

UTS: **no. 1** UTS RANKED AUSTRALIA'S '1 YOUNG' UNI
THINK. CHANGE. DO.

GIVING PRESENTATIONS - "GIVE ME SOMETHING TO TAKE HOME"

DR GREG HENESS

THAT CONCLUDES MY TWO-HOUR PRESENTATION.

ARE THERE ANY QUESTIONS ABOUT THE CONTENT?

THERE WAS CONTENT?

HOW DO I GO ABOUT THIS?

THE PROCESS

From Beyond Bullet Points, Cliff Atkinson

3 TYPES OF MEMORY

From Beyond Bullet Points, Cliff Atkinson

GENERAL HINTS

WHY?

What is the purpose of my talk?


The reason we do presentations is to make a point, to sell one or more ideas.

Ask yourself what results you want from the presentation
Sales
Understanding
Recruits

THE PURPOSE OF YOUR TALK...

..is not:


- To impress your audience with your brainpower**
- To tell them all you know about your topic**
- To present all the technical details**



THE PURPOSE OF YOUR TALK...

..but is:

- To give your audience an intuitive feel for your idea**
- To make them foam at the mouth with eagerness to read your paper**
- To engage, excite, provoke them**



RESEARCH IS COMMUNICATION


The greatest ideas are worthless if you keep them to yourself

Your papers and talks

- **Crystallise your ideas**
- **Communicate them to others**
- **Get feedback**
- **Build relationships**
- **(And garner research brownie points)**



DON'T EVER!!!!!!



COMMUNICATION

It's best to pretend people are actually listening to you.

KNOW YOUR AUDIENCE



- **Conference presentation?**
- **Students?**
- **Peers?**



YOUR AUDIENCE...

The audience you would like

- **Have read all your earlier papers**
- **Thoroughly understand all the relevant theory of cartesian closed endomorphic bifunctors**
- **Are all agog to hear about the latest developments in your work**
- **Are fresh, alert, and ready for action**

YOUR *ACTUAL* AUDIENCE...

The audience you get

- Have never heard of you
- Have heard of bifunctions, but wish they hadn't
- Have just had lunch and are ready for a doze



Your mission is to

WAKE THEM UP

And make them glad they did




REMEMBER: YOUR AUDIENCE HAS GIVEN YOU THE HONOUR TO COME AND LISTEN TO YOU

- They are busy
- Spend enough time on your presentation preparation
- Your job is to **COMMUNICATE!**

SPEAK


- Clearly
- Loudly
- Slowly
- With confidence



MOTIVATION

You have 2 minutes to engage your audience before they start to doze

- Why should I tune into this talk?
- What is the problem?
- Why is it an interesting problem?



Hook your audience!

WINSTON CHURCHILL'S HINTS

STAY ON TRACK
What do you want your audience to believe?


YOUR AUDIENCE NEEDS TO UNDERSTAND YOU

METAPHOR, SIMILE, IMAGERY
Get your audience to picture your point

GET YOUR AUDIENCE TO FEEL WHAT YOU FEEL
Hopefully as excited about the topic as you are!

I KNOW YOU LOVE YOUR SLIDES

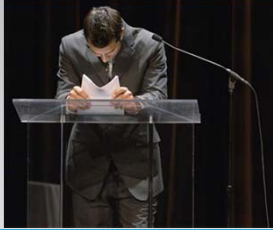
- You spent hours doing them!
- But you have seen them before
- Face your audience



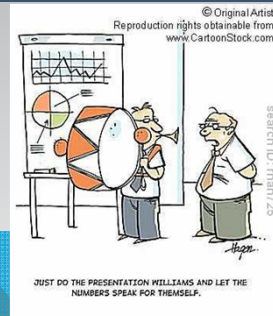
If you need to look at them use the monitor

YOU REALLY DON'T NEED THE LECTERN TO HOLD YOU UP

Move around, you are not a static display
Involve your audience
If possible stand to the left of the screen
(people read from L to R – they look at you first then read)



BUT, DON'T OVERDO IT!



HINTS FOR A GOOD PRESENTATION

1. Use cue cards if you need them
Either real cards or electronic – speaker view in PP
If you don't know how to do it, look it up
2. Second, make slides that reinforce your words, not repeat them.
3. Don't read the slides to the audience

YOU (HOPEFULLY) SPENT A LOT OF TIME PREPARING THE TALK

So please check spelling and grammars. It don't look good and reflects on yur attention too detale

So please check spelling and grammar. It doesn't look good and reflects on your attention too detail

Get someone to proof read for you

LAST THINGS FIRST!

State your conclusion first up

- First impressions last the longest
- If you don't say the one thing you need to say right up front it may never get heard

Remember, hook your audience!

YOUR KEY IDEA

If the audience remembers only one thing from your talk, what should it be?


You must identify a key idea. "What I did this summer" is No Good.

YOUR KEY IDEA

Be specific. Don't leave your audience to figure it out for themselves.


Be absolutely specific. Say "If you remember nothing else, remember this."

Organise your talk around this specific goal.
Ruthlessly prune material that is irrelevant to this goal.



YOU ARE TELLING A STORY – MAKE IT INTERESTING

- **Conclusion**
 - Your main point in the fewest possible words
- **Background**
 - Research, definitions – groundwork for the story you are telling
- **Body**
 - Justifications, arguments, product and development
- **Conclusion**
 - Repeat the main point



BASIC POWER POINT GUIDELINES

- Use builds...don't give them too much info at once.
- Stick with the same transition.
- Be creative but leave some color choices to professionals.
- Six words per line.
- Six lines per page.

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TALK FROM HEADLINES, NOT HEADINGS

Think of each slide as a newspaper article



INCLUDE A FULL LIST OF REFERENCES AT THE END?

Jesse Desjardins, twitter.com/jessedeeslideshare.net/jessedee

Really Bad Powerpoints, Seth Godin, <http://www.sethgodin.com/freeprize/reallybad-1.pdf>

Seth Godin's Blog, http://sethgodin.typepad.com/seths_blog/2007/01/really_bad_powe.html

Nicholas Nethercote, Giving a Good Research Talk, <http://rjn.valgrind.org/good-talk.html>

Doc Searls, It's the Story Stupid, <http://www.searls.com/present.html>

More advanced

Cliff Atkinson, Beyond Bullet Points.



Will anyone really read it?

REFERENCE THE SAME WAY YOU DO IN A PAPER

Myth: Graphics are nice to have, but they're not essential.
 Truth: Research shows that people learn better from words and pictures than from words alone.
 (Atkinson, 2005)

Atkinson 2005

COMMON THESE DAYS, AND PROBABLY BETTER

Xu Fang et al., *J. Mater. Chem.*, 2011, **21**, 4493-4501

FINISHING

Audiences get restive and essentially **stop listening** when your time is up. Continuing is very counter productive

Simply truncate and conclude

Do **not** say "would you like me to go on?" (it's hard to say "no thanks")

Absolutely without fail, finish on time

YOU!!!!!!!

YOU

Do not use the media to hide you
 The audience came to SEE you
 The media should ENHANCE the presentation, not BE the presentation
 If you're only going to read from the slides, then just send them the slides!

YOU

Dress neatly and appropriately

REMEMBER, ONLY YOU CAN PREVENT "DEATH BY POWERPOINT"



THREE DEAD - POWERPOINT TRAGEDY
Bad presentation slays three executives with too many bullets. They died peacefully in their sleep.



YOU SUCK AT POWER POINT!

5 SHOCKING DESIGN MISTAKES YOU NEED TO AVOID

Jesse Desjardins



TOO MUCH INFO


MISTAKE #1

AVOID TEXT OVERLOAD

Having too much text on the screen can defeat the purpose of using PowerPoint. The slides begin to look like a jumble of text, making slides difficult to read and unrecognizable from each other. People will either try to read everything or copy everything down or they will lose interest. List only the key points. If you have more info to include use more slides or create handouts.

A GOOD TRICK IS TO KEEP ONLY ONE POINT PER SLIDE.

This helps you with timing and keeps people from skipping ahead.



Use Bullet Points to Cover Components of Each Idea

IF YOU'RE GOING TO PUT WORD FOR WORD WHAT YOU'RE ARE GOING TO SAY, HAND OVER THE SLIDES AND TAKE A SEAT BUDDY.

Blah Blah Blah Blah Blah
Blah Blah Blah Blah Blah
Blah Blah Blah Blah Blah
Blah Blah Blah Blah Blah

IF YOU'RE GOING TO PUT WORD FOR WORD WHAT YOU'RE ARE GOING TO SAY, HAND OVER THE SLIDES AND TAKE A SEAT BUDDY.

Myth: It's OK to read my bullet points from the screen.

Truth: Research shows that people understand a multimedia presentation better when the words are presented as verbal narration alone, instead of verbally and as on-screen text.

PUTTING ALL YOUR POINTS ON ONE SLIDE SUCKS.

You're not giving a document, you're giving a presentation.

The more your audience has to read the less they are listening to you.

EFFECTIVE COMMUNICATION IS KNOWING WHAT TO CUT OUT.

Be a merciless editor and keep it relevant.



MYTH VS. TRUTH

- **Myth:** People will learn more if I show more.
- **Truth:** Research shows that people learn better when information is presented in bite-size pieces.

From Beyond Bullet Points, Cliff Atkinson

NO OUTLINE!

"Outline of my talk": conveys near zero information at the start of your talk

But maybe put up an outline for orientation after your motivation

...and signposts at pause points during the talk

DO NOT PRESENT RELATED WORK

But


You absolutely must know the related work; respond readily to questions

Acknowledge co-authors (title slide), and precursors (as you go along)

Do not disparage other researchers/authors

X's very interesting work does Y; I have extended it to do Z

HOW INTERESTING IS THIS?



$$\frac{d}{dx} \ln(x^2 + 1) = \frac{2x}{x^2 + 1} = \frac{2}{x + \frac{1}{x}}$$

15. Here, $(1 + x)^2 + 3(1 + x) = 1 + 2x + x^2 + 3 + 3x = x^2 + 5x + 4$... (6)

where $\frac{1}{x} = \frac{1}{x}$ and $\frac{1}{x} = \frac{1}{x}$... (7)

or $x^2 + 5x + 4 = (x + 4)(x + 1) \geq 2\sqrt{(x+4)(x+1)}$... (8)

Since Eq. (6) and (8) $(1 + x)^2 + 3(1 + x) > 2\sqrt{(x+4)(x+1)}$... (9)

16. Since $f(x)$ is differentiable at $x = 0$,
 \Rightarrow Continuity at continuous at $x = 0$.
 $\lim_{x \rightarrow 0} f(x) = f(0) = 0$

Here $\lim_{x \rightarrow 0} \frac{f(x) - f(0)}{x - 0} = \lim_{x \rightarrow 0} \frac{f(x)}{x} = \lim_{x \rightarrow 0} \frac{1}{x} = \infty$

also $\lim_{x \rightarrow 0} \frac{f(x) - f(0)}{x - 0} = \lim_{x \rightarrow 0} \frac{1}{x} = \infty$

and $\lim_{x \rightarrow 0} \frac{f(x) - f(0)}{x - 0} = \lim_{x \rightarrow 0} \frac{1}{x} = \infty$

17. Let $f(x) = \sin x + 2x - \frac{10x^2}{3}$

TECHNICAL DETAIL

$$\frac{\Gamma \vdash e_1 : \tau}{\Gamma \vdash \text{return } e_1 : \text{ST } \tau^{\text{ST}} \tau} \quad \frac{\Gamma \vdash e_1 : \tau \quad \Gamma \vdash e_2 : \tau \rightarrow \text{ST } \tau^{\text{ST}} \tau}{\Gamma \vdash e_1 \gg e_2 : \text{ST } \tau^{\text{ST}} \tau} \quad \frac{\Gamma \vdash e_1 : \tau \quad \Gamma \vdash e_2 : \tau \rightarrow \text{ST } \tau^{\text{ST}} \tau}{\Gamma \vdash \text{let } (x_1 = e_1), \text{ in } e_2 : \tau}$$

$$\frac{\Gamma \vdash e_1 : \text{MutVar } \tau^{\text{ST}} \tau \quad \Gamma \vdash e_2 : \tau}{\Gamma \vdash \text{newVar } e_1 : \text{ST } \tau^{\text{ST}} (\text{MutVar } \tau^{\text{ST}} \tau)} \quad \frac{\Gamma \vdash e : \text{MutVar } \tau^{\text{ST}} \tau}{\Gamma \vdash \text{readVar } e : \text{ST } \tau^{\text{ST}} \tau}$$

$$\frac{\Gamma \vdash e_1 : \text{MutVar } \tau^{\text{ST}} \tau \quad \Gamma \vdash e_2 : \tau}{\Gamma \vdash \text{writeVar } e_1 : \text{ST } \tau^{\text{ST}} \text{Unit}} \quad \frac{\Gamma \cup \{x : \text{Var } \tau\} \vdash e : \tau / (x_1 / x_0)}{\Gamma \vdash e : \tau}$$

$$\frac{\Gamma \vdash e_1 : \tau \quad \Gamma \vdash e_2 : \tau}{\Gamma \vdash e_1 \text{ if } e_2 : \tau} \quad \frac{\Gamma \vdash e : \text{ST } \tau^{\text{ST}} \tau \quad \sigma \in \text{FV}(\Gamma, e)}{\Gamma \vdash \text{readST } e : \tau}$$

$$\frac{\forall y. \Gamma \cup \{x_1 : \tau_1\} \vdash e_1 : \tau_1 \quad \Gamma \cup \{x_2 : \text{Var } \tau_2\} \vdash e_2 : \tau_2 \quad \sigma_1 \in \text{FV}(\tau_1) = \text{FV}(\tau_2)}{\Gamma \vdash \text{let } (x_1 = e_1), \text{ in } e_2 : \tau}$$

Figure 1. Typing Rules

Let them read it in the paper



NOT ENOUGH VISUALS

MISTAKE #2


MYTH VS. TRUTH

- **Myth:** Graphics are nice to have, but they're not essential.
- **Truth:** Research shows that people learn better from words and pictures than from words alone.
- This applies when the pictures illustrate what the words say, not when pictures are added for decorative effect.


From Beyond Bullet Points, Cliff Atkinson

VISUALS ARE MORE INTERESTING THAN WORDS.

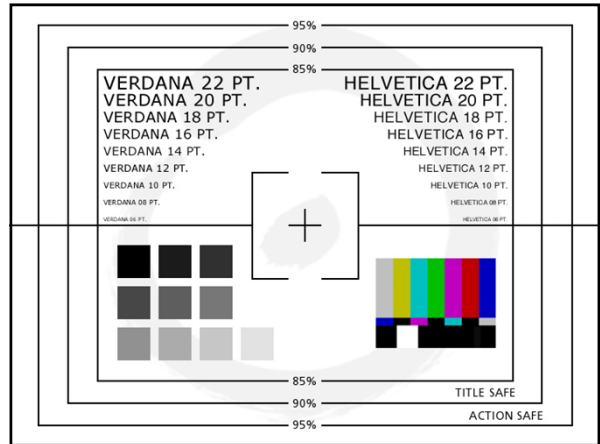
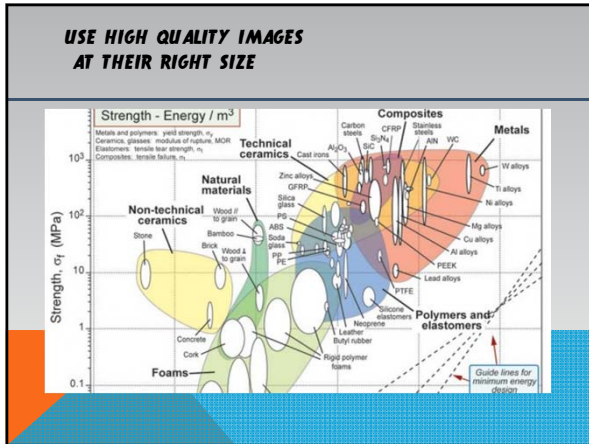
There are endless sources of images and videos you can use to bring your presentation to life.



ATTENTION GRABBER



TO MAKE A SLIDE STAND OUT, CHANGE THE FONT, BACKGROUND, OR ADD ANIMATION.



Font Size

* The larger, the better. Remember, your slides must be readable, even at the back of the room.

This is a good title size
Verdana 40 point

- A good subtitle or bullet point size
Verdana 32 point
- Content text should be no smaller than
Verdana 24 point
- This font size is not recommended for content. Verdana 12 point.

USING COLOUR

Using a font colour that does not contrast with the background colour makes it hard to read

Using colour for decoration is **distracting** and **annoying**

Using a different colour for each point is **unnecessary**

Trying to be **creative** can also be **bad**

AS FOR FONTS

Use fonts that are easy to read

Use fonts that are easy to read

Use fonts that are easy to read

Use fonts that are easy to read

Use fonts that are easy to read

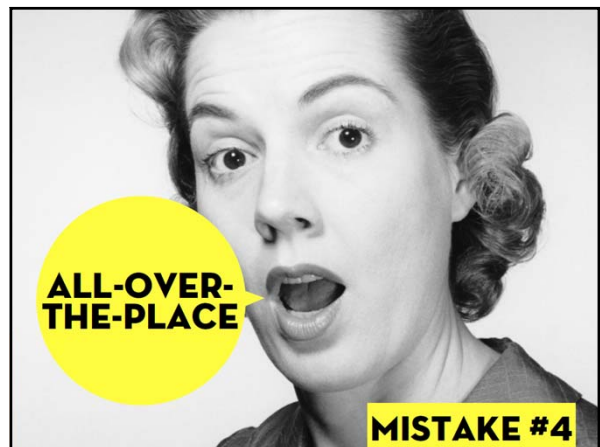
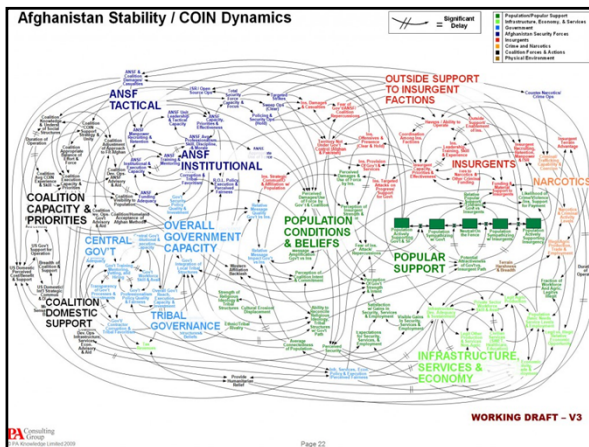
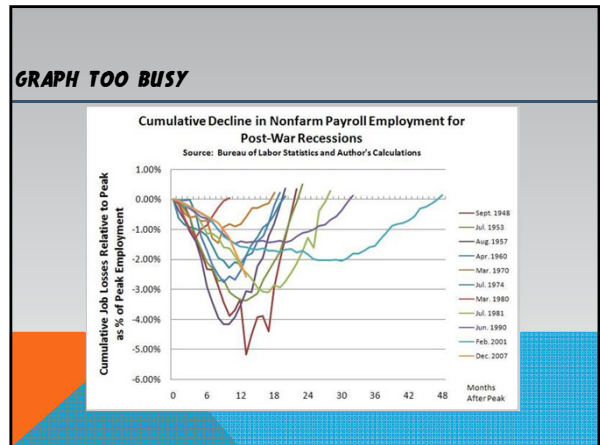
THE PP FONTS ARE NOT THE ONLY CHOICES

Look around, lot's of free fonts out there

BE CAREFUL

If you download a font, make sure you embed it in your PowerPoint file

If it is not on the computer you are using, it will show up as the default font, justification problems



Be mindful of things like spacing and alignment. Keep everything nice and tidy. Don't fill up every space on your slide

Less is better

1. **Having a consistent use of colors, images & alignment gives a cohesive look to your presentation.**
2. **It also helps to separate your presentation into sections.**

USING ANOTHER MACHINE?

- **You can lose some of that beautiful design you've been working on. That can suck.**
- **To fix this, export your presentation as a PDF and present it full screen.**
- **It will look exactly the way you intended it to and you'll be able to leave a copy behind.**

RELATED

- **Don't use embedded videos with some weird codec**
 - **It ain't gonna show on somebody else's computer**
- **Also goes for using the latest, greatest PowerPoint version**
 - **You may have it but does the venue?**

BASIC RULES FOR PRESENTATIONS

Balance.

Do not center bullet points.
It makes the text ragged.
And hard to read and follow with your eyes.

PRESENTING YOUR SLIDES


A very annoying technique is to reveal your points one by one, by one, unless... there is a punch line



PRESENTING YOUR SLIDES

Use animation effects

very very very
 very very very very
 very very very sparingly





WATCH TRANSITIONS!!!!




AND DISTRACTING ANIMATIONS

They will only distract from the other information on your slide!

EASILY DISTRACTED BY SHINY OBJECTS!


LACK OF PREP

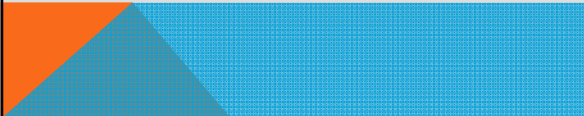
MISTAKE #5

MOST PRESENTATIONS ARE BAD BECAUSE NOT ENOUGH TIME WENT INTO PREPARING THEM

You need to gather your content, create beautiful looking slides and.....

rehearse, rehearse, rehearse

...and not the night before




86%

of top executives say that communicating with clarity directly impacts their career and income


Yet only

25%

Spend more than 2 hours on 'high-stakes' presentations




Source: www.distinction-services.com



SHOCKING I KNOW.

An outstanding **1 hour** Presentation can take **30 hours** or more of preparation time.



BUT IT'S ALL WORTH IT.

Your chance to shine, to influence and to spread ideas


How much is that worth to you?

DESIGN

Just don't slap something together

If your presentation sucks, don't blame PowerPoint


It's the speaker (**that's you**) who is responsible for using it effectively



Let's recap:

MISTAKES TO AVOID	 TOO MUCH INFO	 NOT ENOUGH VISUALS
 HORRIBLE QUALITY	 ALL-OVER-THE-PLACE	 LACK OF PREP

THANKS!!!!!!!!!!!!!!



"You're not allowed to use the sprinkler system to keep your audience awake."

Let's people you know you have actually finished

Backup Slides to Help Answer Questions