"Best practice on how to give a presentation for a conference"

**The purpose of the talk**

**DO!**
- Give your audience an intuitive feel for your idea
- Make them foam at the mouth with eagerness to read your paper
- Engage, excite, provoke them

**DON’T!**
- Impress your audience with your brainpower
- Tell them all you know about your topic
- Present all the technical details

**Audience**

- Know your audience: students, peers or researchers
- Your mission is to wake them up and communicate

**Talk Guideline**

- Dress neatly and appropriately
- Involve your audience
- You have a few minutes to engage your audience before they have started to fall asleep
- State your conclusion first up (try to hook your audience)
- Face your audience and speak clearly loudly slowly with confidence
- Do not use media to hide you since the audience comes to see you
- Move around, you are not a static display
- If possible stand to the left of the screen (people read from left to right - they look at you first then read)
- Do not read the slides to the audience (make slides that reinforce your words, do not repeat them)
- Use due cards if you need them
- Be specific/Organize your talk around this specific goal
- Order of the talk (conclusion – background – body – conclusion)
- Finish on time
- Acknowledge co-authors (title slide), and pre-curators (as you go along)

**PowerPoint Guideline**

**Slide**
- Be creative
- Think of each slide as a newspaper
- Most presentations are bad because not enough time went to preparing them
- An outstanding 1 hour presentation can take 30 hours or more of preparation time
- Having a consistent use of colors, images & alignment gives a cohesive look to your presentation

**Content**
- Six words per line, six lines per page
- Avoid text overload (the more your audience has to read the less they are listening to you)
- People learn better when information is presented in bite-sized pieces
- People learn better from words and pictures than from word alone. This applies when the pictures illustrate what the words say, not when pictures are added for decorative effect
- Do not put too much technical detail in the slide
- Do not center bullet points, it makes the text ragged and hard to read and follow with your eyes.

**Font**
- The longer the better, use font that are easy to read
- If you download a font, make sure you embed it in your PowerPoint file
- Using font color that contrast with the background color

**Backgrounds**
- Do not use multiple backgrounds in your presentation (changing the style is distracting)
- If you download a font, make sure you embed it in your PowerPoint file
- Using font color that contrast with the background color

**Transition**
- Stick with same transition
- Use animation effects sparingly
- Watch out your slide transition

**Image**
- Only high quality images at their right size are used
- Don’t use embedded videos with some weird codec

แหล่งข้อมูล: หนังสือแนะนำการเขียนบรรณานุกรม Dr. Gregory Herley ในหัวข้อ
"How to give a presentation for a conference" โณที่ 7 กันยายน 2558
ในโครงการส่งเสริมพุทธศักดิ์ศาสตร์วิชาการและเครือข่ายการวิจัย ของคณะวิทยาศาสตร์