

How to prepare and deliver a presentation

Roberto Cipolla

Department of Engineering

<http://www.eng.cam.ac.uk/~cipolla>

1. The problem?

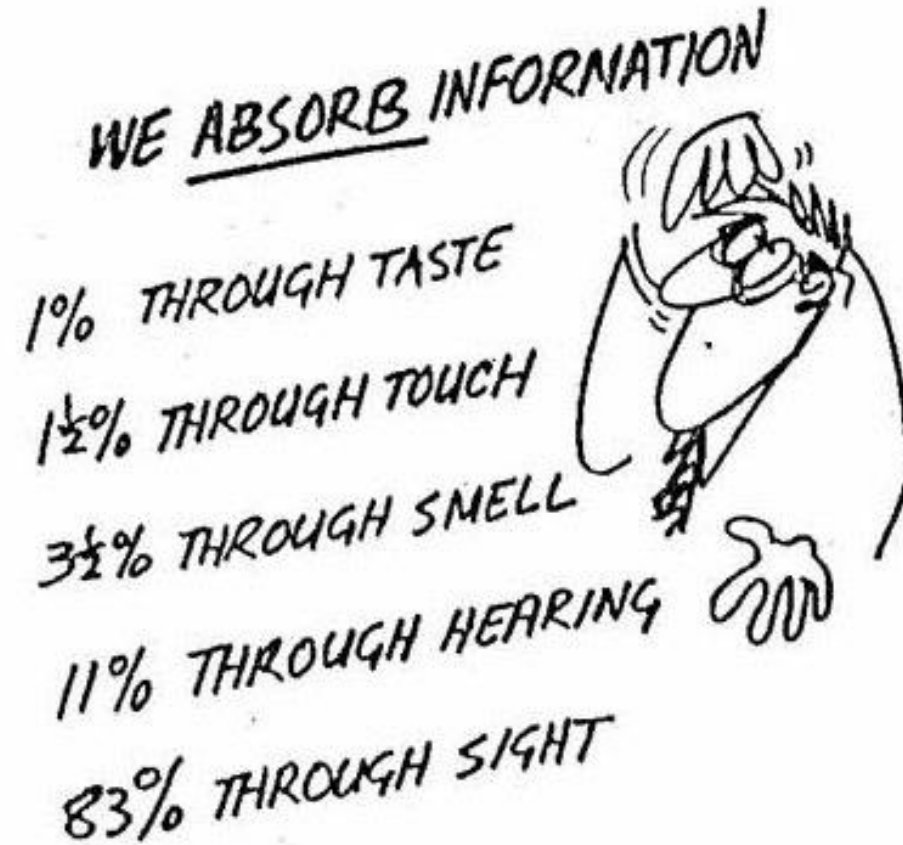


Effective Communication

What do you want to achieve?

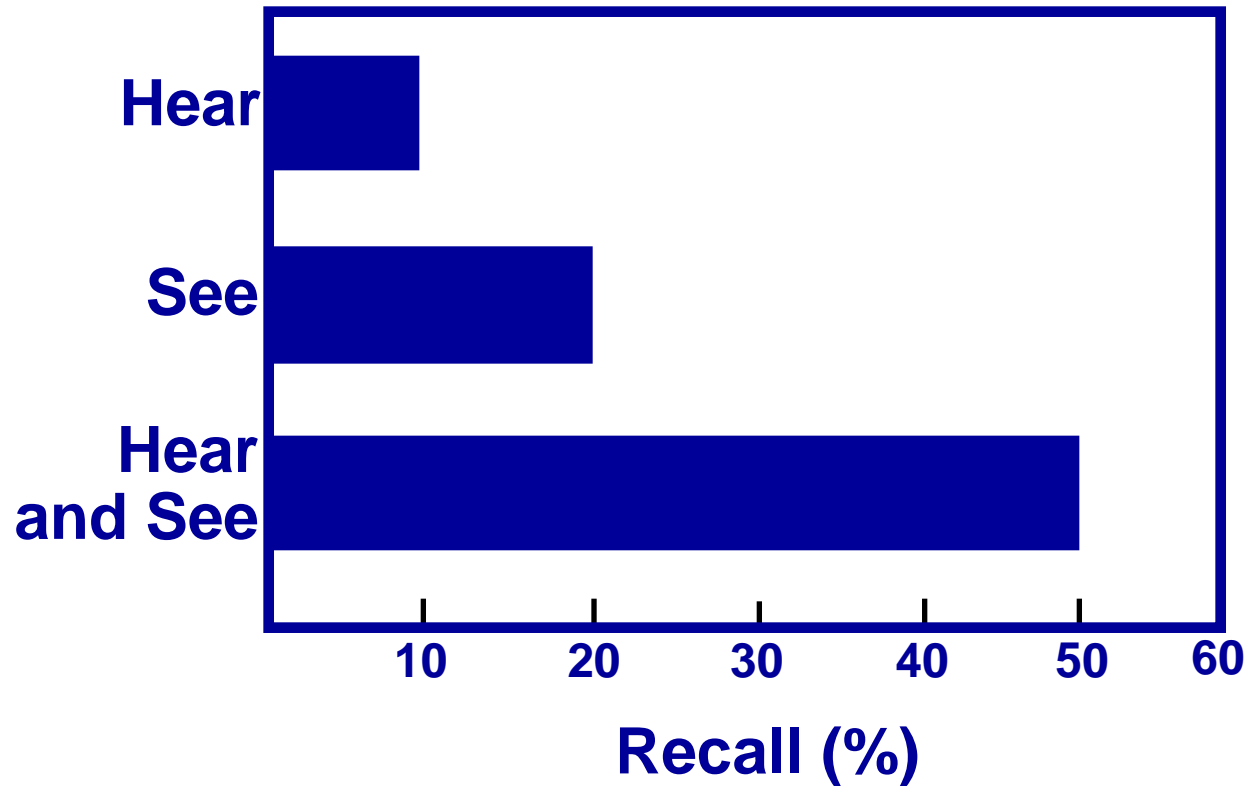
- Educate and inform
- Inspire/interest and persuade
- Entertain
- Must grab and hold attention

Reinforce with Visualization



Audience retain more if hear and see

Reinforce with Visualization



Audience retain more if hear and see

Fear of public speaking



- Public Speaking
- Heights
- Insects
- Financial Problems
- Deep Water
- Sickness
- Death
- Flying
- Loneliness
- Dogs

Outline

- Preparation
- Structure of the presentation
- Visual aids and slides
- Practice and delivery

2. Planning and Preparation

Planning

- Purpose - why and what?
- Audience – who and where?



Planning

- Know your subject
- Develop a theme
- List the key concepts and points to convey
- Begin to think about ways of illustrating the key points
- Max of 1 slide per minute, 4 key points in 45 minute presentation

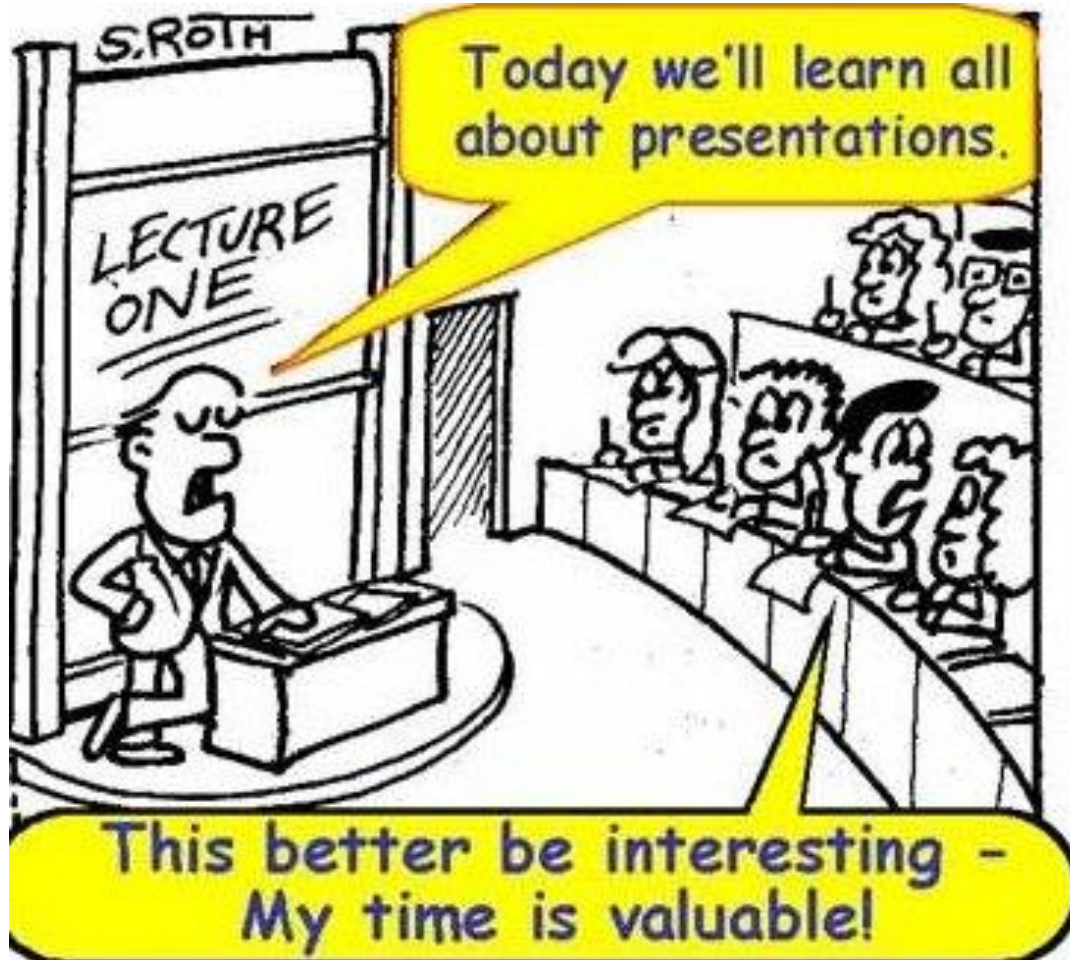
3. Structure of presentation



The Structure

- Opening –
Tell them what you are going to tell them
- Body –
Tell them
- Summary –
Tell them what you told them

Structure - opening



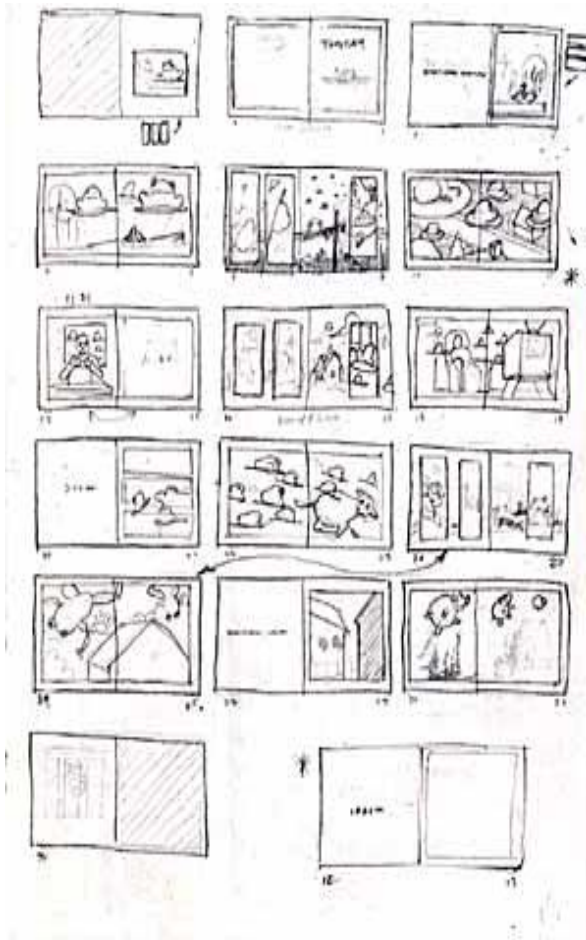
Structure - opening

- Need a strong beginning
- Few seconds to convince audience:
 - I will not waste your time
 - I am well organized
 - I know who you are
 - I know my subject

Structure - opening

- Introduce problem to be addressed and context
- State purpose, scope and main message
- Give outline of presentation

Structure – main body



- Make a story board
- Break up with each section making a key point
- Present incrementally, concisely and in logical order
- Illustrate with clear examples and visual aids

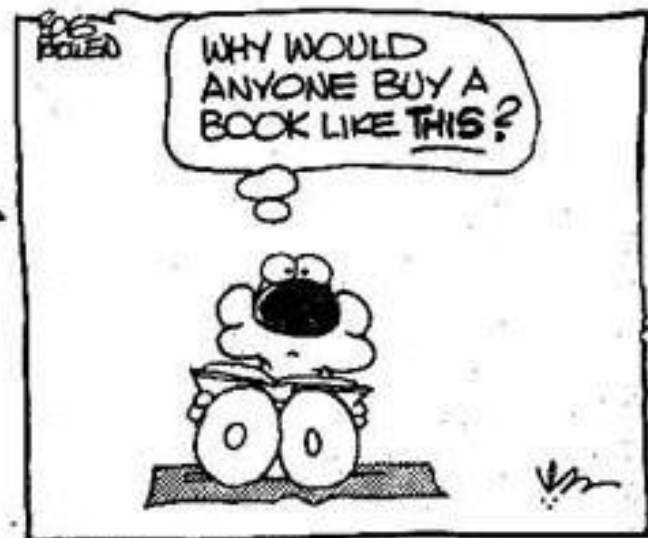
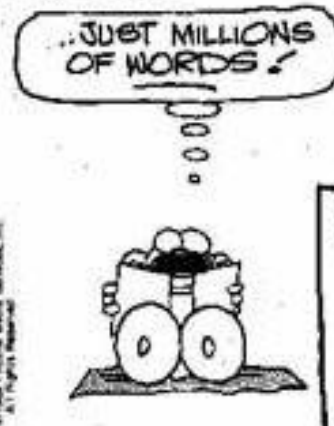
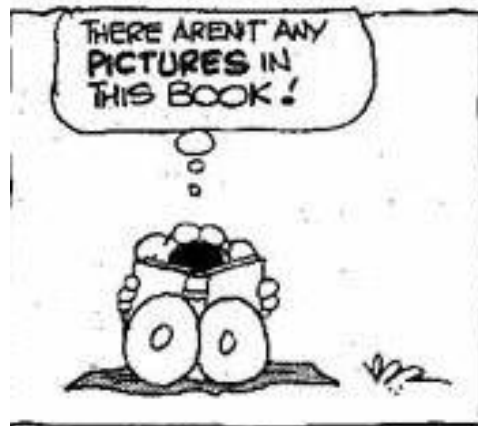
Structure - closing

- Must have a clear end to talk
- Brief and simple summary of main points
- Reinforce the main message
- Put in context of the “big picture”

4. Visual Aids

ANIMAL CRACKERS

by Rog Bollen

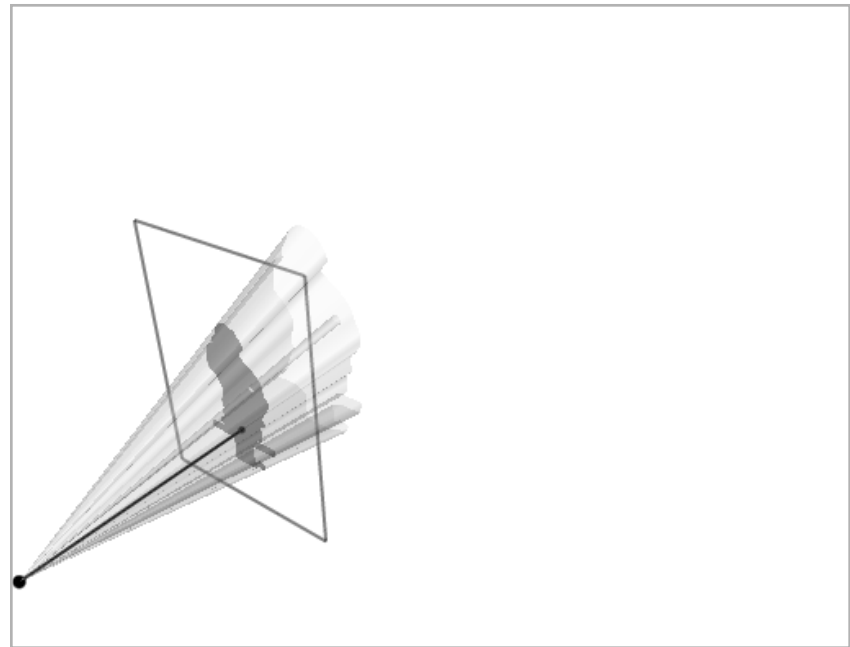
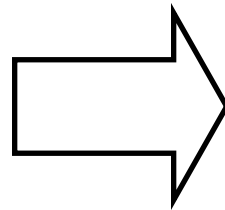


- Header – headline for main point
- Body
 - one point, keep it simple
 - don't overcrowd with bullets and details

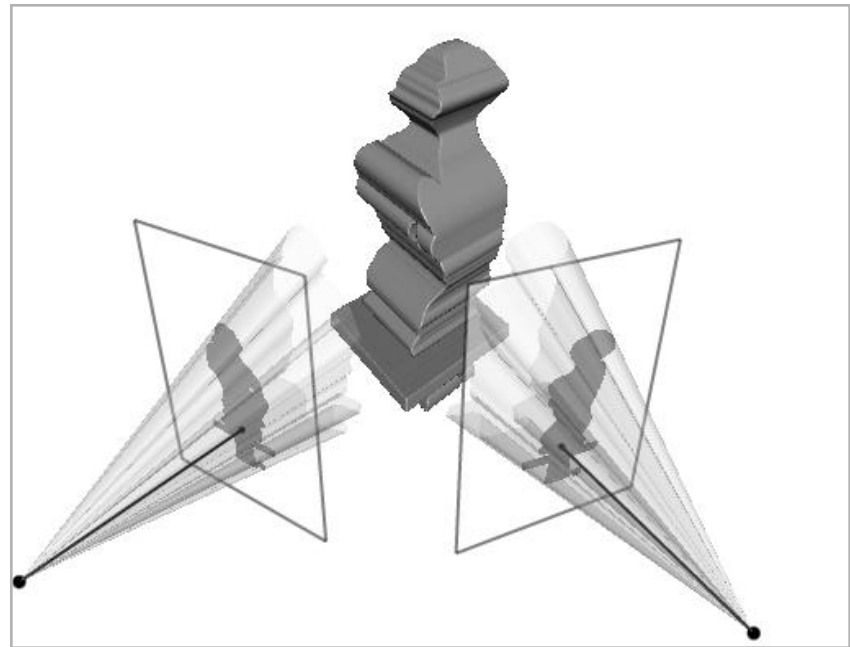
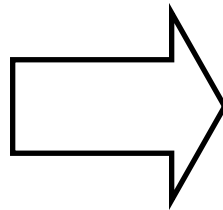
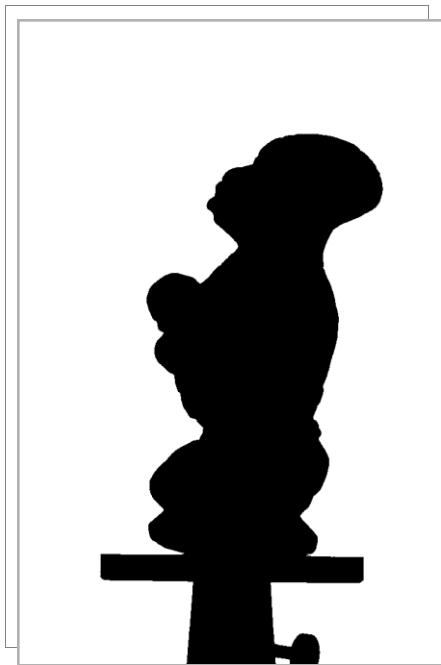
Slides - tell story with pictures

- Illustrate with images and animations to explain difficult points and generate interest.

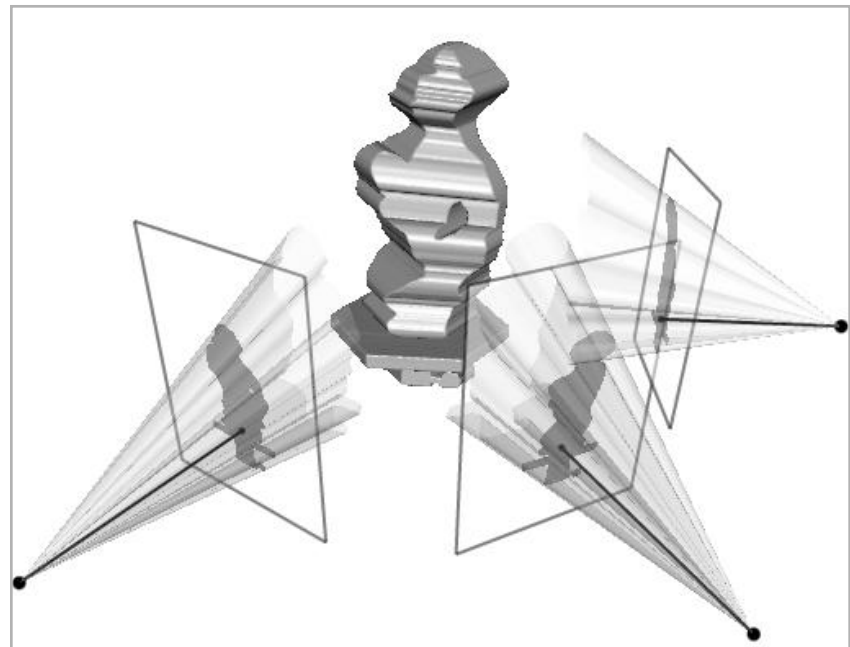
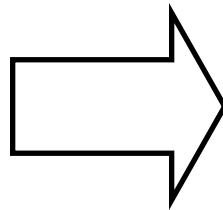
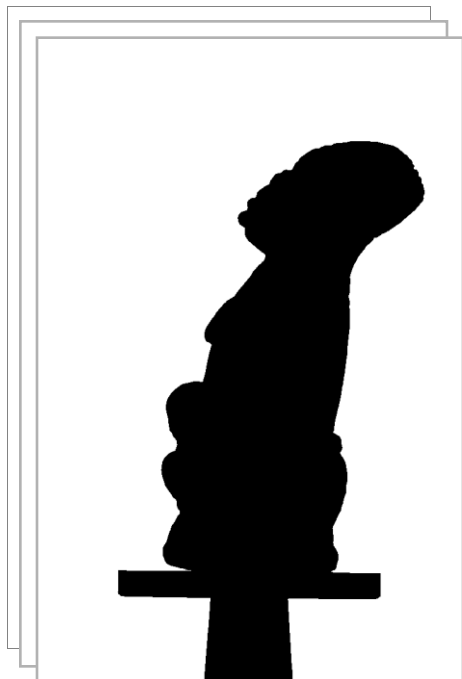
Slides - tell story with pictures



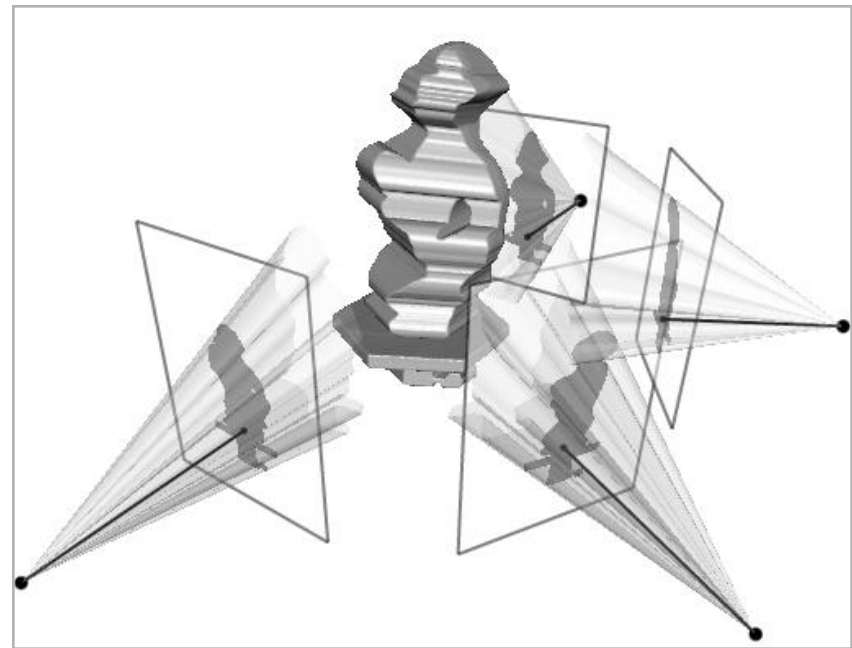
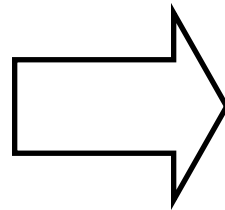
Example – multiview stereo



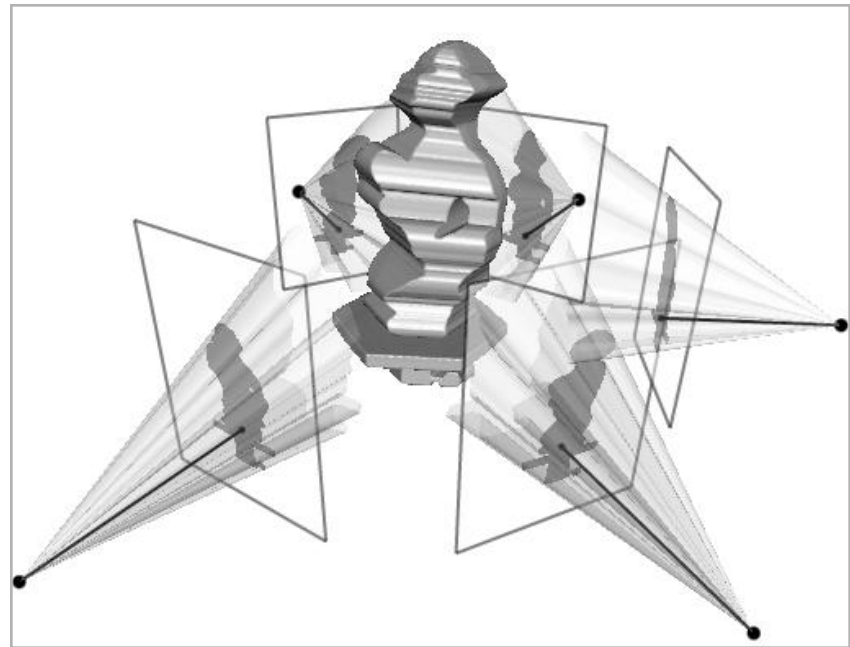
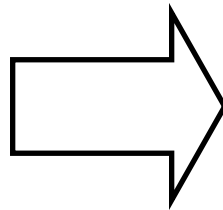
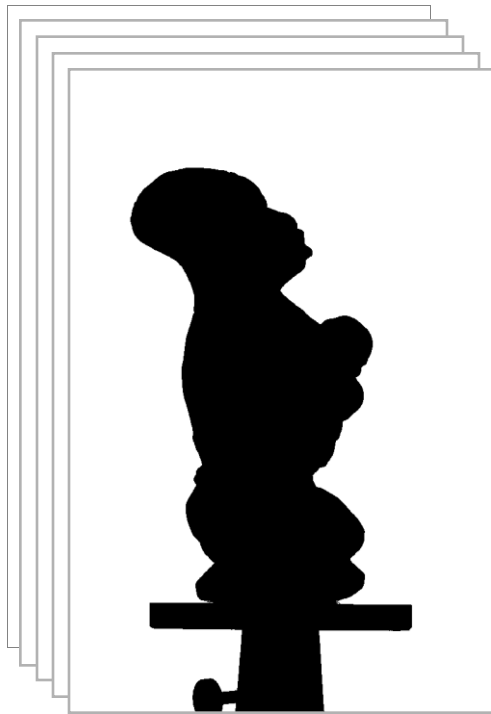
Example



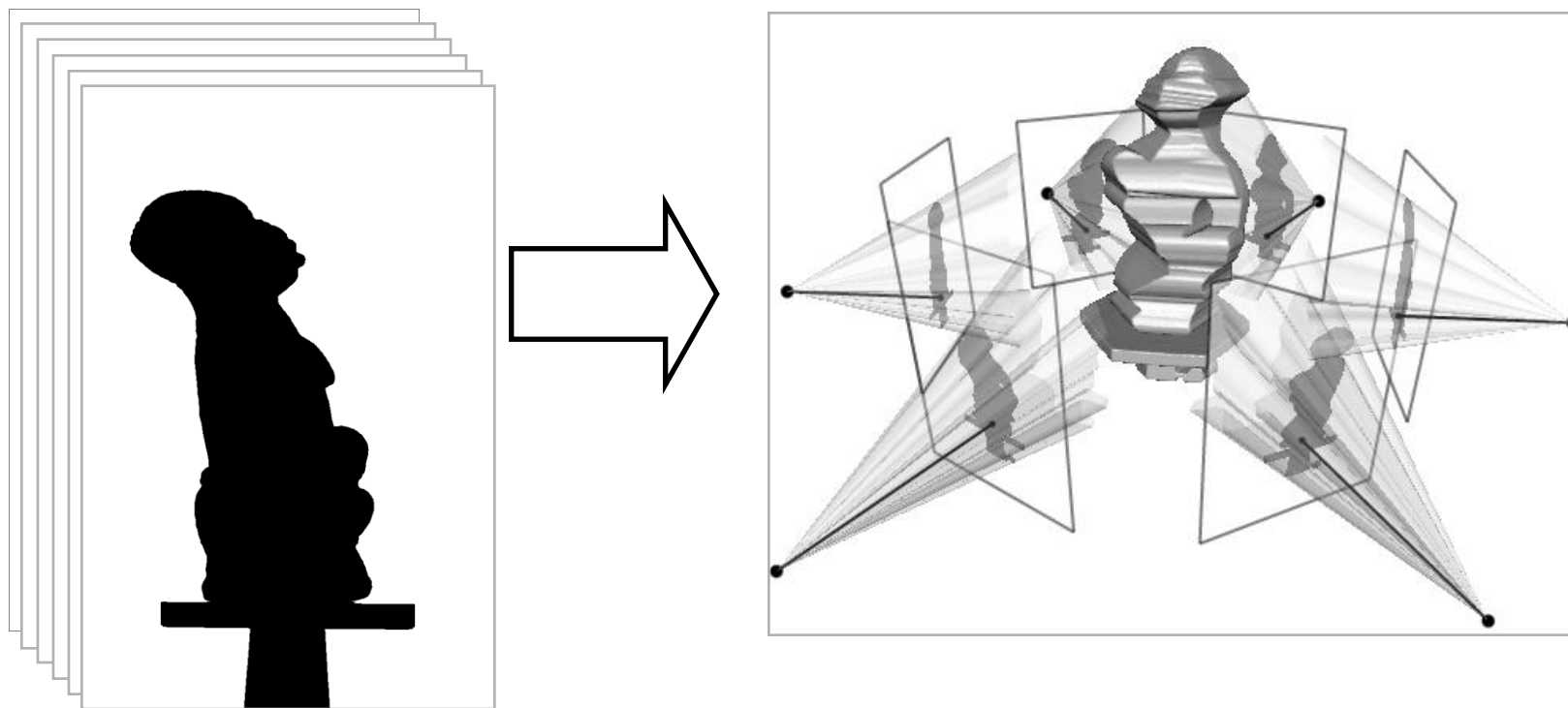
Example



Example



Example



Slides - fonts and colours

- Choose legible type and size (8H rule)

Arial and 32 pt

Edwardian and 32 pt

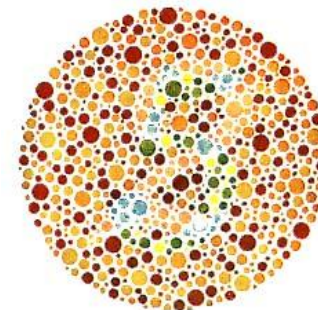
Arial and 28 pt

Edwardian and 28 pt

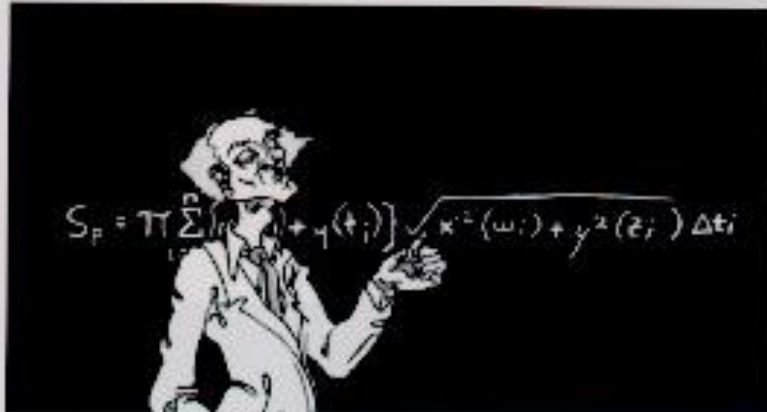
Arial and 20 pt

Edwardian and 20 pt

- Colour combinations



Slides – use equations sparingly

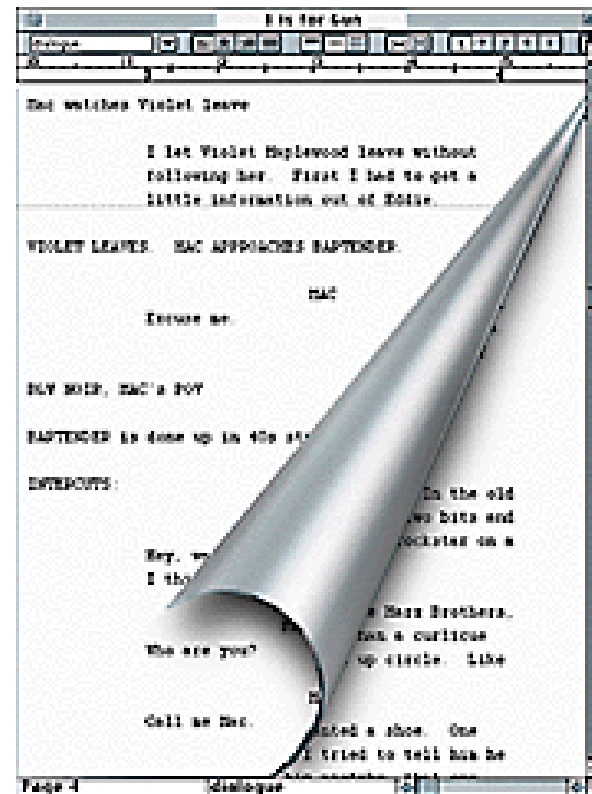
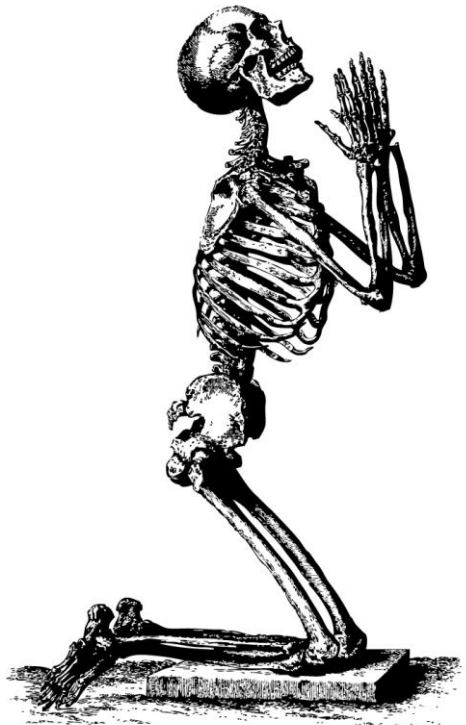


A cartoon illustration of a man in a suit and tie, standing in front of a blackboard. He is pointing at a complex mathematical equation written on the board. The equation is:

$$S_P = \pi \sum_{i=1}^n \left[\gamma(t_i) \right] \sqrt{x^2(\omega_i) + y^2(z_i)} \Delta t_i$$

If you must use mathematics in your presentation, slow down, and talk the audience through each equation...

5 Practice and Delivery



Talk, don't read!

You have several choices for how you deliver your speech

Memorizing the Speech

- + allows eye contact
- difficult for long speeches
- room for precision errors
- no room for improvising

Reading From a Text

- + ensures precision
- does not sound natural
- no room for improvising
- hinders eye contact

Winging It

- + sounds natural
- has much room for error

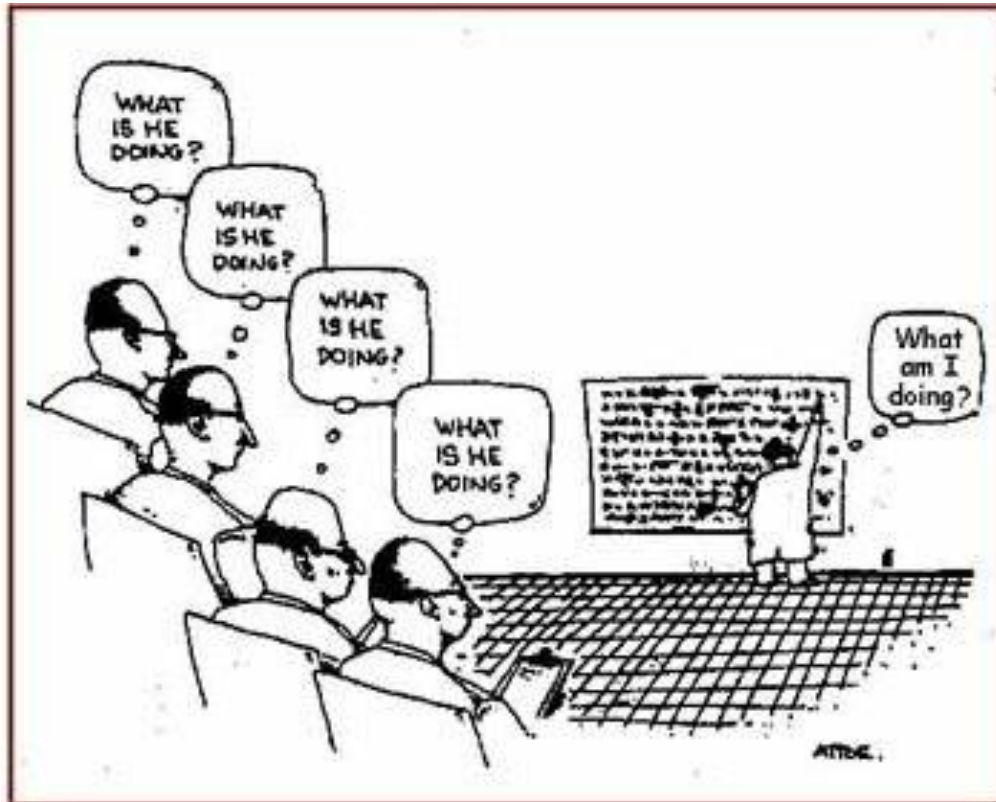
Speaking From Slides

- + insures organization
- + allows eye contact
- + allows improvising
- some room for error



Don't lose audience

- Keep audience informed about what you are doing and why?



- Summarize points you would like them to go away with

Dealing with nervousness

- All accomplished public speakers feel nervous before talks – adrenalin helps!
- Be well-prepared:
 - Rehearse with friends
 - Make sure presentation is well structured
 - Arrive and set up early
- During presentation:
 - Memorize opening
 - Smile, breath deeply, slow down and pause

How to give a bad talk

Thou shalt not be neat

Thou shalt not waste space

Thou shalt not covet brevity

Thou shalt cover thy naked slides

Thou shalt not write large

Thou shalt not use color

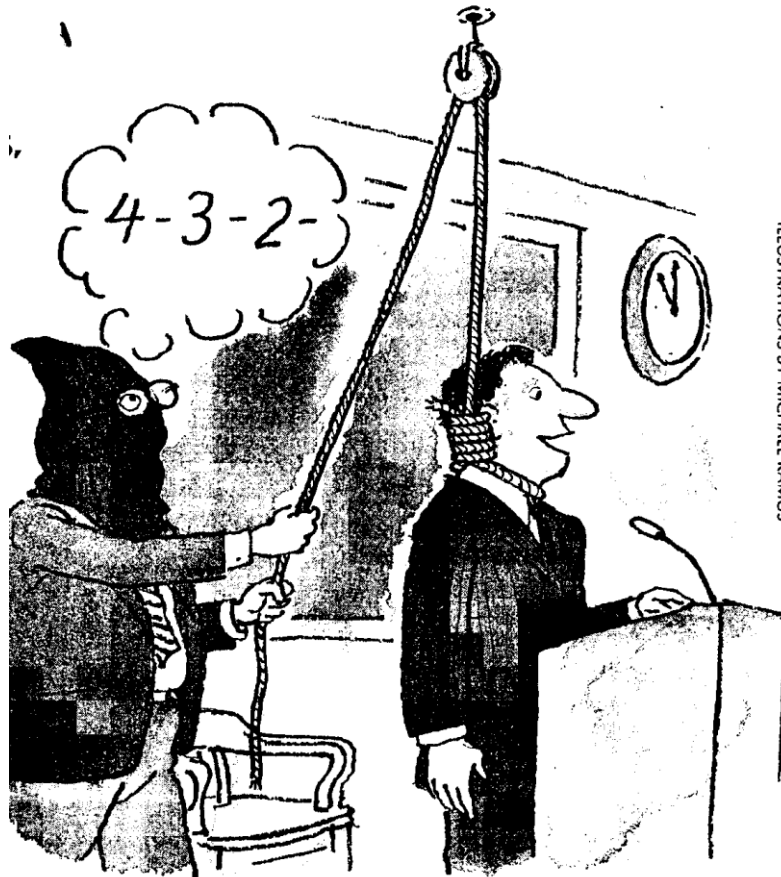
Thou shalt not illustrate

Thou shalt not make eye contact

Thou shalt not skip slides in a long talk

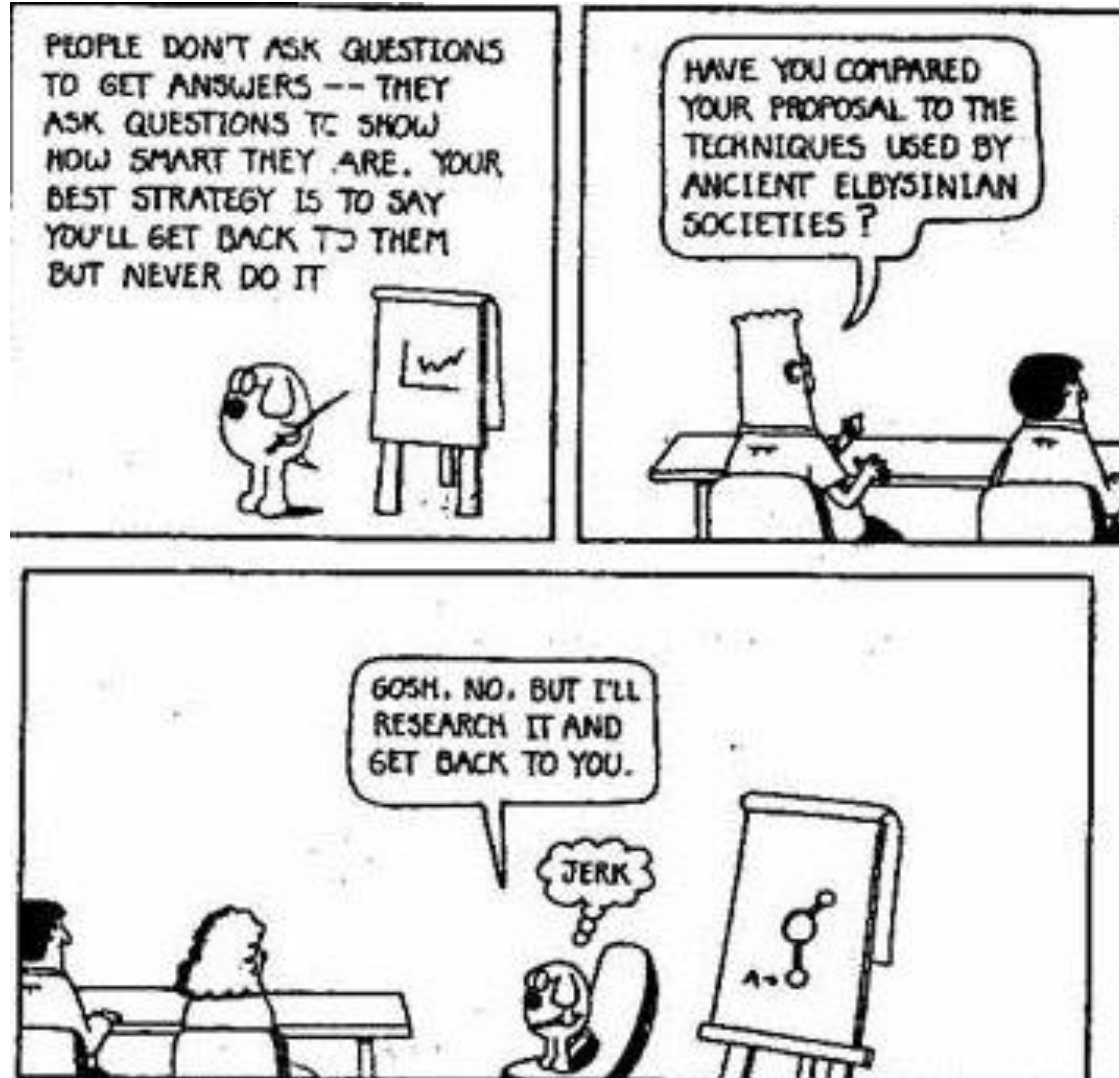
Thou shalt not practice

Always finish with summary



*It's a capital crime to exceed
your allotted time*

Questions



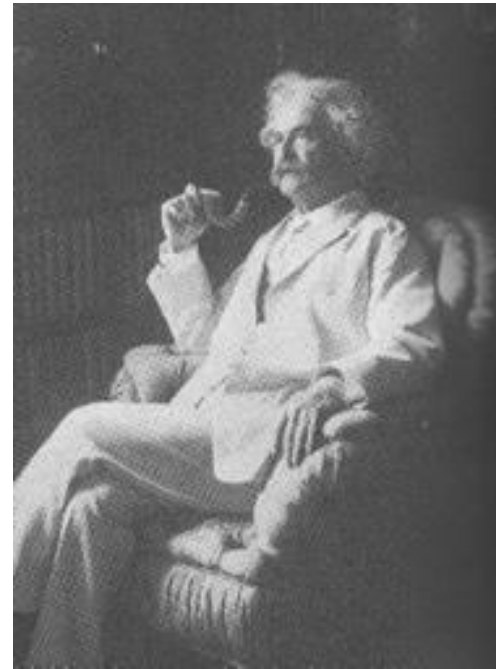
6. Summary

Summary

- Before you start preparing your talk
 - Know your audience and select the message
- Structure and preparation of slides
 - Select key points
 - Organize content - Keep story simple
 - Use visual aids
- Rehearse, rehearse, rehearse
- Giving the talk
 - Grab and hold audience's attention

“It usually takes more than three weeks to prepare a good impromptu speech”

Mark Twain



References

- Good talks motivate audience to investigate further. Give links to more information.
- <http://www.canberra.edu/studyskills/>
- Simon Peyton-Jones