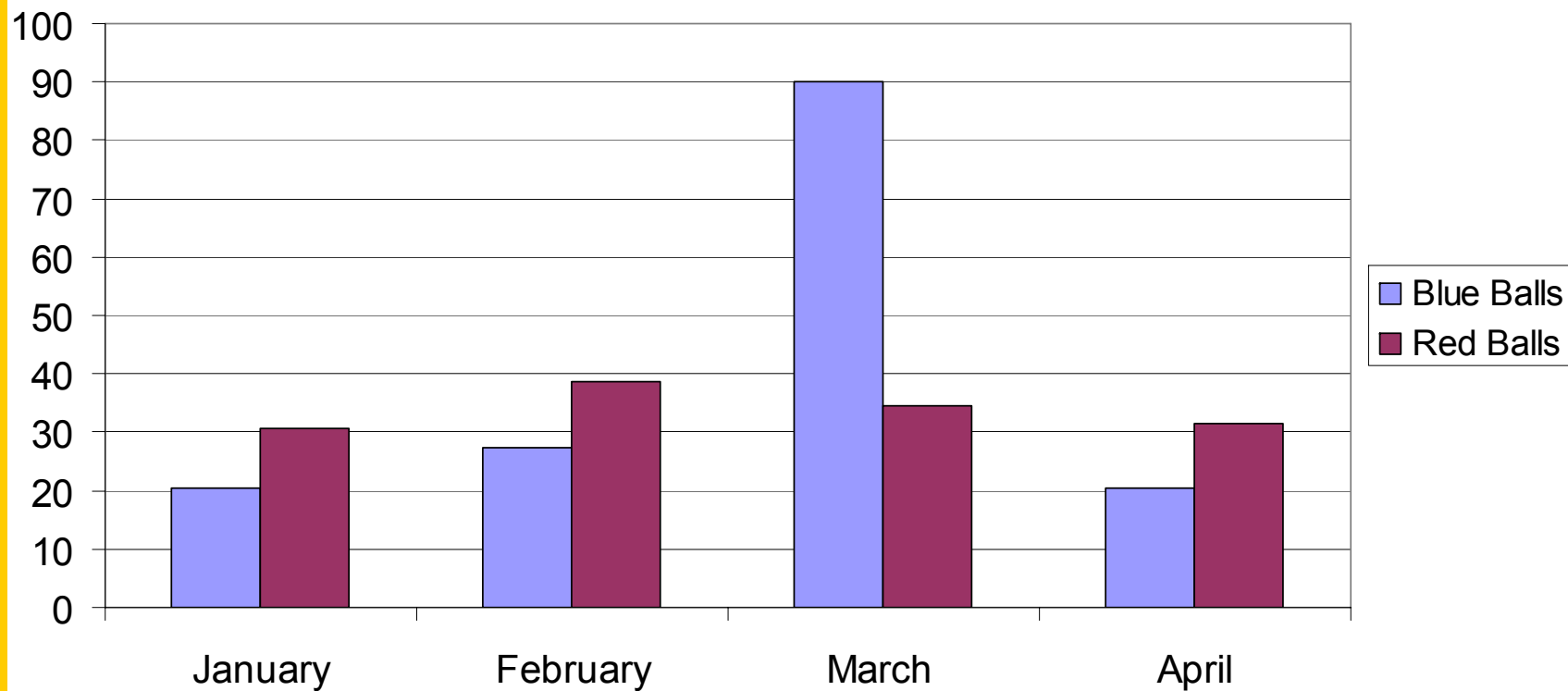
	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

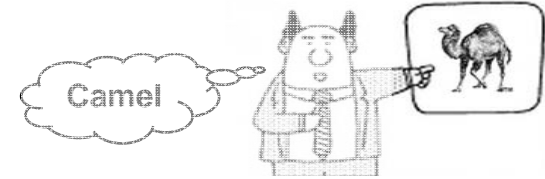




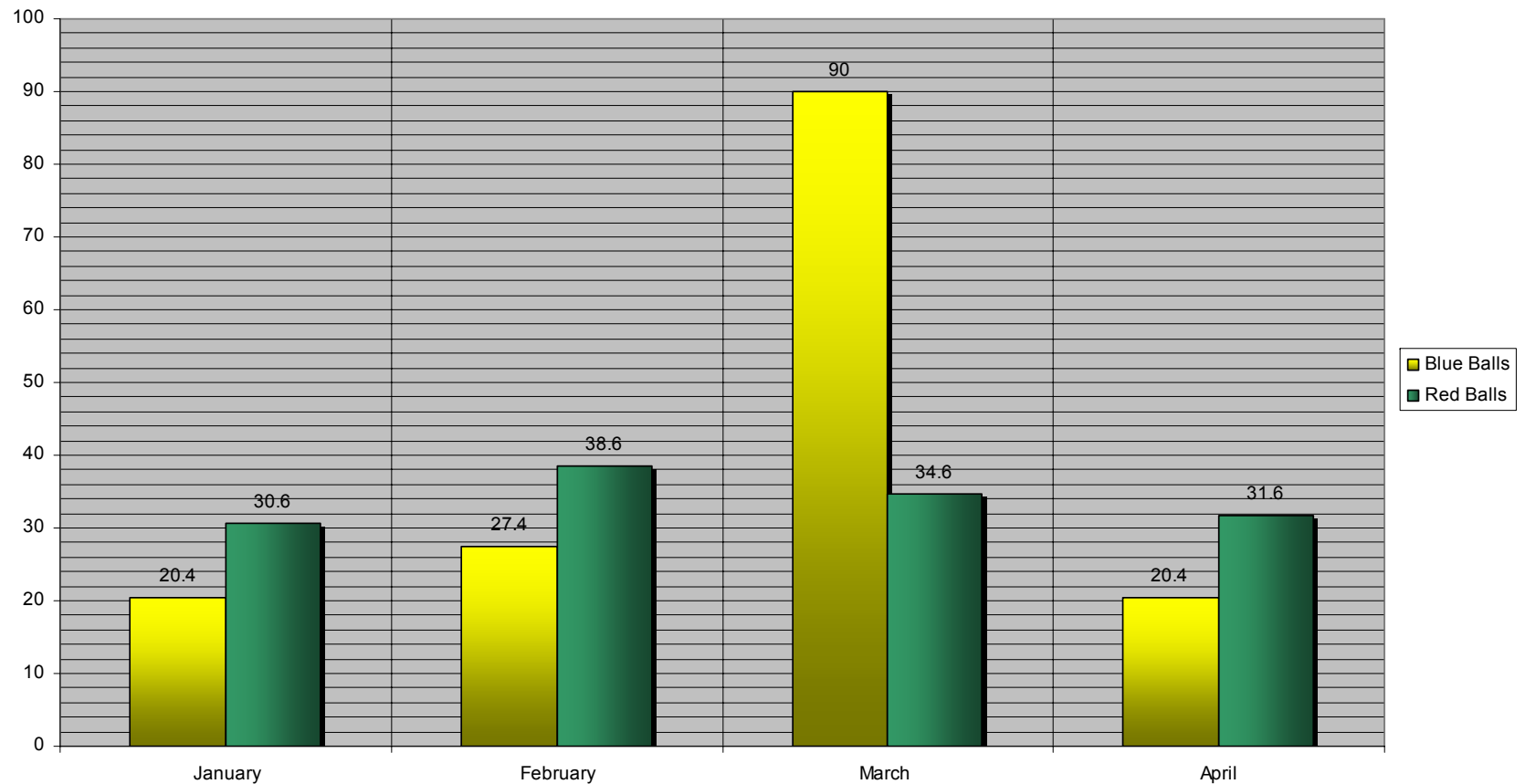
# Graphs - Good

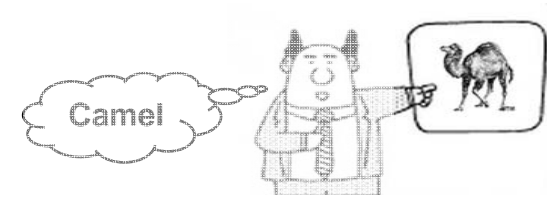
## Items Sold in First Quarter of 2002





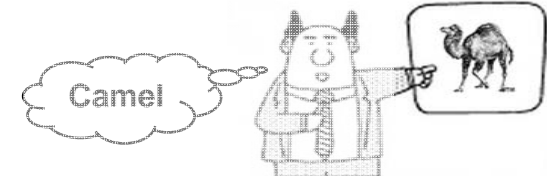
# Graphs - Bad





## Graphs - Bad

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting



# Spelling and Grammar

- Proof your slides for:
  - spelling mistakes
  - the use of of repeated words
  - grammatical errors you might have make
- If English is not your first language, eventually have someone else check your presentation!

Presentation ► conclusion



## Conclusion Part II:

- A good **Presentation**
  - Catches the **attention** and keeps it
  - Uses clear slides with lots of illustrations



Talk ►



## How to talk the talk

To give a good **talk**, take care of:

- Time usage
- Voice
- Non-verbal communication



Talk ► time



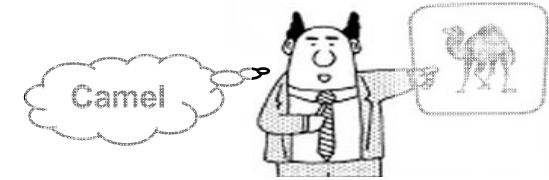
## Time usage

The available time is limited

- Start as soon as you can
- Min. 2 minutes per slide
  - Do not prepare too much slides
- Prepare *anchor points*
  - *If on track, I start with part three at 14.40h*
- If time runs out, stop



Talk ► voice



# Voice

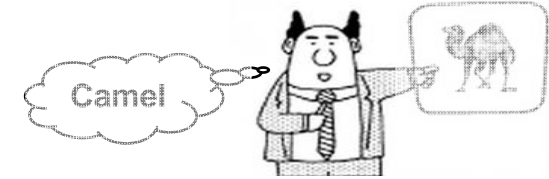
Talk clearly, take care of

- Breath
  - Breath slowly via the stomach
- Volume
  - Do not overpressure your vocal cords!
  - Use resonance
- Intonation
  - Avoid monotony (Ex: 'How Do you do?')
- Articulation and tempo
  - Slow enough to make every word clear
  - Not tooooooo sloooooooooooooow
- Do NOT read from a paper!!!!

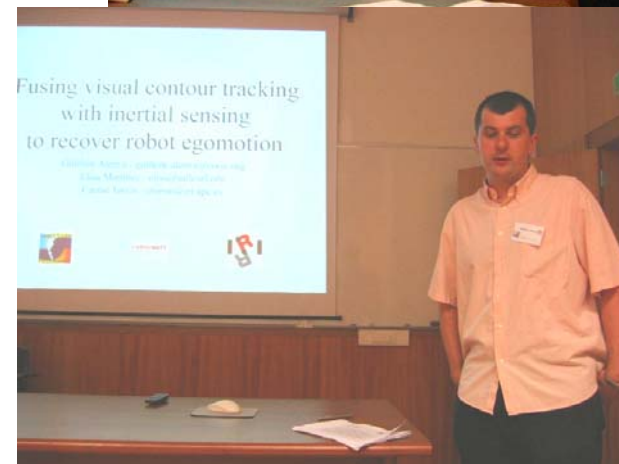




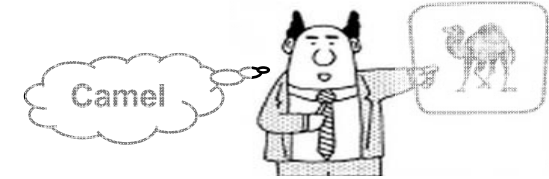
Talk ► non-verbal



# Non-verbal communication



Talk ► non-verbal



## Non-verbal communication

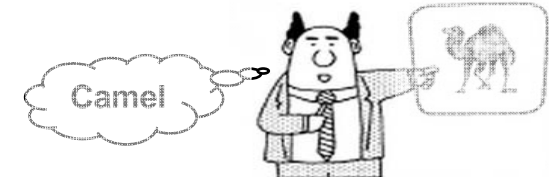
2 purposes:

- Image of the speaker
- Stress points during talk
  - Make understandable
  - Boost attention

Important:

- Eye contact
- Body language

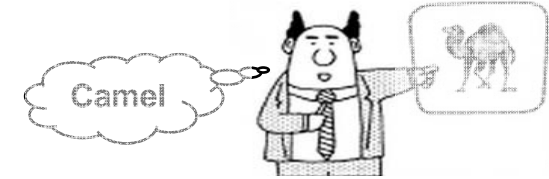
Talk ► non-verbal



## Eye contact

- Look at the audience,  
not to the PC or screen or ceiling or floor...
- Don't keep on staring!
- Make the audience feel to be part of the talk

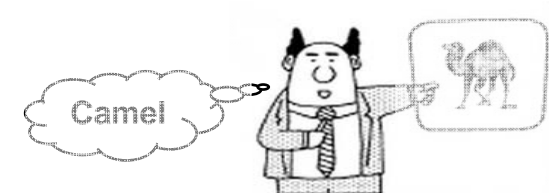
Talk ► non-verbal



## Body language

- You're on stage!
  - Use the space
- Do NOT wriggle or play with a pen, your hair, ...
- Stand steady
  - Prevent air sickness: do not move periodically
- Exercise before a mirror!

Talk ► conclusion



## The Talk

Take care of

- Time usage
- A clear voice
- Good non-verbal communication

# Conclusion

If you take care of

- Content
- Presentation
- How to Talk the Talk

your presentation is  
bound to be a

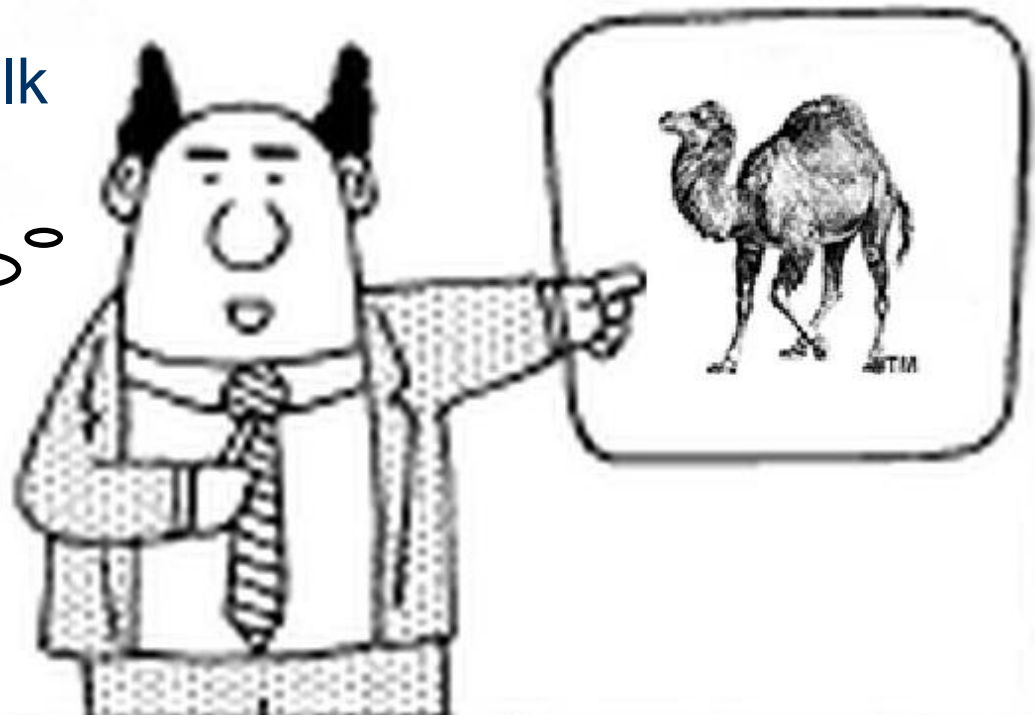
# Conclusion

If you take care of

- Content
- Presentation
- How to Talk the Talk

your presentation is bound to be a

**Camel**



# Conclusion

If you take care of

- Content
- Presentation
- How to Talk the Talk

your presentation is bound to be a

**Succes**

**!**

