



# Oral Presentations

Lecture 16



# Advice for effective oral presentations

- The structure & style of presentations
- Effective use of slides
  - even when you don't use them!
- Short presentations
  - e.g. elevator pitch
- Long presentations



# Do as I say...

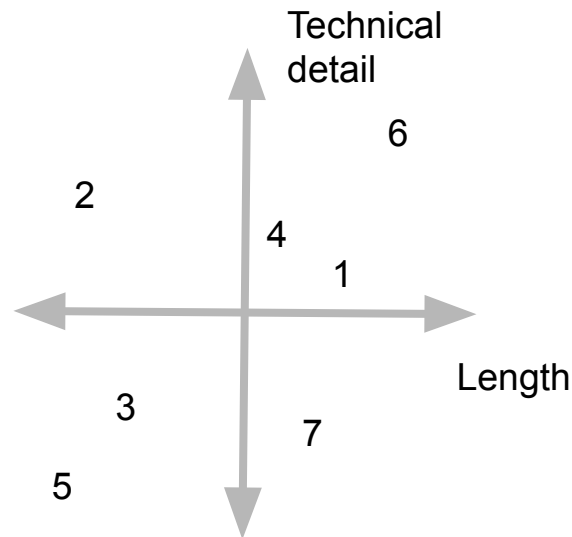
- I hate giving presentation and public speaking!
- Making and delivering a polished presentation takes *a lot* of work.
  - Preparation is time-consuming
  - Rehearsal is time-consuming
  - (And that's when you are *practiced*)
- Work that's presented well is work that is better developed.
- Your work vanishes into obscurity if you don't present it and sell it well.

# Your presentation depends on its context

Scope depends on the audience and the setting.

How would your presentation differ, giving it:

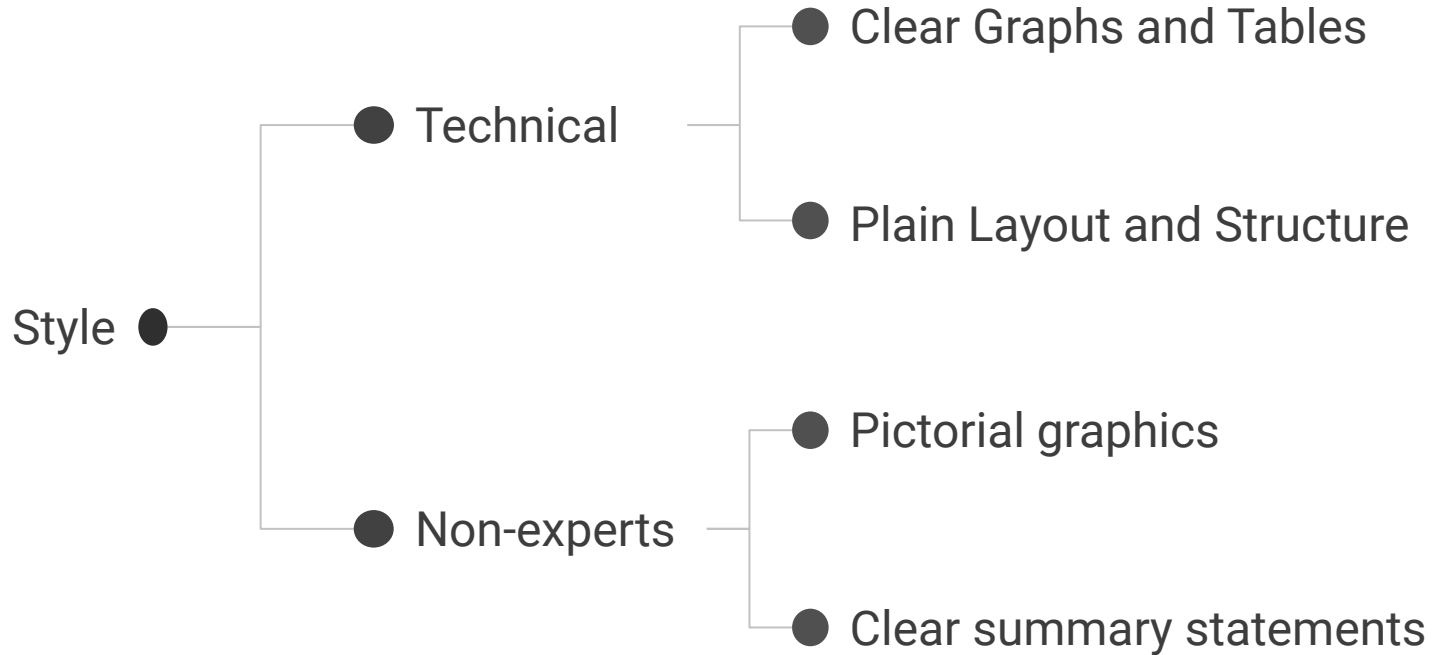
1. To an interested classmate with time to spare?
2. To your professor in the last 3 min of OH?
3. To your extended family at a the dinner table?
4. To a prospective employer?
5. To an HR phone screen?
6. To domain experts in an academic talk?
7. As a TED talk



How do the audience and setting affect the choice of:



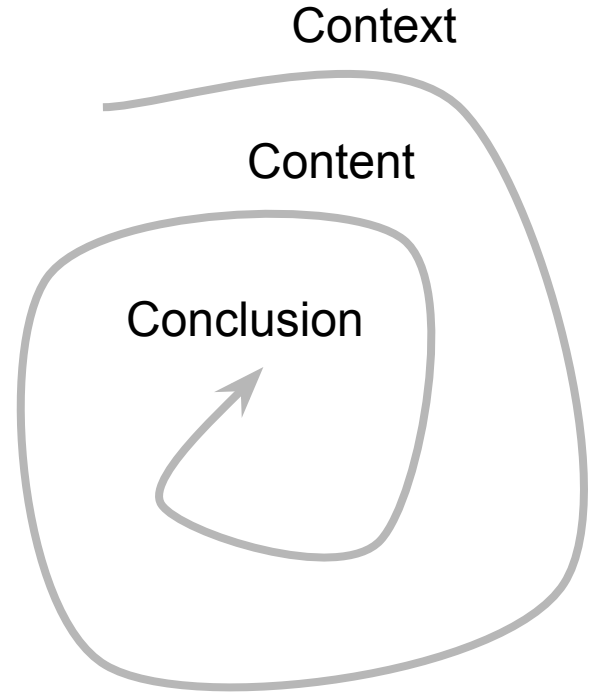
How do the audience and setting affect the choice of:



# Organizing your presentation

- Organize using Context - Content - Conclusion.
  - Say what you will tell the audience
  - Tell the audience the information
  - Summarize what you told them
- Reinforcing and repeating are crucial:
  - The audience is hearing your work for the first time
  - You are taking them through hard material quickly

Presentations are short; all material should contribute *something* new and useful.



# Slides help organize your presentation

- Use “slides” to outline and organize your presentation.
  - Even if your presentation has *no* slides!
- Keep your presentation focused in scope and objective!
  - Can you describe it in a phrase? (the title)
  - Is the *content* of the talk immediately understandable from the title?
- Each slide is a bite-sized, complete thought.
- Try to summarize each thought with:
  - A single phrase (slide title)
  - A self-contained graphic or concept (slide body)

Presentation = summarizing the thought on each slide.



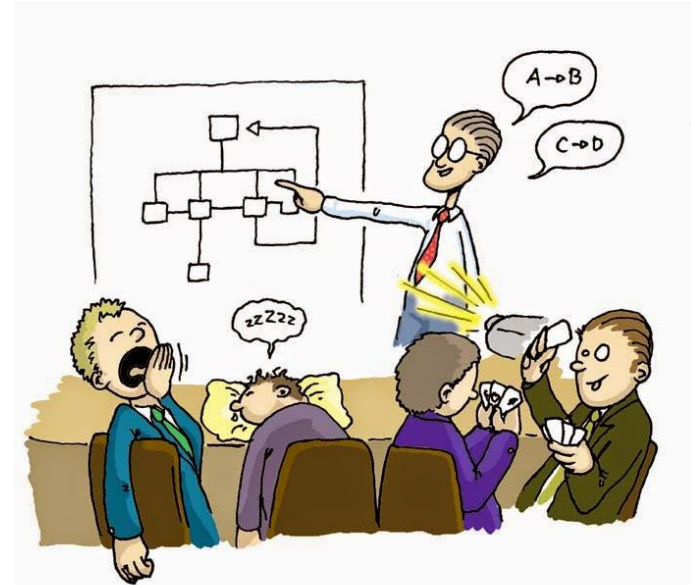
# Slides *support* the spoken content

The audience can listen to you, or read text on a screen, but not both!

- Slide titles should summarize the content of the slide
- Keep slides stylistically simple; avoid clutter
- Keep words to a minimum; prefer graphics
- Avoid bullet points (really, lol); opt for tables.

Talk through the *thought* of each slide;

(1-2 minutes per slide)



# Short Presentations

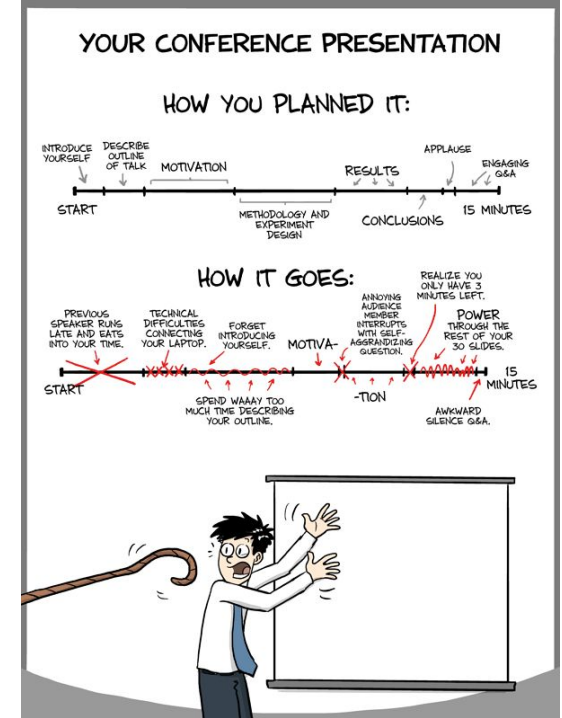
- Usually between 30 seconds and 5 minutes
  - Elevator Pitch: very quick *purley verbal* introduction to general audience
  - Lightning Talk: “quick snapshot of a project given to experts” (w/slides)
- Structure depends on the audience; none include detail.
- Typical anatomy of a short presentation:
  - Context: explain why your work is significant.
  - Complication: tell what we know and don't know.
  - Question: clearly state the question that addresses the problem
  - Hypothesis: propose a clear, testable hypothesis that will advance our understanding

# Long presentations

- Usually between 20 - 60 minutes
- Structure should follow the structure of your paper:
  - Context: carefully setup context in your introduction
  - Content: state your results and walk through the logic of the methods.
  - Conclusion:
- Keep specifics to a minimum and walk through the logic of your project
- Most your talk should be setup (the intro in your paper) + results
- If you developed of a method, dedicate multiple slides to the details.

# Rehearsing and delivering your presentation

- Rehearse, rehearse, rehearse!
- Don't read the words on the slide; summarize the thought the slide describes.
- **Don't go over time**
- Use transition sentences to link the content of successive slides.
- Use active voice and "I" / "we".
- *Rehearse!* (on Zoom, to groupmates, etc)



(PhD Comics)

# (Meta)-Reading a Presentation

Assignment:

- Analyzing a presentation on how to give a presentation for best practices on giving effective presentations.

Read Professor Ellis's [presentation](#):

- Who is its audience? How does it approach them?
- How might the context/content/conclusion change for a different audience?
- Read it for content as well! Does it follow its own best practices?

# Summary

- Know your audience when you develop your presentation!
- Always repeat yourself and give more context than you think.
- Short presentations should focus on the story (context and impact)
- Long presentations take the audience through the logic of your paper.