

... and know your audience



Knowing your audience

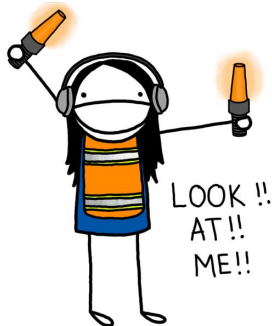
... connect with them



Knowing your audience

An effective speaker can:

- relate to their audience
- grab their attention
- keep their attention
- make their presentation memorable



Knowing your audience

Know your audience

- ❖ What knowledge of the topic do they have?
- ❖ What are their demographics? Age, sex, level of education?
- ❖ Why will they attend your presentation?
- ❖ What are their expectations?
- ❖ What specific needs do you need to address?

Knowing your audience

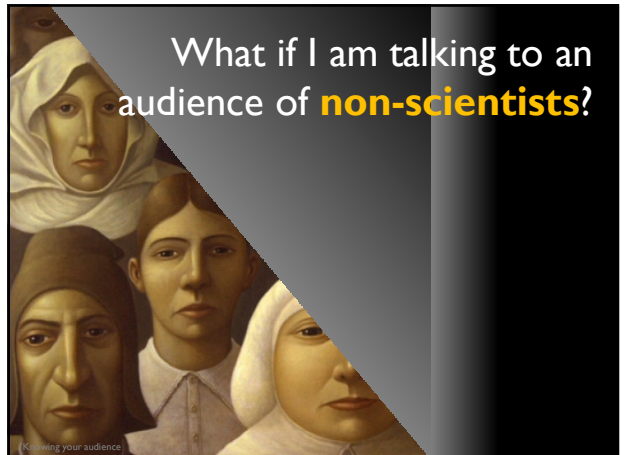
You **DON'T** tell a group of cardiologists about basic heart structure and function.



You **DO** tell them how your interest relates to (ab)normal structure and function.

Knowing your audience

What if I am talking to an audience of **non-scientists**?



Knowing your audience

Lay rules of thumb

- ❖ Place your work in the larger context
- ❖ Introduce goals and expected outcomes
- ❖ Use reasonable words, but **don't** talk down
- ❖ Avoid complex logical arguments
- ❖ Use analogies – teach by examples
- ❖ Try it out:

Ask your grandma if she gets it!

Knowing your audience



Overview

preparing for an effective presentation

- ❖ Knowing your Audience
- ❖ **Presentation Design**
- ❖ Getting Ready to Speak
- ❖ Essential Do's and Don'ts
- ❖ Overall things to Remember

Overview

Presentation Design

the design challenge

1. **Why presentation design?**
2. **Preparation**
3. **Design: some do's and don'ts**
4. **Some examples**

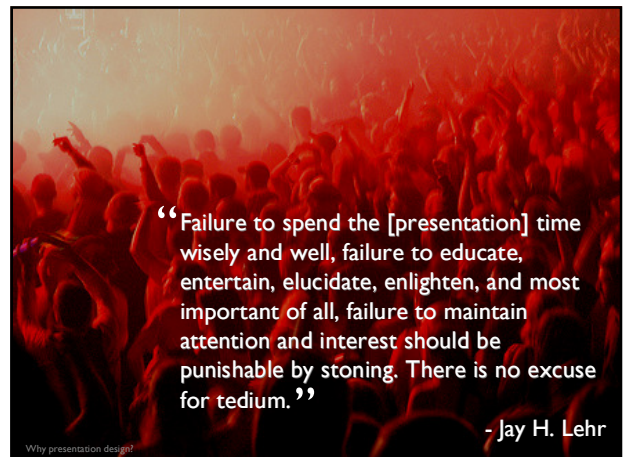
Overview

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Overview



“Failure to spend the [presentation] time wisely and well, failure to educate, entertain, elucidate, enlighten, and most important of all, failure to maintain attention and interest should be punishable by stoning. There is no excuse for tedium.”

- Jay H. Lehr

Why presentation design?

Presentation Design

- ❖ There is no 'magic bullet'
- ❖ There are no set rules or formulas
- ❖ Presentation design should be an approach
- ❖ Each case is different

Why presentation design?

“PowerPoint is evil.”

- Edward Tufte

Why presentation design?

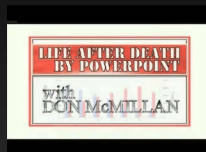
“At a minimum a presentation format should do no harm. Yet PowerPoint routinely disrupts, dominates, and trivializes content.”

- Edward Tufte

Why presentation design?



Why presentation design?



Is all hope lost?

- ❖ Look beyond PowerPoint
- ❖ Look beyond “how to” books
- ❖ Live talks are about storytelling
- ❖ See your work with a fresh perspective

Why presentation design?

Presentation Design

the design challenge

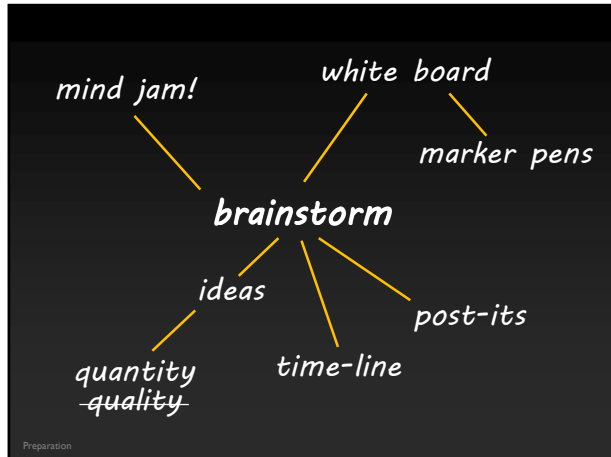
1. Why presentation design?
2. **Preparation**
3. Design: some do's and don'ts
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Overview

Be creative

- ❖ Preparing, designing and delivering a presentation is a creative act
- ❖ Open your mind
- ❖ **Exercise restraint** throughout, think:
 - Simplicity
 - Clarity
 - Brevity

Preparation



Preparation

Ask the right questions

- ❖ How much time do I have?
- ❖ What is the venue like?
- ❖ Who's the audience/ what's their background?
- ❖ What is the best visual approach?
- ❖ What is the fundamental purpose of my talk?
- ❖ What is the story?
- ❖ **What is the overall fundamental question?**

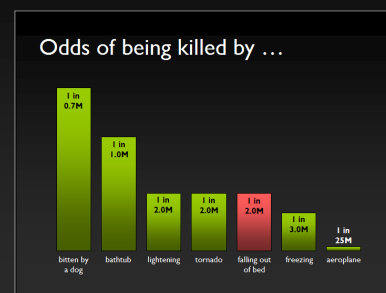
Preparation

can **you** pass the
elevator test?

what's your point?
why does it matter?

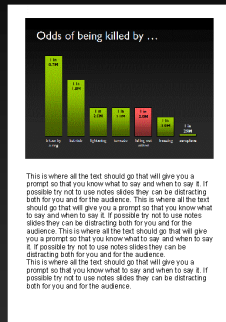
Preparation

I. What the audience will see



Preparation

2. Notes you will see



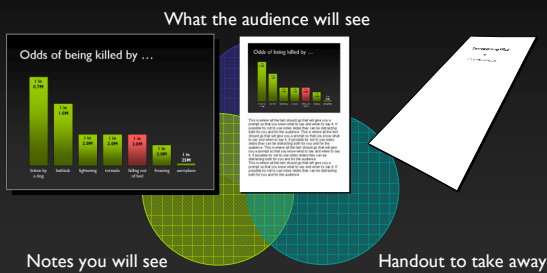
Preparation

3. Handout to take away



Preparation

Three parts of a presentation



Preparation

The process

- ❖ Brainstorm
- ❖ Thin down and identify the core message
- ❖ Storyboard – on paper
- ❖ Storyboard – on the computer
- ❖ With the Story structure together add visuals that support the core argument

Preparation

Map the presentation for the audience

Overview
the design challenge

- ❖ Why presentation design?
- ❖ Preparation
- ❖ Design: some do's and don'ts
- ❖ Some examples

Overview

Preparation

Key transitions during a presentation

Overview
the design challenge

- ❖ Why presentation design?
- ❖ Preparation
- ❖ Design: some do's and don'ts
- ❖ Some examples

I: Beginning
the bigger picture

Preparation

Key transitions during a presentation

Overview
the design challenge

Overview
the design challenge

- ❖ Why presentation design?
- ❖ **Preparation**
- ❖ Design: some do's and don'ts
- ❖ Some examples

2: Middle
focus on the detail

Preparation

Key transitions during a presentation

Overview
the design challenge

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- ❖ Why presentation design?
- ❖ Preparation
- ❖ Design: some do's and don'ts
- ❖ **Some examples**

3: End
provide overview

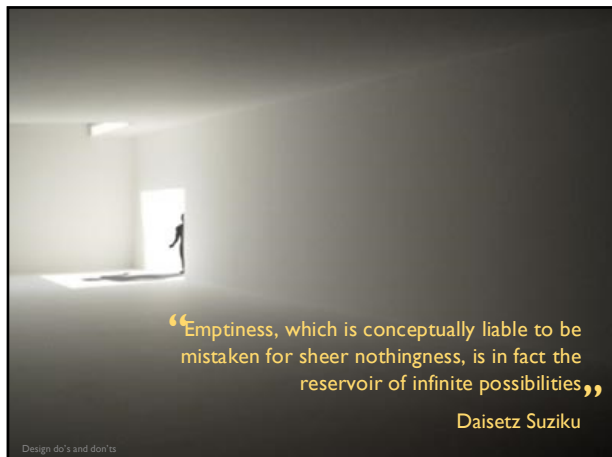
Preparation

Presentation Design the design challenge

1. Why presentation design?
2. Preparation
3. **Design: some do's and don'ts**
4. Some examples

Overview

LESS is
MORE



“Emptyness, which is conceptually liable to be mistaken for sheer nothingness, is in fact the reservoir of infinite possibilities,”

Daisetz Suzuki

Design do's and don'ts

SNR

- ❖ A slide is **NOT** a document – do not create a “slideument”
- ❖ Avoid clutter
- ❖ Avoid gratuitous images that distract
- ❖ Resist the temptation to add – think subtract
- ❖ Visually, think contrast – if you can't read it how can your audience?

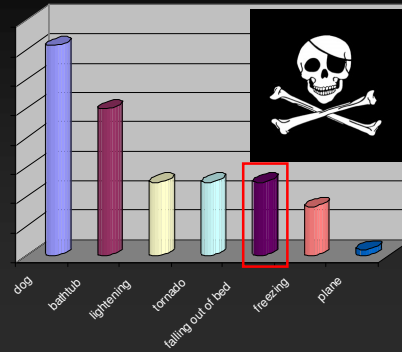
Design do's and don'ts

How much information?

- ❖ How many slides do I need?
- ❖ How many points per slide?
- ❖ Think quality not quantity
- ❖ Resist the urge to show all of results/ research
- ❖ What is necessary for the story?

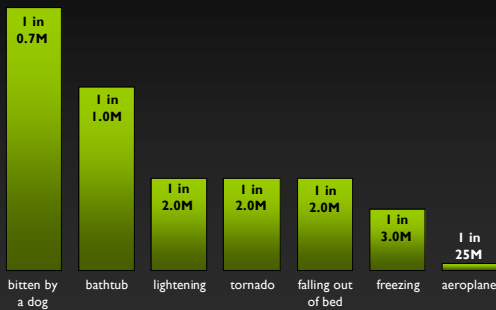
Design do's and don'ts

Odds of being killed by ...



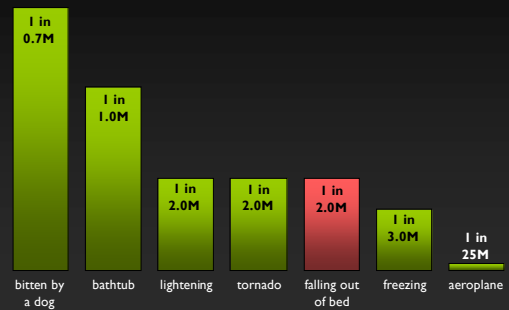
Clutter

Odds of being killed by ...



Clutter

Odds of being killed by ...



Clutter

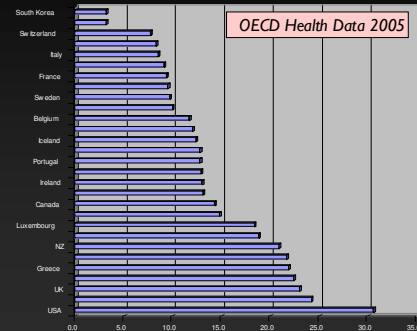
Obesity in adults across the world

Rank	Country	Amount	Rank	Country	Amount
1	USA	30.6	16	Finland	12.8
2	Mexico	24.2	17	Iceland	12.4
3	UK	23.0	18	Turkey	12.0
4	Slovakia	22.4	19	Belgium	11.7
5	Greece	21.9	20	Netherlands	10.0
6	Australia	21.7	21	Sweden	9.7
7	NZ	20.9	22	Denmark	9.5
8	Hungary	19.8	23	France	9.4
9	Luxembourg	18.4	24	Austria	9.1
10	Czech Republic	14.8	25	Italy	8.5
11	Canada	14.3	26	Norway	8.3
12	Spain	13.1	27	Switzerland	7.7
13	Ireland	13.0	28	Japan	3.2
14	Germany	12.9	29	South Korea	3.2
15	Portugal	12.8			

OECD Health Data 2005

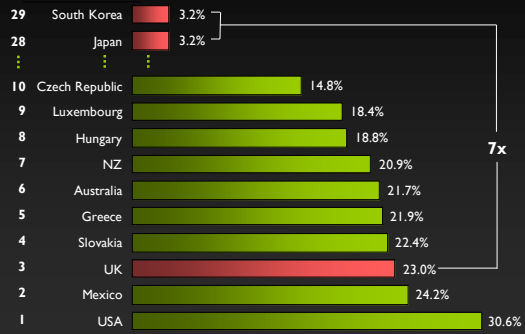
Clutter

Obesity in adults across the world



Clutter

Obesity in adults across the world



Clutter

OECD Health Data 2005

Obesity in adults in the UK

- ❖ The UK is ranked 3rd in the world
- ❖ At 23% it is 7 times more prevalent than in Japan & South Korea
- ❖ People in the UK are the most obese in Europe



Clutter

23%
of adults in the UK are
obese

Clutter

You are more likely
to be attacked by a
cow than a shark



Clutter

You are more likely to
be attacked by a cow
than a shark



Clutter

contrast

repetition

proximity

alignment

Design do's and don'ts

Emphasize text by making it

BIG

otherwise make it ...
small.

Design do's and don'ts

Contrast in text

- ❖ Use **BOLD** text to highlight an important word
- ❖ Also use underline or even a change in **colour**
- ❖ **Combinations work** but don't get carried away

Design do's and don'ts

Fonts

- ❖ Choose easy on the eye Fonts
- ❖ Helvetica, Arial, Verdana, **Gill Sans** are good
- ❖ Times is suitable for documents but **not** for slides
- ❖ When you choose a font – stick to it
- ❖ Choose contrasting colours – remember if you can't read it neither can anyone else

Design do's and don'ts

Can you read this?

- ❖ **Or can you read this?**
- ❖ This works though
- ❖ ... as does this

Design do's and don'ts

Strive for good contrast

- ❖ On a black/blue background use white **or yellow** text
- ❖ **Red** just about works – but use sparingly

Design do's and don'ts

Strive for good contrast

- ❖ On a light/white background use black **or blue** text
- ❖ **Red** works here too

Design do's and don'ts

Create balance through

LEFT

justified text ...

Design do's and don'ts

Create balance through

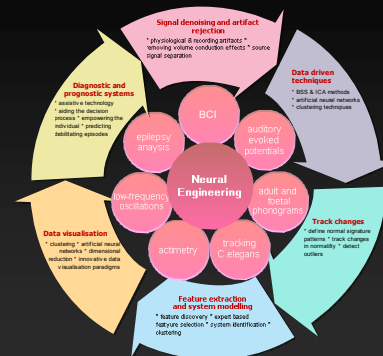
RIGHT

... justified text

Design do's and don'ts

Create balance through
SYMMETRY

Design do's and don'ts



Design do's and don'ts

In summary

- ❖ Design is not about decoration
- ❖ Remove clutter, keep your eye on SNR
- ❖ Strong visuals can help enhance your narrative
- ❖ Empty space is **not nothing!**
- ❖ Contrast is good in conveying information

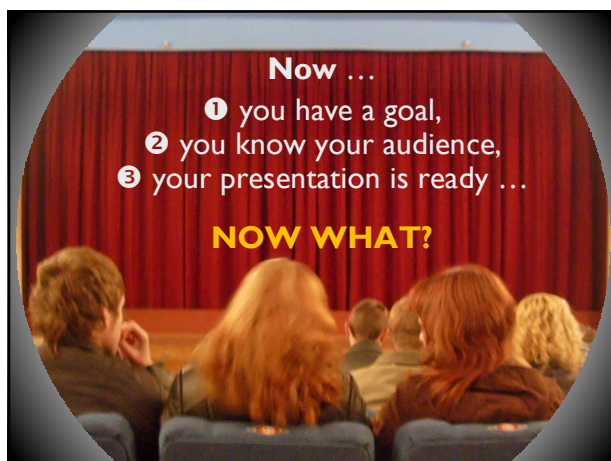
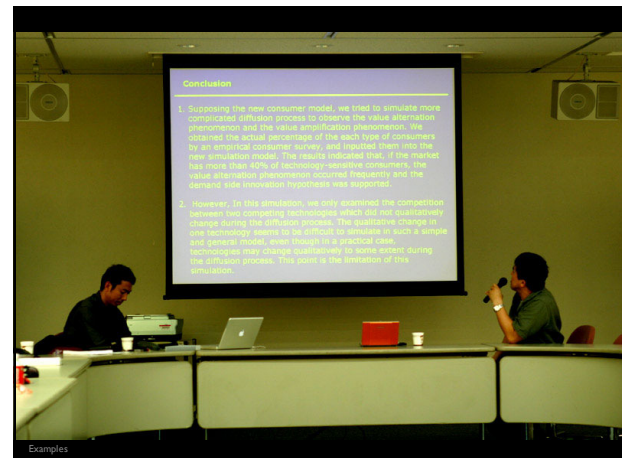
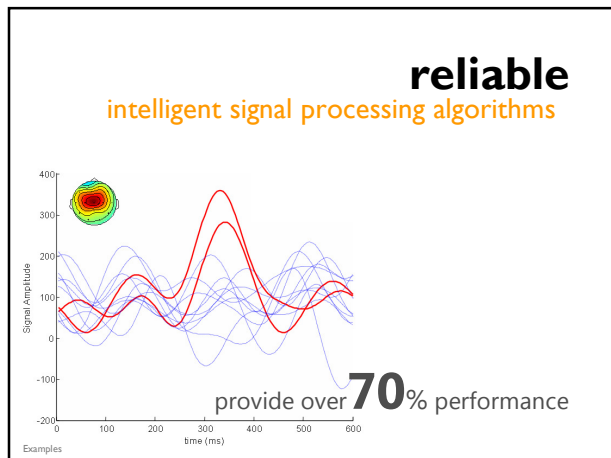
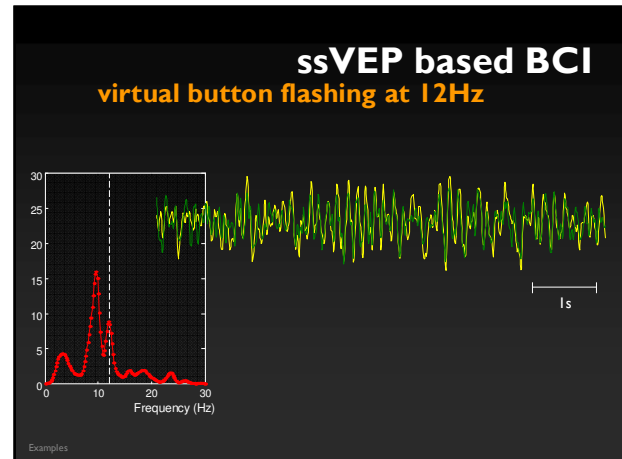
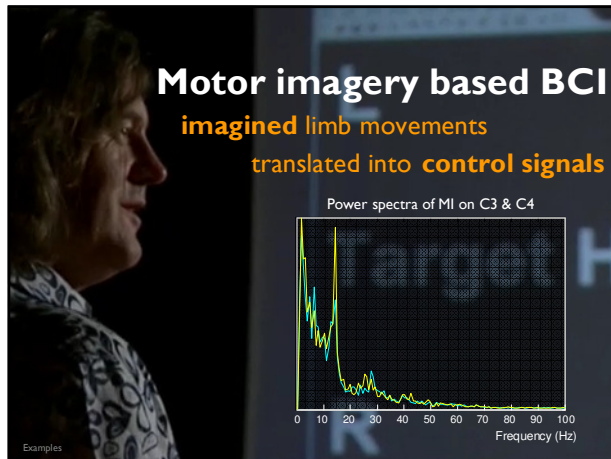
Design do's and don'ts

Presentation Design

the design challenge

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Overview



On the day of your presentation

- ❖ Dress appropriately
- ❖ Check the room and equipment
- ❖ **Be on time**
- ❖ Bring a watch or note the clock
- ❖ Get a cup of water



Getting ready to speak

If you are giving a 10 min talk ...

- ❖ Know the order of speakers in your session
- ❖ If you are not first, then you might need to modify your introduction
 - All speakers do not need to introduce the same topic (*Heart disease in the number one killer...*)
 - Also avoid stereotypes ...
 - This will give you more time to talk about **YOUR** work

Getting ready to speak

Tips and tricks

knowledge

- ❖ Know your subject matter
- ❖ Know yourself
- ❖ Learn what makes communicating enjoyable to you – what works, and what doesn't

HOW you present is as important as **WHAT** you present

Getting ready to speak

Delivery

- ❖ Present your work and present yourself
 - Stick to the plan – don't improvise last minute
 - Relax and be confident
 - Be enthusiastic – engage your audience, share your passion and excitement with them
 - Done with a slide? Remove it!

Getting ready to speak

Overview

preparing for an effective presentation

- ❖ Knowing your Audience
- ❖ Presentation Design
- ❖ Getting Ready to Speak
- ❖ **Essential Do's and Don'ts**
- ❖ Overall things to Remember

Overview

Things to Avoid!

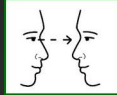
- ❖ Speaking too fast
- ❖ Muttering
- ❖ Uhm's, ah's, you know, like
- ❖ The crazy laser pointer
- ❖ Chewing gum
- ❖ Fiddling with hair, mouth
- ❖ Playing with pocket change, keys
- ❖ Cell phone, pager interruptions



Essential do's and don'ts

More on Delivery

- ❖ Watch your body language
 - Avoid distracting gestures/mannerisms
 - Stand tall and still – Don't walk the podium
 - Don't cover the screen, and ...
 - **Never** turn your back to the audience
 - Maintain eye contact - Screen the audience



Essential do's and don'ts

Humour

- ❖ Humour – drop it in, but don't force it
- ❖ In small doses – keeps audience interested
- ❖ Use it early in the talk to create a bond between you and your audience
- ❖ Use respectful humour
- ❖ If you do not have a funny bone, don't use humour



Essential do's and don'ts

Projecting Your Voice

- ❖ Avoid speaking too slowly or too quickly
 - No less than 10 sec but no longer than 100
- ❖ Speak loudly and clearly, but ...
 - modulate your voice for emphasis
- ❖ Pause to allow grasping a difficult concept
- ❖ Seamlessly transition from slide to slide
 - Introduce next slide before ending current one

Essential do's and don'ts

Choosing the Right Words

- ❖ Emphasize your work and show your skills
 - Avoid repeating same words, use a thesaurus
- ❖ Get their attention and inspire confidence
 - Address audience in second person
 - “**You** will benefit...” vs. “participants will benefit...”
 - Use powerful, active words
 - “**I am certain** you agree ...” vs. “I think you agree...”;
 - “**I recommend** you consider ...” vs. “I hope you ...”

Essential do's and don'ts

... before wrapping up

Always go out of your way to acknowledge the many contributions of others to your work – say ...

THANKS!!

After your talk ...

- ❖ Thank audience, hosts and collaborators
- ❖ Make materials available
 - Let them tell & show others what they missed!
- ❖ Make yourself available
 - After talk and beyond
- ❖ Ask for feedback
 - Did they get what they were expecting?
 - Treat every talk as a learning opportunity

Essential do's and don'ts

You're **Not** Done Yet!

handling questions

- ❖ Hear the entire question before answering
 - Repeat question for those who can't hear it
- ❖ Don't rush to answer - think for a moment
- ❖ Avoid prolonged discussions - coffee time
- ❖ What if you can't answer the question?
 - Admit it rather than speculating "in the dark"
 - Offer to research the answer and follow up
 - Suggest readings or consult audience

Essential do's and don'ts

Tips and Tricks

- ❖ Brainstorm questions that could be asked
- ❖ Create backup slides for each predictable question



Essential do's and don'ts

Presentation Strategies

Nervousness

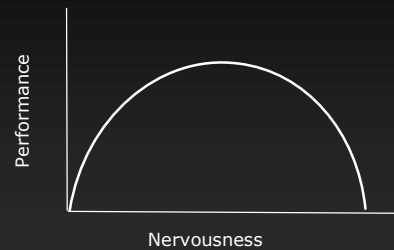
- Use the podium
- Put a plant in the audience and maintain eye contact
- Everyone wants you to get an "A"
 - Practice, practice, practice



Essential do's and don'ts

Things to Remember

Nerves



Making Oral Presentations, Beth Fisher and Michael Zigmund

Essential do's and don'ts

Overview

preparing for an effective presentation

- ❖ Knowing your Audience
- ❖ Presentation Design
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- ❖ Essential Do's and Don'ts
- ❖ **Overall things to Remember**

Overview

Key Things to Remember!

- ❖ Tell a story
- ❖ Emphasize 3 to 4 key points only
- ❖ Keep it Simple, remove clutter
- ❖ Speak clearly and audibly
- ❖ Practice, practice, practice
- ❖ Relax and **HAVE FUN!**

Overall things to remember

Top 5 Worst Speaker Sins

1. Exceeding the time limit
2. An out of control laser pointer
3. The rising intonation? Okay? See what I mean?
4. Speaking too quietly, too fast or incoherently
5. Being ambushed by an over eager poster presenter
6. Not checking for spelling mistakes or compatibility between platforms (apple to PC)

Make Your Point. Nature, Vol 434, March 17, 2005

Overall things to remember

tips on effective Presentation Design and Delivery

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Design

Design
preparation