
COMP47360

MSc(Conversion)

Research Practicum

Effective Presentation Techniques

**“Frequently in the workplace,
your ability and value to the
company will be judged not so
much on what you do,
but how well you can explain what
you do.”**

*[Nick Souter, author of the book *Persuasive Presentations*]*

Overview

- Introducing the Rubric
 - Assessment criteria and grading
 - Examples of considerations for each criteria
- Presentation Technique
 - Some general points worth considering
- Concluding Recommendations and Discussion

Key Questions

1. Was the presentation clear, structured and engaging?
1. Was the technical content good?
1. Did the student answer the questions well?

The Presentation Rubric

	Excellent	V. Good	Good	Satisfactory
Awareness of Audience & Delivery				
Technical Content & Organisation				
Timing & Handling of Questions				

CRITERIA 1: AWARENESS OF AUDIENCE & DELIVERY

Show Enthusiasm

- Let your personality show
- Look at and connect with your audience
- Have a good confident attitude and smile
- Feel free to move, but do not roam
- An enthusiastic speaker can make an average talk good, and a good talk great!

Consider Your Audience

- Do not treat the audience like children
- Be prepared and make reference to related talks in the same session where appropriate
- Take the time to explain how/why your approach to the task is different to others

Hold Audience Attention

- The mortal enemy of persuasion is confusion
- If your audience loses the thread of what you are saying, you will lose the audience
 - Use natural (not flowery!) language
 - Be concise – use as few words as possible
 - Eliminate redundancy...

When Rehearsing...

38% of your communication credibility comes from the quality of your voice.

- Imagine & visualise...
 - the room you will be speaking in
 - your voice has a sophisticated control panel

The Presentation Rubric

- **Criteria 1: Awareness of Audience & Delivery**

Excellent	Very Good	Good/Satisfactory	Marginal/Unsatisfactory
<ul style="list-style-type: none">- Builds trust and holds attention of the audience;- Fluctuation in volume and inflection help to maintain audience interest and emphasise key points.	<ul style="list-style-type: none">- Quick recovery from minor mistakes;- Fairly consistent use of direct eye contact with the audience.- Satisfactory variation of volume and inflection.	<ul style="list-style-type: none">- Some tension or indifference apparent- Occasional but unsustained eye contact with audience;- Uneven volume with little or no inflection.	<ul style="list-style-type: none">- Nervous tension obvious- No effort to make eye contact with audience;- Low volume and/or monotonous tone cause audience to disengage.

CRITERIA 2: TECHNICAL CONTENT & ORGANISATION

Slide Structure

- Ensure consistent style and typography
- Use large, consistent, familiar fonts
 - They are easier to read
 - You will not be tempted to write too much
- Do not overly mix images and text
- One slide per 1-3 minutes

Less is More

- “If it’s not working for you, it’s working against you”.
- At most one slide of squiggles or Greek!

$$-\frac{\hbar^2}{2m} \frac{d^2\psi}{dx^2} + V\psi = E\psi$$

- Stay under six bullets and fifty words per slide

Common Mistakes

- Do not overwhelm the audience with ideas
- “It is better to make one great idea than make many great ideas poorly”.
- Avoid presentation karaoke!

Use of Illustrations

- Illustrations can help tell a story
 - Use them to show results of research
 - Depict temporal or causal scenarios
- Illustrations must be large, clear, properly labeled, fully defined, and useful

“Saying it is so
doesn’t make it so.”

[Author Unknown]

The Presentation Rubric

- Criteria 2: **Technical Content & Organisation**

Excellent	Very Good	Good/Satisfactory	Marginal/Unsatisfactory
<ul style="list-style-type: none">- Major technical details summarised and effectively persuades the audience re the validity of the approach taken.- Conclusions/ideas are supported by evidence where appropriate.- Excellent organisation and use of illustrations.	<ul style="list-style-type: none">- Clear description of approach taken although audience may not be persuaded of it's validity/appropriateness.- Reasonable attempt at providing evidence to support claims.- Very good structure, consistency and use of illustrations.	<ul style="list-style-type: none">- Some major technical details left un-clear.- Includes very thin data or evidence in support of ideas or conclusions;- Minor issues in relation to the structure, consistency and general organisation of the presentation.	<ul style="list-style-type: none">- Fails to effectively persuade the audience of usefulness of the approach taken.- Very weak or no support of technical proposal by way of examples, facts, and/or statistics;- No major ideas proposed and/or audience left confused.

CRITERIA 3: TIMING & HANDLING OF QUESTIONS

Finish On Time

- Everyone hates a speaker that is late
 - It distracts your audience
 - It is unfair to other speakers
 - It will negatively impact your grade
- Save time for questions
 - An active audience will need more time
 - Judge the audience while giving the talk

Dealing with Questions

TRACT Technique:

1. **Thank** the questioner
2. **Repeat** the question
3. **Answer** the question
4. **Check** with the questioner if they are satisfied
5. **Thank** them again

The Presentation Rubric

- Criteria 3: **Timing & Handling of Questions**

Excellent	Very Good	Good/Marginal	Marginal/Unsatisfactory
<ul style="list-style-type: none">- Excellent answers given for all questions.- Excellent use of allocated time.	<ul style="list-style-type: none">- Clear and satisfactory answers given for all questions.- Finished presentation of relevant content on time.	<ul style="list-style-type: none">- Reasonable answers given to all most questions.- Covered most of the relevant content in the allotted time.	<ul style="list-style-type: none">- Incomplete or vague answers for the majority of questions.- Fails to cover the main points of the presentation in the allotted time.

The Presentation Rubric

	Excellent	Very Good	Good/Marginal	Marginal/Unsatisfactory
Awareness of Audience & Delivery	<ul style="list-style-type: none"> - Builds trust and holds attention of the audience; - Fluctuation in volume and inflection help to maintain audience interest and emphasise key points. 	<ul style="list-style-type: none"> - Quick recovery from minor mistakes; - Fairly consistent use of direct eye contact with the audience; - Satisfactory variation of volume and inflection. 	<ul style="list-style-type: none"> - Some tension or indifference apparent; - Occasional but unsustained eye contact with audience; - Uneven volume with little or no inflection. 	<ul style="list-style-type: none"> - Nervous tension obvious; - No effort to make eye contact with audience; - Low volume and/or monotonous tone cause audience to disengage.
Technical Content & Organisation	<ul style="list-style-type: none"> - Major technical details summarised and effectively persuades the audience re the validity of the approach taken. - Conclusions/ideas are supported by evidence where appropriate. - Excellent organisation and use of illustrations. 	<ul style="list-style-type: none"> - Clear description of approach taken although audience may not be persuaded of it's validity/appropriateness. - Reasonable attempt at providing evidence to support claims. - Very good structure, consistency and use of illustrations. 	<ul style="list-style-type: none"> - Some major technical details left un-clear. - Includes very thin data or evidence in support of ideas or conclusions; - Minor issues in relation to the structure, consistency and general organisation of the presentation. 	<ul style="list-style-type: none"> - Fails to effectively persuade the audience of usefulness of the approach taken. - Very weak or no support of technical proposal by way of examples, facts, and/or statistics; - No major ideas proposed and/or audience left confused.
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Note: Specified criteria points for each grading category are examples only.

SOME CONCLUDING RECOMMENDATIONS & DISCUSSION POINTS

Be Considerate

- Do not abuse the speaker behind you
 - Stay on time
 - Do not overly-criticise other contributions
- Be sure to thank
 - The people who helped
 - The audience for listening
 - Every person that asks a good question

Speaking Habits

- Watch and listen to other speakers. What drives you nuts?
- Rehearse your presentation
 - Be conscious of involuntary mannerisms
 - Get feedback from your friends... the ones who are sensitive and honest!
 - Time yourself carefully

Dealing with Presentation Anxiety

- Anxiety is one of the main obstacles in the path of a good presentation
- Stop relying on yourself and start relying on your material
- The most powerful antidote is rehearsal
- DO NOT MEMORISE YOUR PRESENTATION

ANY QUESTIONS?