Tips on effective Presentation Design and Delivery

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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

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In the beginning ...

1. What is the goal of this presentation?
2. Why am I giving this presentation?
3. What exactly am I trying to say?
4. What do I want my audience to get?

In the beginning ...

... keep it simple
... and know your audience

An effective speaker can:
- relate to their audience
- grab their attention
- keep their attention
- make their presentation memorable

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?

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

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.
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!*

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**Preparing for an Effective Presentation**

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- **Presentation Design**
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Presentation Design

**The Design Challenge**

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

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“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
Presentation Design

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

“PowerPoint is evil.”
- Edward Tufte

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

Is all hope lost?

- Look beyond PowerPoint
- Look beyond “how to” books
- Live talks are about storytelling
- See your work with a fresh perspective
Presentation Design
the design challenge

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

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

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
- mind jam!
- white board
- marker pens
- brainstorm
- ideas
- post-its
- quantity
- quality
- time-line

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-头脑风暴
-白板
-记号笔
-想法
-便签
-数量
-质量
-时间线

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2. Notes you will see

3. Handout to take away

Three parts of a presentation

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

Map the presentation for the audience

Key transitions during a presentation
- Overview
- Design challenge:
  - Why presentation design?
  - Preparation
  - Design: some do’s and don’ts
  - Some examples
- Beginning
  - the bigger picture
Key transitions during a presentation

2: Middle
   focus on the detail

3: End
   provide overview

Presentation Design
the design challenge

1. Why presentation design?
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LESS is MORE

Design do’s and don’ts
- Emptiness, which is conceptually liable to be mistaken for sheer nothingness, is in fact the reservoir of infinite possibilities
  Daisetz Suzuki

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?
**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?

**Odds of being killed by ...**

- 1 in 0.7M
- 1 in 1.0M
- 1 in 2.0M
- 1 in 2.0M
- 1 in 2.0M
- 1 in 3.0M

**Obesity in adults across the world**

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<th>Amount</th>
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<tr>
<td>3</td>
<td>UK</td>
<td>23.0</td>
</tr>
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<td>4</td>
<td>Slovakia</td>
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<td>5</td>
<td>Greece</td>
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<td>Australia</td>
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<td>3.2</td>
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<tr>
<td>29</td>
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</tbody>
</table>

OECD Health Data 2005
Obesity in adults across the world:

- **South Korea**: 3.2%
- **Japan**: 3.2%
- **Czech Republic**: 14.8%
- **Luxembourg**: 18.8%
- **Hungary**: 20.9%
- **Australia**: 21.7%
- **Greece**: 21.9%
- **Slovakia**: 22.4%
- **UK**: 23.0%
- **Mexico**: 24.2%
- **USA**: 30.6%

1. **USA**
2. **Mexico**
3. **UK**
4. **Slovakia**
5. **Greece**
6. **Australia**
7. **NZ**
8. **Hungary**
9. **Czech Republic**
10. **South Korea**
11. **Japan**

**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.

**23% of adults in the UK are obese**

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

**Design do’s and don’ts**

- **contrast**
- **repetition**
- **proximity**
- **alignment**
Emphasize text by making it

**BIG**

otherwise make it …

small.

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

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

Can you read this?

- Or can you read this?
- This works though
- … as does this

Strive for good contrast

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

Strive for good contrast

- On a light/white background use **black** or **blue** text
- **Red** works here too
Create balance through justified text …

Create balance through … justified text

Create balance through SYMMETRY

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

Presentation Design
the design challenge

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4. Some examples
Motor imagery based BCI
imagined limb movements
translated into control signals

Power spectra of MI on C3 & C4

ssVEP based BCI
virtual button flashing at 12Hz

reliable
intelligent signal processing algorithms

provide over 70% performance

Now ...
① you have a goal,
② you know your audience,
③ your presentation is ready ...

NOW WHAT?

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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

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

Tips and tricks

- 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

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!

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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
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

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

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

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 …”

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
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

Tips and Tricks

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

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

Things to Remember

Nerves

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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!**
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)