Design an Effective Scientific Poster!

David Ramirez, Ph.D.,

Recommendations and suggestions for posters
to be presented at LXAI @ NeurIPS 2019

Congratulations on getting to present your research!

POSTER SESSIONS CAN BE HIGHLY INTERACTIVE AND CAN YIELD GREAT CONNECTIONS TO/FEEDBACK FROM OTHER RESEARCHERS!

Disclaimer

Find a style that works for you **and** effectively communicates your research.

What follows are suggestions and **not** rigid guidelines.

Summary of Design

Deliver only key ideas

- Don’t drag people through swamps of info

Think of apartments in big crowded cities

- Space is at a premium; use it wisely

No “one size fits all” approach

- Different projects require different styles

Summary of Delivery

Attention tends to decrease with time

- Tell people “what you work on” and “what results you have” early

Identify your audience

- Adapt your presentation to their knowledge and interests

Show your interest

- Be energetic (speak loudly, slowly and clearly), despite being tired or bored
- Literally tell people what’s interesting

Poster Design

WHAT YOUR POSTER SHOULD **NOT** BE AND WHAT IT SHOULD BE

Your poster should ***not*** be…

An eye exam *or* an eyesore

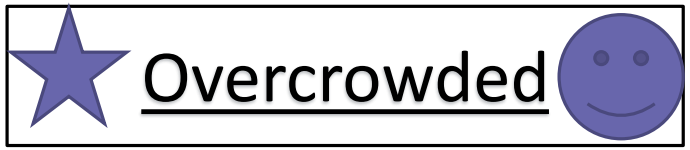
- Use large enough sans serif fonts
  - For example, 88pts title font, 50 pts header titles, 40 pts text
- Colors on your monitor may look horrible when printed
- Graphs and figures may be too small when printed
  - Everything must be readable from three feet away

This is a waste of space and hard to read.

Always leave “invisible” margins

This is a horrible combination

Fonts Matter



This is a bad idea

Effective White Space

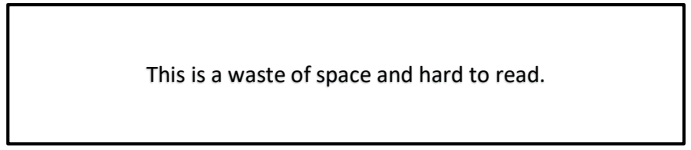
Go read the *Wikipedia* entry for White Space and come back.

In other words: be mindful of the “unused” space (i.e., white space) in your poster

- Too little white space makes for a *busy* and *noisy* looking poster.
- Too much white space and your poster will look *empty* and *barren*.

Eyes will move towards white space for rest and focus on items within whitespace

- Always leave an “invisible” margin around the entire poster and items within
- A good writeup about white space



Choosing Colors

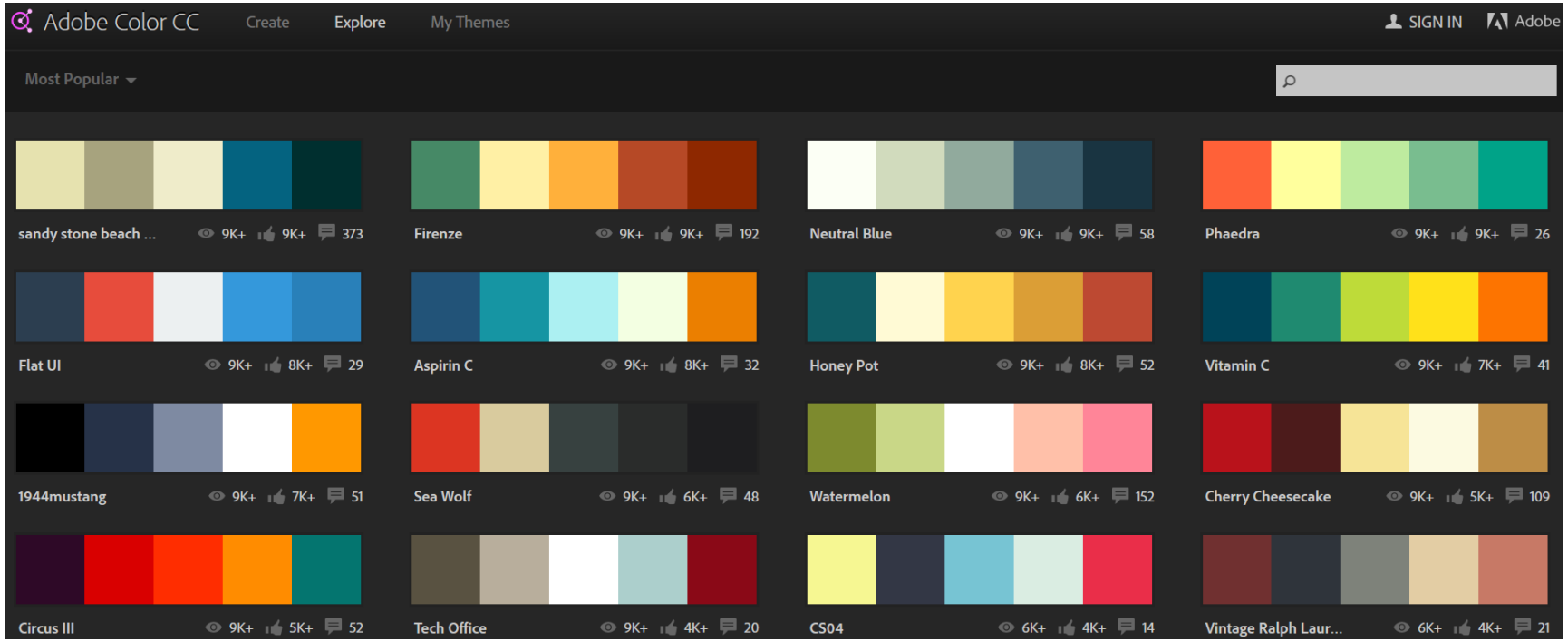
Don’t overlap tones of the same color

- Always check how **printed** colors look
- Pro tip: Black font on a red background is a bad idea

This is a horrible combination

This is a bad idea

Show sufficient color contrast



Color Picker Websites

- colourlovers.com
- color.adobe.com
- coolers.co

Colors and Size of Figures

All legends, titles, axes, and figures should be readable at three feet!

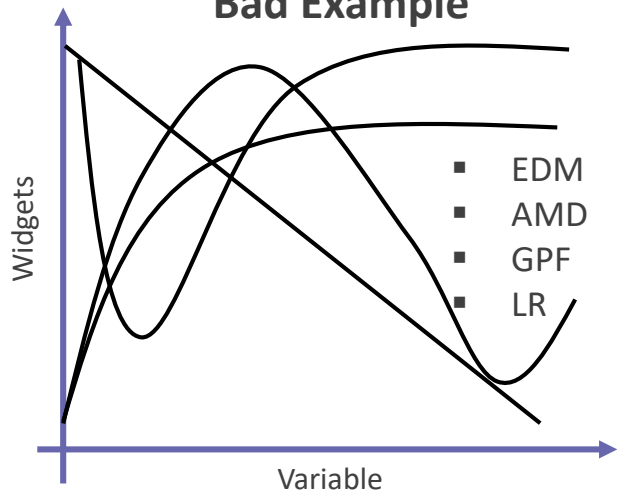
Use acronyms for widely accepted terms

- Avoid acronyms in your figures, don't make your poster a memorization task

8% of males and 0.5% of females are color blind

- Most have difficulty distinguishing red/green/brown/orange or blue/purple
- Using dashed patterns helps better differentiate lines

Bad Example



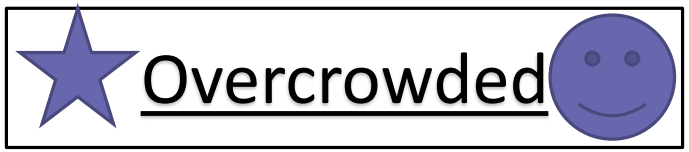
Better Example

Posters Are Not Papers

Do not copy/paste portions of text into your poster

- Do **NOT** use large portions of text
- Not every figure from your paper *needs* to be in your poster
- Figures and text may be *too* detailed

Always leave “invisible” margins



Great in a paper, but not good for a poster

Introduction to User Cooperation Diversity

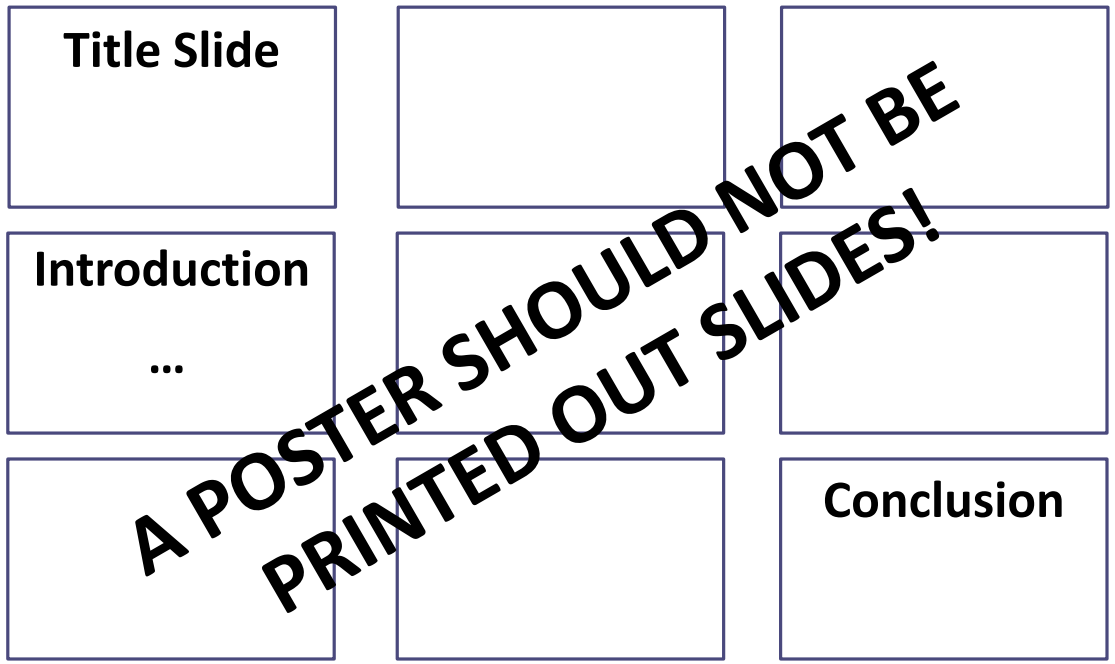
Mobile users' data rate and quality of service are limited by the fact that, within the duration of any given call, they experience severe variations in signal attenuation, thereby necessitating the use of some type of diversity. In this two-part paper, we propose a new form of spatial diversity, in which diversity gains are achieved via the cooperation of mobile users. Part I describes the user cooperation strategy, while Part II (see ibid., p.1939-48) focuses on implementation issues and performance analysis. Results show that, even though the interuser channel is noisy, cooperation leads not only to an increase in capacity for both users but also to a more robust system, where users' achievable rates are less susceptible to channel variations.

Presentation Slides Are Not Posters

Poster presentations let you engage with few people at a time

Oral presentations (i.e., slides) are made to simultaneously engage with many

Different goals need different approaches!



Poster Title

Good Idea: Use your space efficiently

Note: Poster size limit for LXAI@NeurIPS is A0 (i.e., 33x46 inches)

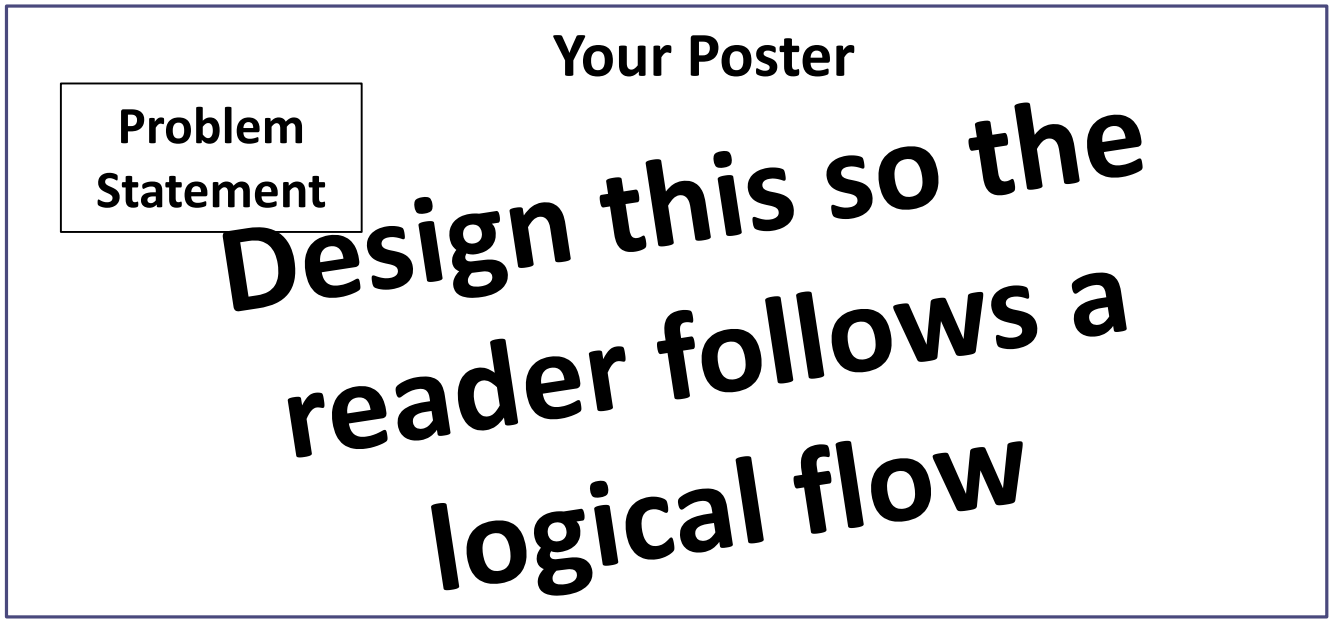
Poster Design

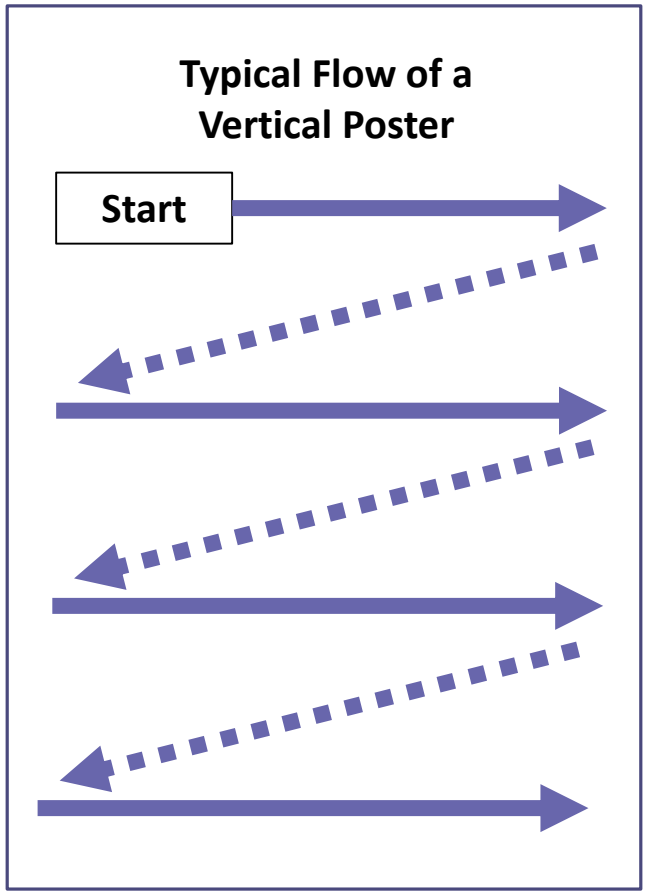
WHAT YOUR POSTER SHOULD NOT BE AND **WHAT IT SHOULD BE**

Your poster *should be*…

(quasi) Self-presenting

- People may arrive while you're presenting
- Expect people to start on the top left, put key info there
- Allow people to scan your poster like they read (i.e., start at top left, then move right/down)





Your poster ***should be***…

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Space Efficient

- Deliver only key ideas: "What you work on?" *and* "What results do you have?"

Is the idea something your audience must know/is good to know/or is nice to know?

Must Know	Good to Know	Nice to Know
Should be the focus of your poster!	Add some of these to the poster and say the rest	Leave out of the poster, and maybe say them

Your poster ***should be***…

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- People may arrive while you're presenting
- Expect people to start on the top left, put key info there

Space Efficient

- Deliver only key ideas
- Think "1 image = 1k words"

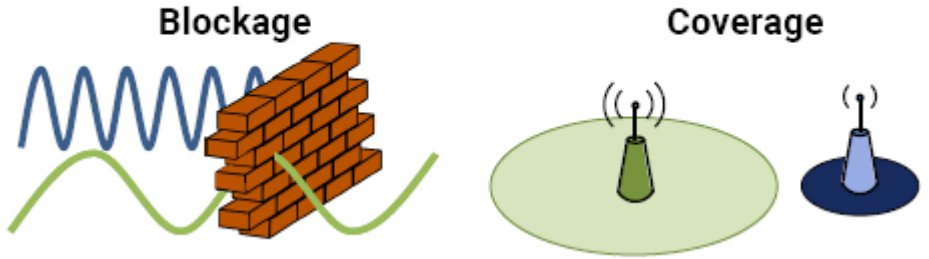
Roadblocks

mmWave signals suffer from high power loss due to penetration and transmission. As such, mmWave signals can be blocked. A mmWave access point will suffer from less coverage, relative to lower frequency access point.

Too much text!

vs.

Roadblocks



Graphical example works ***if*** you know some things about wireless communications

Your poster ***should be***…

(quasi) Self-presenting

- People may arrive while you're presenting
- Expect people to start on the top left, put key info there

Space Efficient

- Deliver only key ideas
- Think "1 image = 1k words"

A *logical* sequence of information

- Showcase your results in the area that people *see first*
  - *Give them a clear takeaway idea about your work*

Your poster ***should be***…

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- People may arrive while you're presenting
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Space Efficient
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A *logical* sequence of information
- Showcase your results in the area that people *see first*
  - *Give them a clear takeaway idea about your work*

Identify your co-authors, your university, affiliations, ***and*** sponsors!
- Use logos as space savers

Poster Examples

INEFFECTIVE POSTERS AND SOME BETTER ONES

Areas for Improvement

Title is difficult to read

High contrast color choices (Yellow/Blue) do not look good in print

Too much white space in the middle

Flow through poster changes

- First column is top-down, then left-right but widths are uneven
- Where are the results?

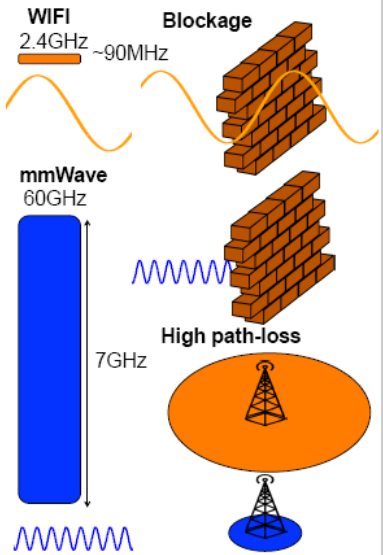
Note: This was first draft of the poster, final version is in the next slide

On the Impact of Blockage on the Throughput of Multi-tier Millimeter-Wave Network

Shuqiao Jia, David Ramirez, Lei Huang, Yi Wang and Behnaam Aazhang
Department of Electrical and Computer Engineering, Rice University
Central Research Institute, Huawei Technologies Co., Ltd.

Millimeter Wave

- MmWave is the band of spectrum between 30 GHz to 300 GHz.



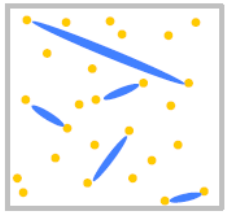
- Pros: huge bandwidth
- Cons: blockage, small coverage

Problems

- Is it possible to implement mmWave channels in the wireless network?
- How much traffic can the mmWave network carry, especially when the users scale up?
- How should the information be transferred in the mmWave network?

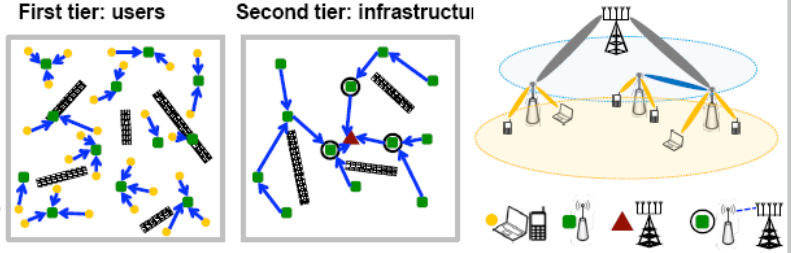
Benchmark

- n users, each with 1 RF chain
- no blockage, full coverage

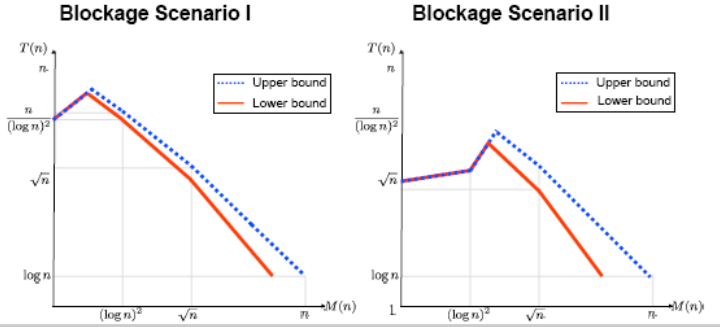


Multi-tier mmWave Network

- n users
  - 1 RF chain
- M(n) APs
  - l(n) RF chains
- 1 backhaul
  - L RF chains
- The blockage scales up with density n



Performance



Transmit protocol

- MmWave channels can be deployed in the multi-tier wireless network?
- MmWave has the same cut-set upper bound as the benchmark.
- The cutset upper bound of mmWave network can be achieved by using the proposed transmission protocol.

Solutions

Large antenna array

Dense Infrasturcture

Conclusions

- MmWave channels can be deployed in the multi-tier wireless network?
- MmWave has the same cut-set upper bound as the benchmark.
- The cutset upper bound of mmWave network can be achieved by using the proposed transmission protocol.

Good Stuff

Clear title (added logos)

Minimal text

Better use of white space than in previous version

Areas for Improvement

Titles in boxes would be better as white on blue

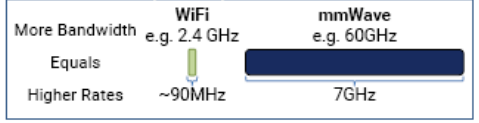
Still has an odd layout at the bottom right (i.e., white space gets weird)

Importance of *linear throughput* (main result) is not motivated

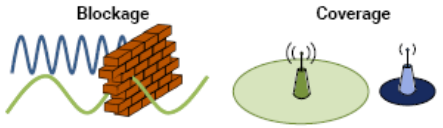
On the Impact of Blockage on the Throughput of Multi-Tier Millimeter-Wave Network

Shuqiao Jia, David Ramirez, Lei Huang†, Yi Wang† and Behnaam Aazhang
Department of Electrical and Computer Engineering, Rice University
†Central Research Institute, Huawei Technologies Co. Ltd.

Delivering (Much) Higher Throughput



Roadblocks



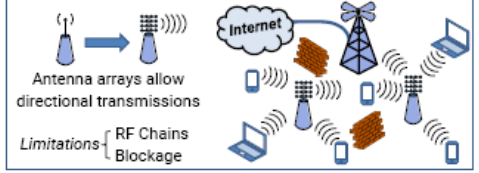
mmWave Network Challenges

Q1 Can we expand from a mmWave link to a mmWave network?

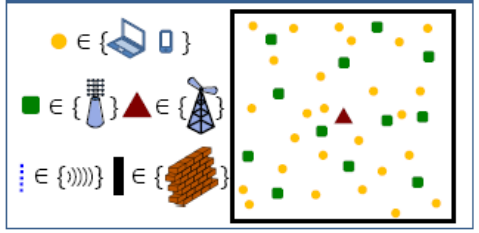
Q2 How should information move through a mmWave network while avoiding blockage?

Q3 Can network throughput *properly* scale to satisfy a growing set of users?

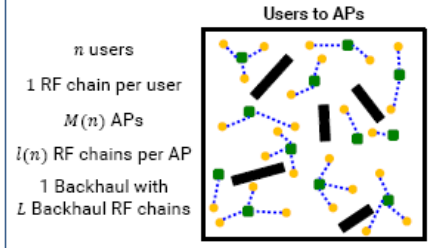
Antenna Arrays and Dense Deployments

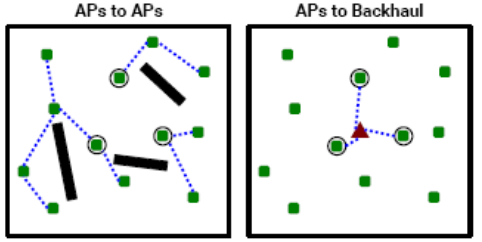


Multi-Tier mmWave Network



Lower and Upper Bounds of Throughput Scaling





Protocol provides a lower bound

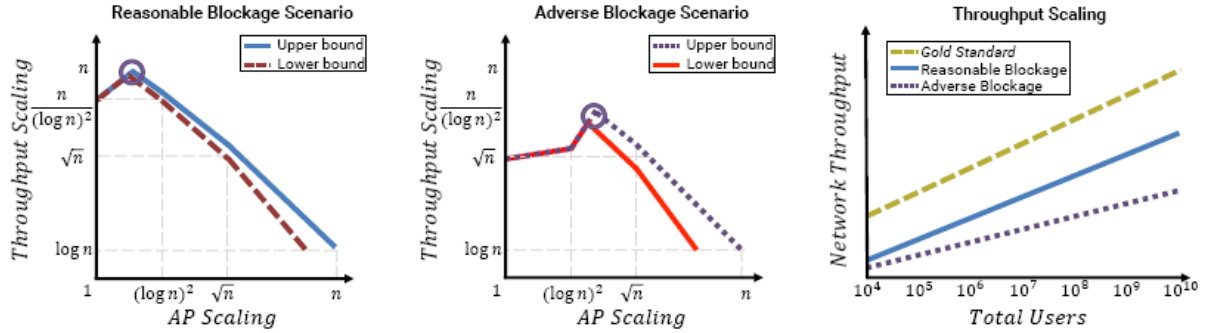
Cut-set bound provides an upper bound

Uplink – multiple source, single destination
Downlink – single source, multiple destination

$$Network\ Throughput = \min\{Uplink, Downlink\}$$

mmWave networks must overcome blockage and limited number of RF chains to provide linearly scaling throughput for extremely dense networks

Linear Throughput Scaling *is* Achievable



Optimality

If Upper Bound = Lower Bound

Gold Standard

Network throughput *should* scale linearly with users

Throughput Scaling Bottlenecks

Low AP Density – left of ○ in figures

Backhaul Limitations – right of ○ in figures

Takeaway Messages

Blockage and coverage *can* be addressed with dense infrastructure

Presented a protocol lower bound and cut-set upper bound with consideration for *blockage* and *RF chain* limitations

Showed how infrastructure should scale in *quantity* and *capabilities* to properly scale network throughput

Good Stuff

Central eye-catching space delivers meaningful result

Note: not all text can/should be replaced!

Areas for Improvement

Too much text in bottom center area

Too much white space in bottom right

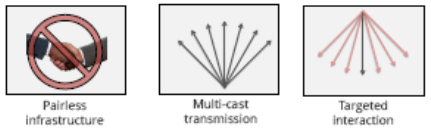
Too thin an “invisible margin” between top left/right boxes and title box

Styrofoam: Protecting Symbol Fidelity in Screen▶Camera Communication

David Ramirez, Robert LiKamWa, and Jason Holloway
Department of Electrical and Computer Engineering, Rice University

Screen-to-camera link

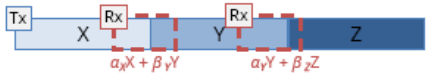
Sending data from a screen to a camera carries multiple benefits, including:



A high datarate screen-to-camera link enables many scenarios, such as:

Inter-symbol Interference

Symbol transmission in VLC Links are challenged by ***Inter-symbol Interference,*** in which a single camera exposure receives multiple symbols.

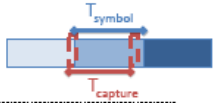


We measure interference proportions through **alternating timing blocks** on the barcode grid.

Frame Scheduling

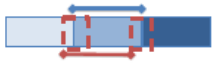
Symbols are separated by a ***Symbol Interval***.

Exposures are separated by a ***Capture Interval***.

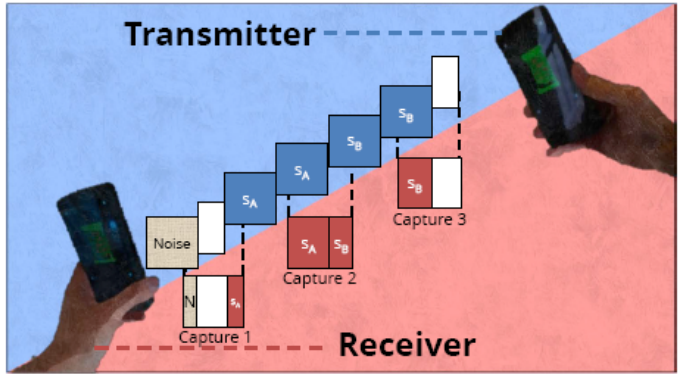


Symbol interval must be ***larger*** than the capture interval to ensure that each symbol is exposed.

This also guarantees that if a symbol undergoes interference, it is captured at least twice.



Styrofoam characterizes and constrains inter-symbol interference



Resolvability with Styrofoam Blocks

A sequence of captures can be represented as a system of equations, where each capture introduces an **equation** with **one or two variables**:

$r_j = \alpha_j s_A + \beta_j s_B$ (Mixed capture) $r = \alpha_1 s_A$ (Pure capture)

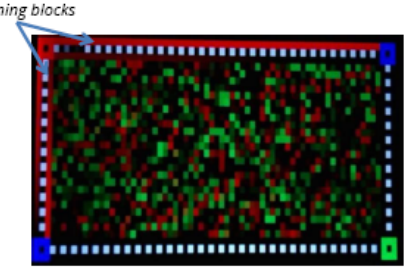
As any symbol in a mixed capture appears in two captures, this creates a chain of captures which can eventually be resolved by a pure capture.

We periodically insert ***Styrofoam Blocks*** – blank frames – to ensure pure captures occur regularly, limiting the latency of resolvability.

Our timing assures a sequence between Styrofoam blocks will have a symbol corresponding to α (or β) > half of a frame's exposure. The remainder of the exposure can be filled by the Styrofoam block. Thus, Styrofoam blocks only need be half as long as symbol transmissions.

We schedule the display sequence as having:
each Styrofoam block transmitted for one frame, and
Each symbol transmitted for two frames.

Styrofoam Barcode



A column set to a max value represents max exposure under screen/camera conditions.

Alternating timing columns are activated for every other exposure to encode α and β.

Symbols are transmitted on the remaining grid.

Contributions

The Styrofoam Project:
- Characterizes inter-symbol interference timing
- Constrains frame rates to ensure symbol visibility
- Interposes blank frames to ensure resolvability

In the future, we plan to study the effects on noise sources on the discretization of symbol levels. This will include investigations on
- Physical screen-camera geometry
- Camera filter “bleeding”
- Display color fidelity

Contact
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Department of Electrical and Computer Engineering
Rice University, Houston, TX

References
1. M. Anderson, R. Motta, S. Chandrasekar, and M. Stokes. Proposal for a standard default color space for the internet-sRGB. In Color and Imaging Conference, number 1, pages 238-245. Society for Imaging Science and Technology, 1996.
2. T. Hao, R. Zhou, and G. Xing. Cobra: color barcode streaming for smartphone systems. In Proc. MobiSys, pages 85-98. ACM, 2012.
3. W. Hu, H. Gu, and Q. Pu. Lightsync: unsynchronized visual communication over screen-camera links. In Proc. Mobicom, pages 15-26. ACM, 2013.
4. T. Langlotz and O. Bimber. Unsynchronized 4d barcodes. Advances in Visual Computing, pages 363-374, 2007.
5. R. LiKamWa, et al. Energy characterization and optimization of image sensing toward continuous mobile vision. In Proc. MobiSys. ACM, 2013.
6. O. O'Brien, L. Zeng, H. Le-Minh, G. Faulkner, J. W. Walewski, and S. Randel. Visible light communications: Challenges and possibilities. In Personal, Indoor and Mobile Radio Communications, 2008. PIMRC 2008. IEEE 19th International Symposium, pg. 1-5. IEEE, 2008.
7. S. Perli, N. Ahmed, and D. Katabi. Pixnet: interference-free wireless links using lcd-camera pairs. In Proc. Mobicom. ACM, 2010.
8. D. Reilly, H. Chen, and G. Smelyn. Toward fluid, visible and ubiquitous interaction with paper using recursive 2d barcodes. Pervasive Mobile Interaction Devices, 2007.

Good Stuff

Single example used in introduction, results, and future work (hard hat)

States goal early and clearly

Areas for Improvement

Nature of this research necessitates images, but there's too much going on!

- Pick key results, and present those

Too much information!

Toward Long Distance, Sub-Diffraction Imaging Using Coherent Camera Arrays

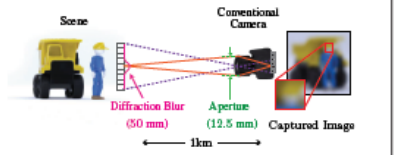
Jason Holloway†, M Salman Asif†, Manoj Kumar Sharma‡, Nathan Matsuda‡, Roarke Horstmeyer§, Oliver Cossairt‡, Ashok Veeraraghavan†
†Rice University, Houston TX ‡Northwestern University, Evanston IL §California Institute of Technology, Pasadena CA

Goal: Improve Spatial Resolution

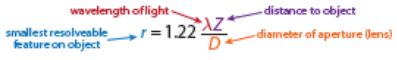
Improve spatial resolution beyond the diffraction limit in long-distance imaging

Solution presented here: use coherent light (active illumination) to synthetically increase aperture size

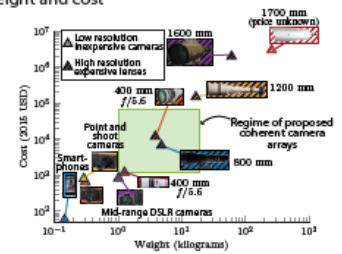
Limiting Factor in Spatial Resolution



In long-distance imaging, diffraction blur limits the maximum spatial resolution that can be achieved

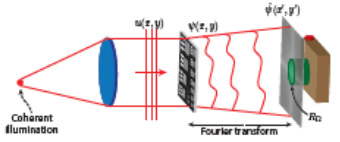


Increasing diameter of the lens *drastically* increases weight and cost

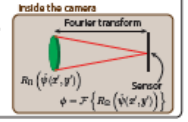


Coherent Image Formation Model

Light passes through (or reflects off of) the scene, and undergoes a Fourier transform (Fraunhofer diffraction)



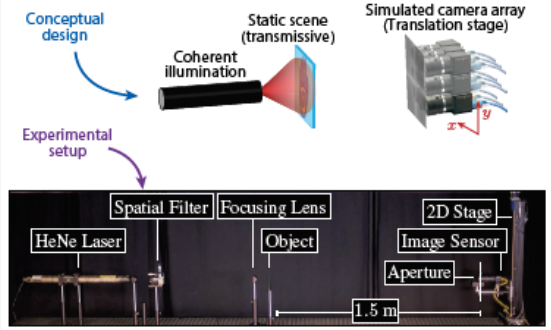
The camera lens acts as a band-pass filter and causes the light to undergo a second a Fourier transform onto the sensor plane



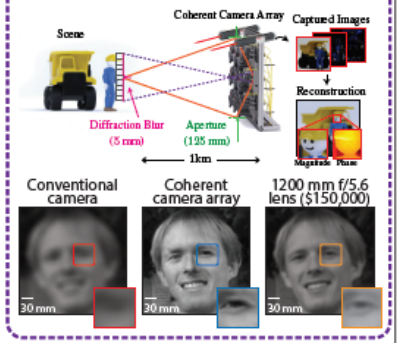
The sensor records the squared magnitude of the resulting field

Fourier Ptychography to Improve Spatial Resolution

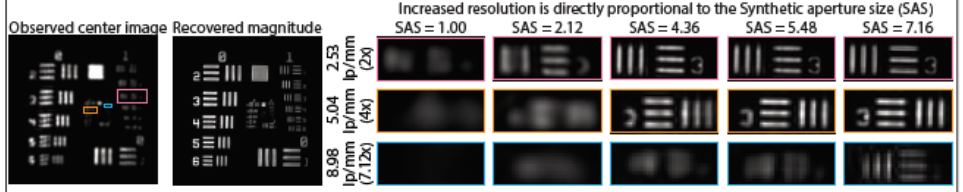
Experimental Results



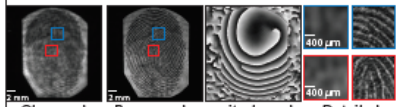
Simulation Results



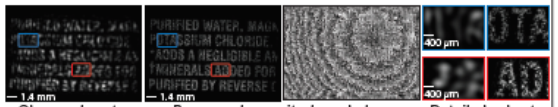
Verifying resolution gains experimentally with a resolution target 1.5 meters away



Imaging a fingerprint deposited on glass (dusted)

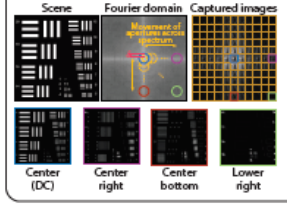


Imaging a diffuse object which exhibits characteristic laser speckle



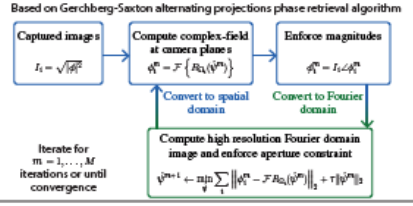
Phase Retrieval and Fourier Ptychography

Oversampling the Fourier Domain

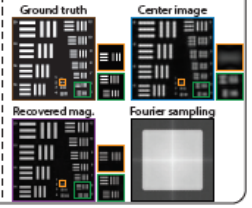


Computationally Recovering Phase Information

Based on Gerchberg-Saxton alternating projections phase retrieval algorithm



Increasing Spatial Resolution



Results

Built experimental prototype for transmissive Fourier ptychography

Demonstrated 7x increase in spatial resolution

1.5 meter separation between scene and camera platform

Successfully recovered high-resolution magnitude and phase for diffuse water bottle label

Limitations of Fourier Ptychography

Long sampling times (>60 minutes)

Large dynamic range, 50-100x difference in brightness

Must register images with sub-pixel accuracy

Precise shifting of the camera requires motorized translation stage

Future Work

Build a camera array for simultaneous image acquisition

Use multiplexed illumination to oversample Fourier domain

Enable hand-held acquisition

Extend to reflective mode prototype

For More Information

Download the paper, code, and images at the project webpage

http://jrholloway.com/projects/towardCCA

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The authors would like to thank Richard Baranuik and Aggelos Katsaggelos for their thoughtful discussions and comments.

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NSF CAREER grant IIS-1453192
ONR grant 1(GG010550)/N00014-14-1-0741
Northwestern University McCormick Catalyst grant.

Good Stuff

Not everything has to be boxes, just keep a simple *flow*

Math terms are defined and theorems are in *plain* English

- Be clear
- Math is kept in the paper!

Areas for Improvement

Figures at bottom should be bigger and line colors/designs improved

SafePredict: A Machine Learning Meta-Algorithm That Uses Refusals to Guarantee Correctness

David Ramirez (dard@princeton.edu), Mustafa A. Kocak, Elza Erkip, and Dennis E. Shasha

PRINCETON UNIVERSITY · BROAD INSTITUTE · NEW YORK UNIVERSITY

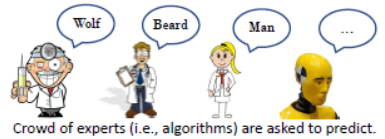
Introduction

Machine learning and prediction algorithms are the building blocks of automation and forecasting.

Algorithms benefit from a lower error rate.

SafePredict, a meta-algorithm, takes predictions from underlying algorithms and decides whether or not to predict with them.

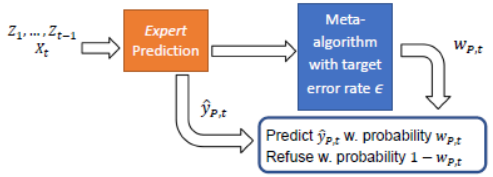
Observation



Crowd of experts (i.e., algorithms) are asked to predict.
Dummy expert always *refuses* to predict.

Problem Setup

Online prediction setup with refusal option.



Prediction $\hat{y}_{P,t}$ or refusal $\hat{y}_D$ suffer a loss $l_{P,t}$, $l_D \in [0,1]$.
Mistakes are costly, but we learn by observing.

Definitions

t = time index, T = total observations, η = learning rate
$T^* = \sum_{t=1}^{T} w_{P,t}$, expected predictions
$L_T^* = \sum_{t=1}^{T} l_{P,t} w_{P,t}$, expected cumulative loss
$V^* = \sum_{t=1}^{T} w_{P,t} w_{D,t}$, variance for number of predictions
$w_{P,t+1} = \frac{w_{P,t} e^{-\eta l_{P,t}}}{w_{P,t} e^{-\eta l_{P,t}} + w_D e^{-\eta \epsilon}}$ weight shift rule

Algorithm Properties

Def. A meta-algorithm is *valid* if, as $T^* \to \infty$, average expected loss $\leq$ target error rate.
Def. A meta-algorithm is *efficient* if, as $T^* \to \infty$, refusals occur only a finite number of times.

Main Results

Safe-Predict is valid and efficient!

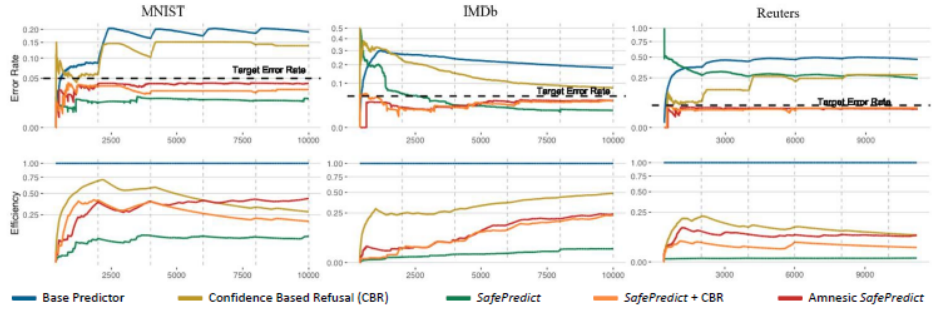
Guaranteed with no assumptions on data or underlying experts, but asymptotic in the number of non-refused predictions.

Theorem 1.- With learning rate $\eta = \Theta(\frac{1}{\sqrt{V^*}})$, *SafePredict* is guaranteed *valid* for any P. Particularly $\frac{L_T^*}{T^*} - \epsilon = O\left(\frac{\sqrt{V^*}}{T^*}\right) = \left(\frac{1}{\sqrt{T^*}}\right)$.

Theorem 2.- If $\limsup_{t \to \infty} \frac{L_{P,t}}{t} < \epsilon$ and $\eta T \to \infty$, then *SafePredict* is *efficient*.

Experimental Results

Randomly permute data, choose first 10k points for experiment. Target error rate $\epsilon = 0.05$.
Random label permutation introduced every 2k points (i.e., artificial change points).



References

Mustafa A. Kocak, D. Ramirez, et al., "SafePredict: A Meta-Algorithm for Machine Learning That Uses Refusals to Guarantee Correctness." *Available on arXiv.*
Nick Littlestone, and Manfred K. Warmuth, "The weighted majority algorithm." *Information and computation*, 1994.
Claudio De Stefano, et al., "To reject or not to reject: that is the question-an answer in case of neural classifiers." *IEEE Trans. on Systems, Man, and Cybernetics, Part*, 2000.
Li, Lihong, et al., "Knows what it knows: a framework for self-aware learning." *Machine learning*, 2011.
Amin Sayedi, et al., "Trading off mistakes and don't-know predictions." *Advances in Neural Information Processing Systems*, 2010.

Good Stuff

Visual aids for explaining problem and setup

Delivers key message early and in a very visible position

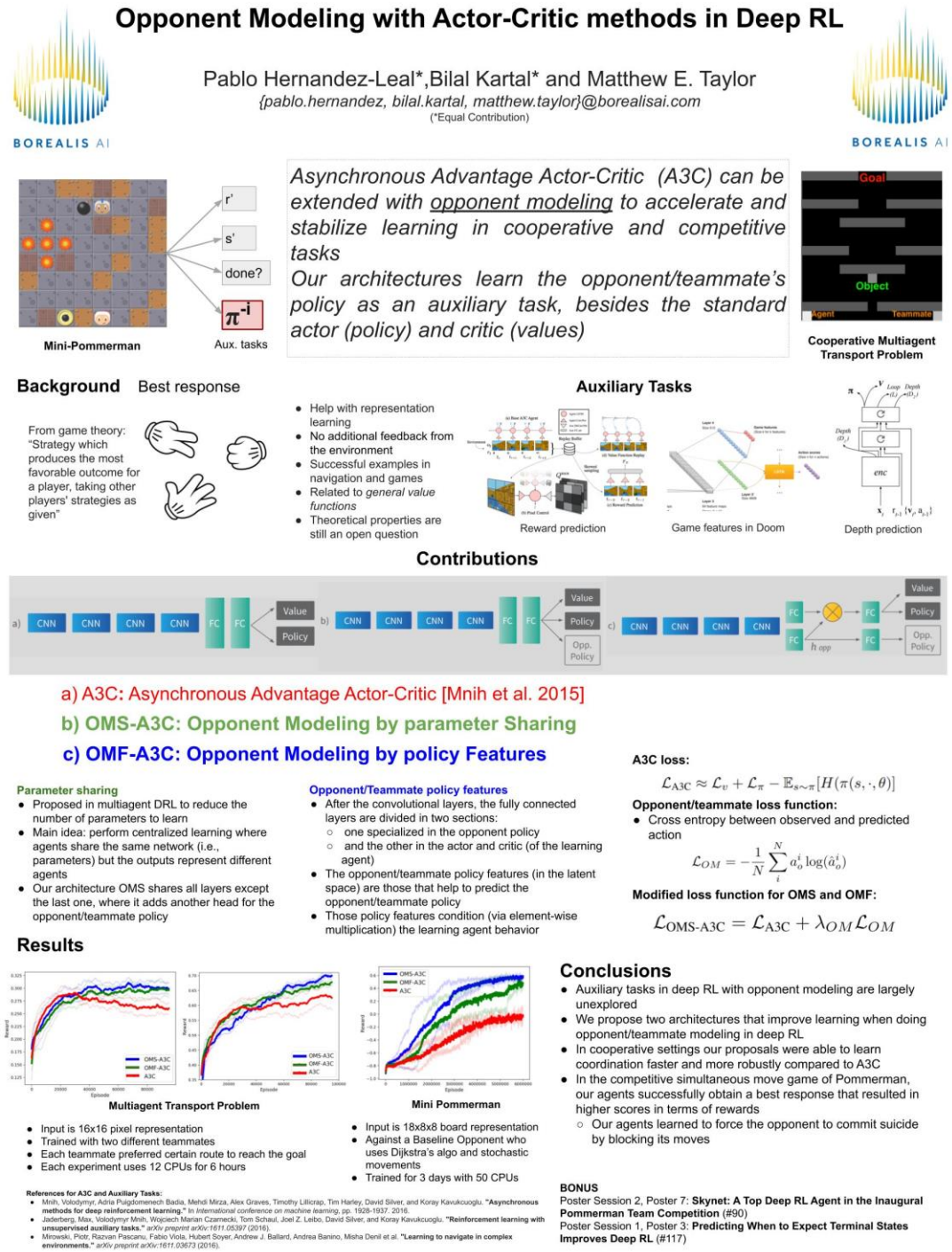
Use of color coding text adds emphasis

Areas for Improvement

Could color code visual representation of contributions to match color coded text

Feels text heavy in the bottom

Could align “Results” and “Conclusion” to same invisible vertical line



Get Feedback for your Poster

Have others critique your poster before printing!

Do a test printout on normal sized paper

Practice your pitch

- Have them answer the "Seven Key Questions" (adapted from Dr. Hewitt)

After presenting your poster, can your listener answer the following questions?

(Adapted from Dr. Jan Hewitt's "Seven Key Questions")

1. What is the focus or problem to be solved?
2. Why is the problem important?
3. What has been done?
4. What method was used to solve the problem?
5. What are the results?
6. What is the unique contribution?
7. What are possible applications?

Poster Delivery

HOW DO YOU SAY WHAT YOU HAVE TO SAY

When presenting…

Do **not** read from your poster

- With high probability your audience can read

Do **not** give your back to your audience

- They came to see you *and* the poster

When presenting…

Do **not** read from your poster

- With high probability your audience can read

Do **not** give your back to your audience

- They came to see you *and* the poster

Adapt your pitch

- You'll get bored, and it will show. Stay enthusiastic!

When presenting…

Do **not** read from your poster

- With high probability your audience can read

Do **not** give your back to your audience

- They came to see you *and* the poster

Adapt your pitch

- You'll get bored, and it will show. Stay enthusiastic!

Do **not** drag every audience member through all the details

- Not everyone is into Eisenstein integers as much as you are!

When presenting, you ***should***…

Have different pitch lengths of your poster

- Short - 90 seconds
- Medium - 3-5 minutes
- Long - as *long* as listener is interested and conversation is meaningful for your work

When presenting, you ***should***…

Have different pitch lengths of your poster

- Short - 90 seconds
- Medium - 3-5 minutes
- Long - as *long* as listener is interested and conversation is meaningful for your work

Tricky to do, but try to read you listener's body language

Not asking you to come up with three entirely ***different*** pitches

Ideally the 90 seconds are built into the "3-5 minute" version

Feel free to keep going *if* your listener is interested **and** conversation is meaningful!

When presenting, you ***should***…

Have different pitch lengths of your poster

- Short - 90 seconds
- Medium - 3-5 minutes
- Long - as *long* as listener is interested and conversation is meaningful for your work

Tailor your presentation and read your audience

Tip: Skip some details by asking “Are you familiar with X..?”
Tip: Ask your audience who they are and what they work on
e.g., “What’s your role at University of X?”

(Lets you rest from talking and audience gets a chance to rest from listening!)

When presenting, you ***should***…

Have different pitch lengths of your poster

- Short - 90 seconds
- Medium - 3-5 minutes
- Long - as *long* as listener is interested and conversation is meaningful for your work

Tailor your presentation and read your audience

- Ask your audience who they are and what they work on

Show enthusiasm and interest

- If you're bored/uninterested, then your audience will be bored/uninterested
- Phrases like "This is something I really like…" tells the audience how to feel
  - Use sparsely to sound genuine!

When presenting, you ***should***…

Have different pitch lengths of your poster

- Short - 90 seconds
- Medium - 3-5 minutes
- Long - as *long* as listener is interested and conversation is meaningful for your work

Tailor your presentation and read your audience

- Ask your audience who they are and what they work on

Show enthusiasm and interest

- If you're bored/uninterested, then your audience will be bored/uninterested
- Phrases like "This is something I really like…" tells the audience how to feel

Be ready for (and open to) curve balls

- Posters are an interactive experience with the audience

Curve Ball Questions

Paraphrase and repeat the questions you hear to how you understand them

- Do this to make sure you're answering what people are asking

You have not read every paper out there

- "That sounds like interesting work, do you remember the title or authors?" sounds better than "Sorry, I don't know that work"

Be open to expanding your work

- "That is outside of the scope of what we are looking at, but we could consider extending our work" sounds better than "No, I didn't do that"

Follow up with people that gave you the better questions

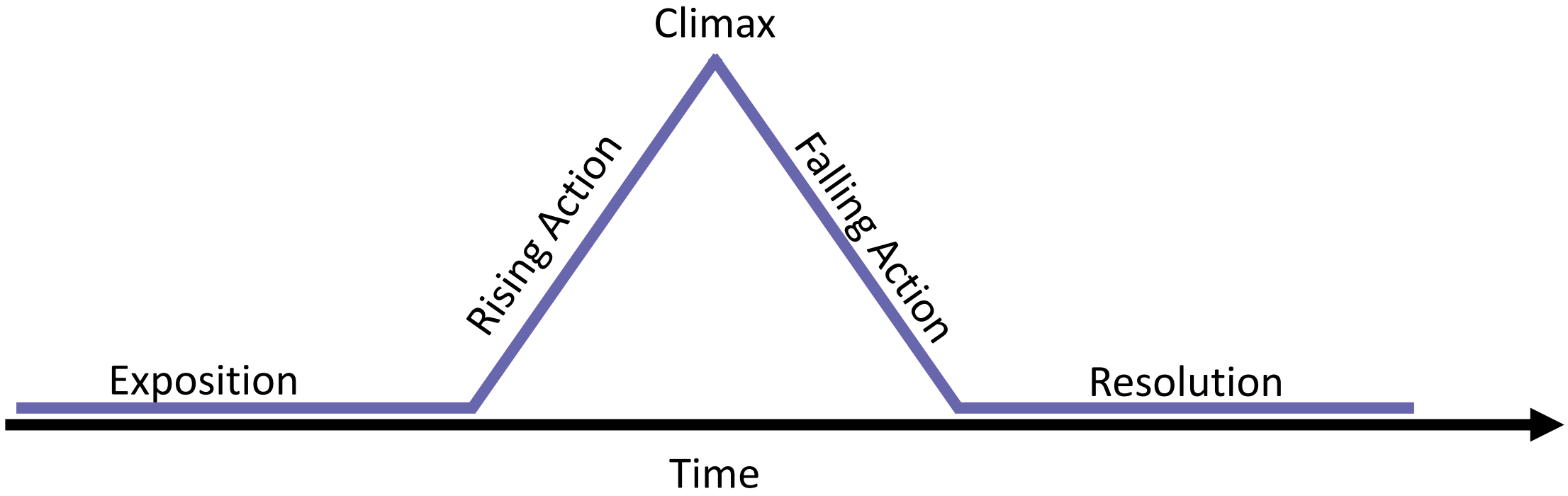
- Try and talk with them later on during the workshop or make sure to get their email!

Presentation Structure

FREYTAG AND YOU!

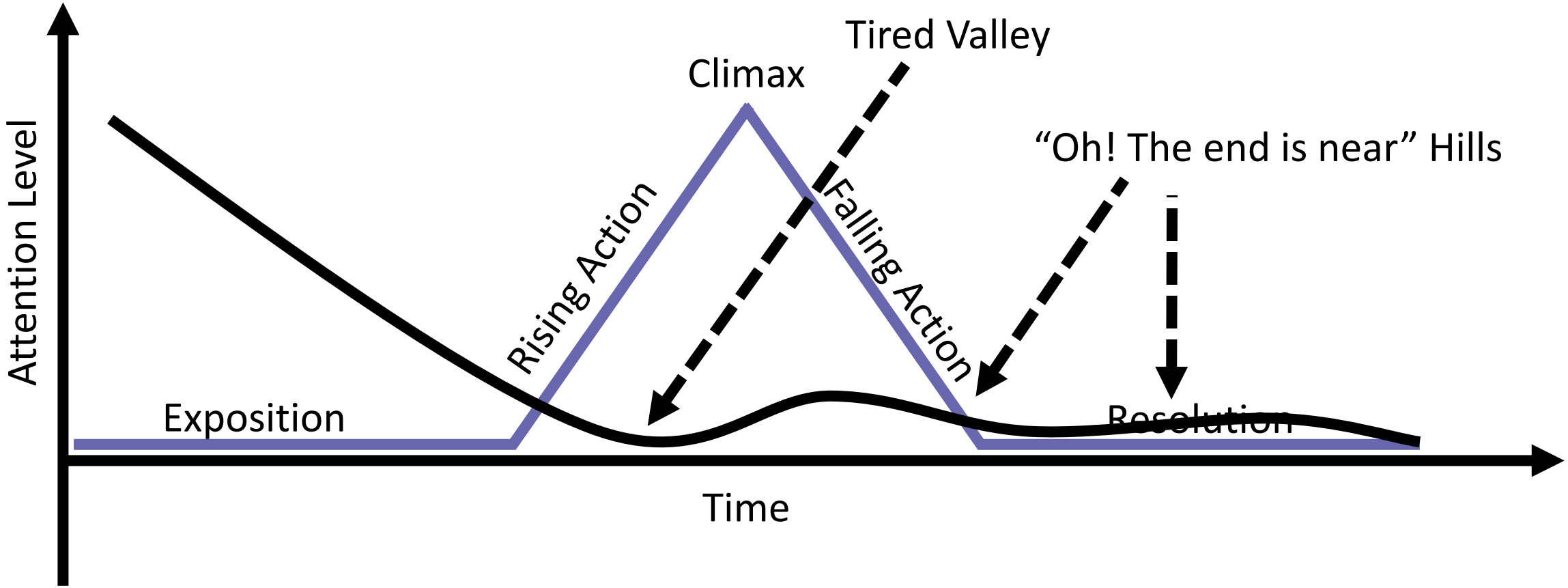
Dramatic Structure (Freytag's Pyramid)

Movies, books, and stories are built using Freytag's Pyramid



Perfect when audience is pre-disposed to be invested in the story (e.g., going to the movies, at the theater, or reading a book)

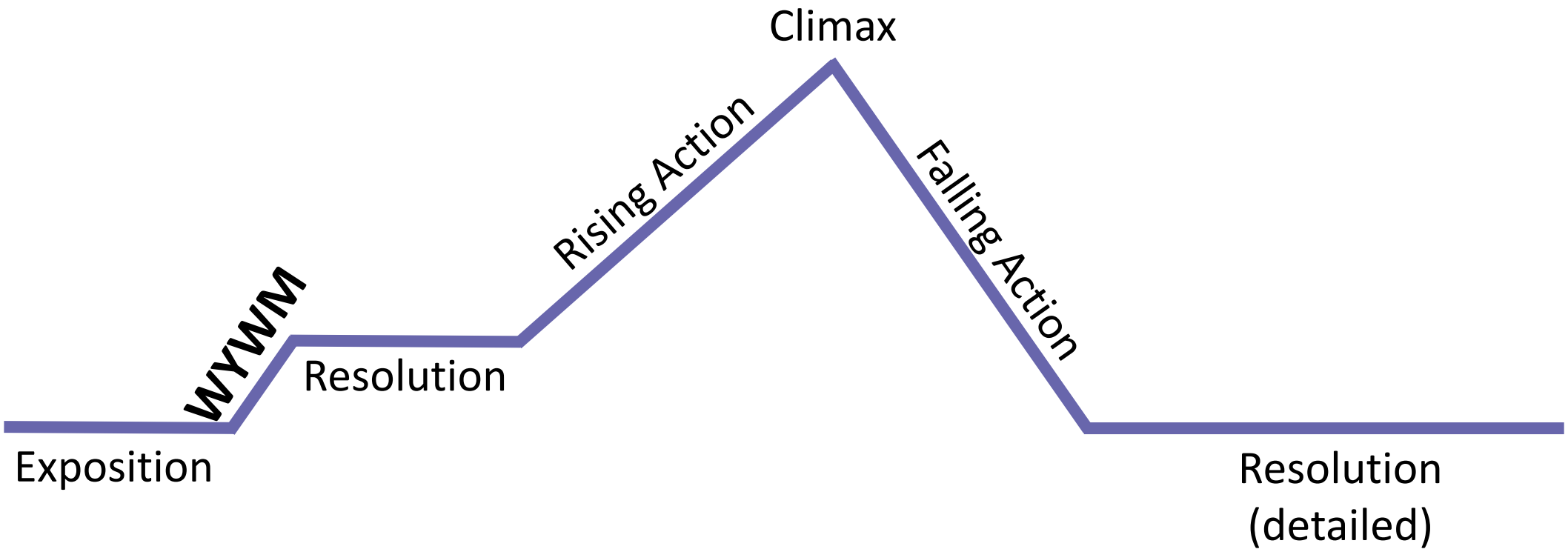
What **if** your audience is not pre-disposed?



Less Attention = Less Retention

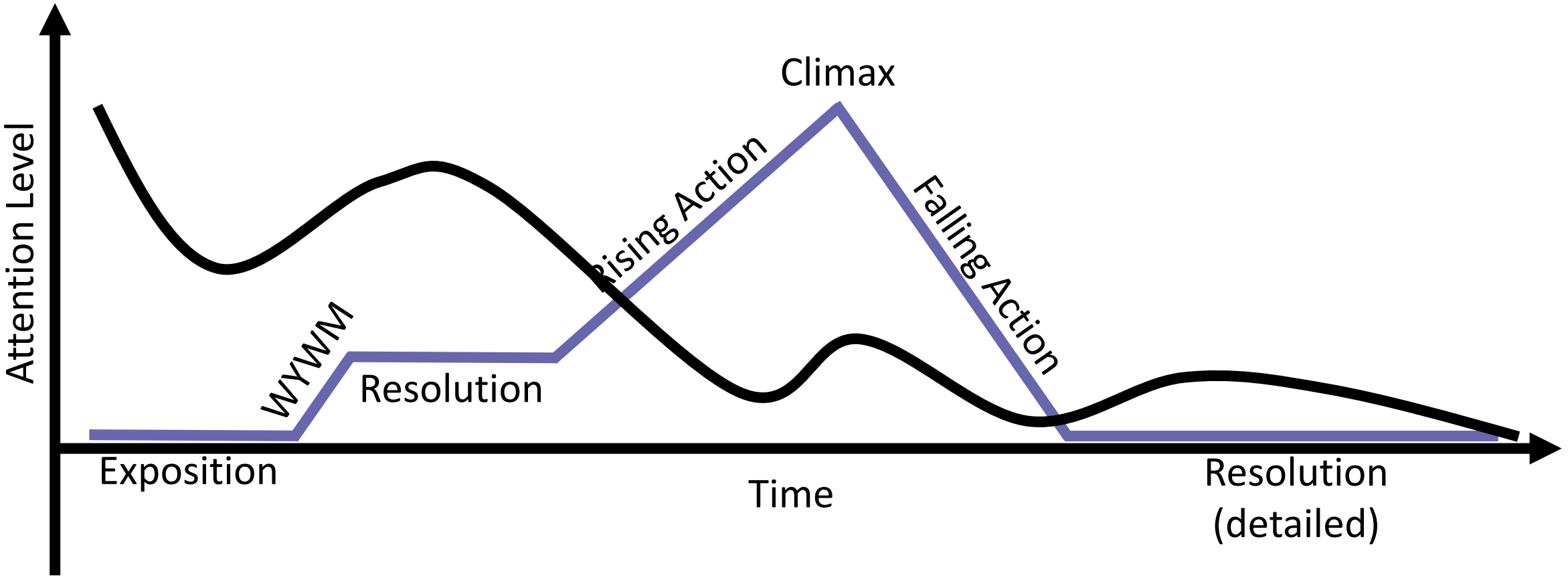
Give key ideas while you have their attention!

Proposed Presentation Structure



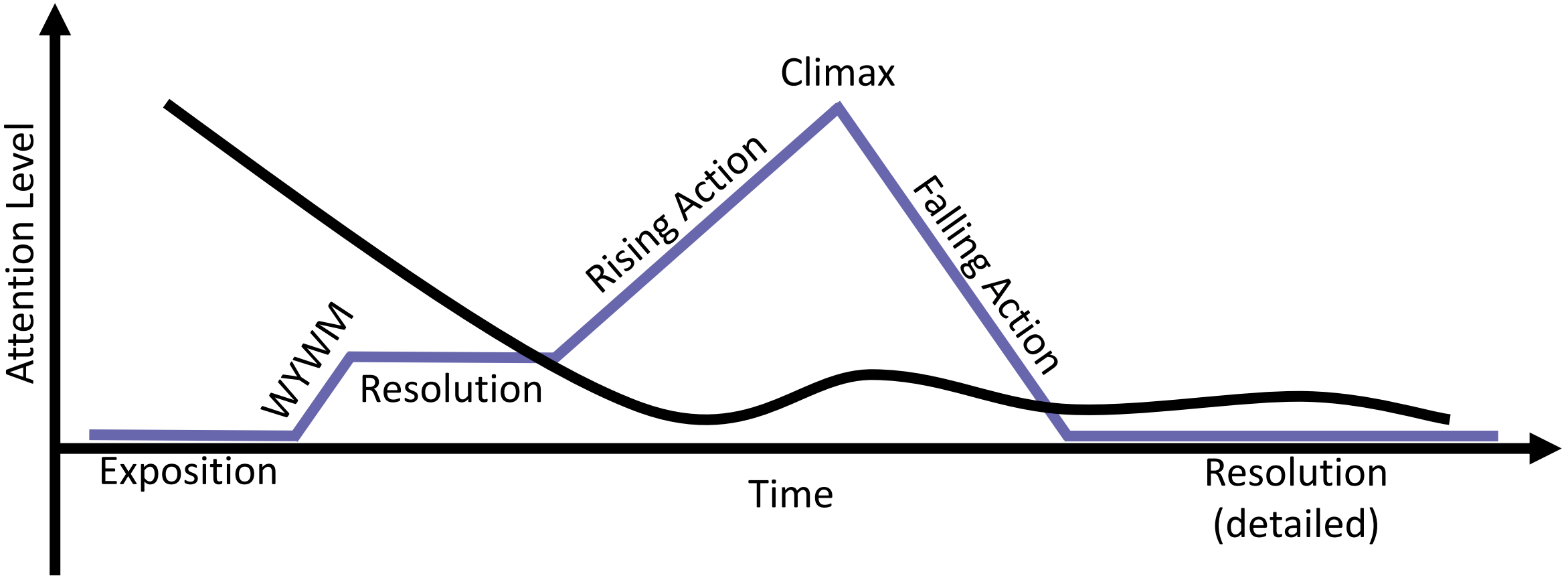
WYWM = Why Your Work Matters (a.k.a., why are you doing this?)
This is where your key ideas are presented (i.e., early)!

Expected Attention Level



WYWM should boost attention and foreshadow a strong finish!
Hook your audience into listening to the rest of your talk!

If *WWYM* doesn't land with your audience…



"Worst case": while you still had their attention, you delivered your message!

(Remember my "Put your main message first" slides at the beginning?)