HOW TO MAKE A GOOD

PRESENTATION

BRAD EFRON'S 13 RULES

1. Don't plan too carefully; improv is the name of the game with technical talks.

2. Begin by thanking an enormous number of people, including blurry little pictures if possible. It comes across as humility.

3. Waste a lot of time at first on some small point, like the correct spelling of "Chebychev." Whoever heard of running out of time? (See Rule 13.)

BRAD EFRON'S 13 RULES

4. An elaborate outline of the talk to come, phrased in terms the audience hasn't heard yet, really sets the stage, and saves saying "I'm going to present the beginning, the middle, and the end."

5. Don't give away your simple motivating example early on. That's like stepping on your own punchline.

6. A good way to start is with the most general, abstract statement possible.

7. The best notation is the most complete notation – don't skimp on those subscripts!

BRAD EFRON'S 13 RULES

8. Blank space on the screen is wasted space. There should be an icon for everything – if you say the word "Apple" an apple should tumble in from the right, etc. And don't forget to read every word on the screen out loud.

9. Humans are incredibly good at reading tables, so the more rows and columns the better. Statements like "you probably can't make out these numbers but they are pretty much what I said" are audience confidence builders.

10. Don't speak too clearly: it isn't necessary for those in the front row.

BRAD EFRON'S 13 RULES

11. Go back and forth rapidly between your slides. That's what God made computers for.

12. Try to get across everything you've learned in the past year in the few minutes allotted. These are college grads, right?

13. Oh my, you are running out of time. Don't skip anything; show every slide even if it's just for a millisecond. Saying "This is really interesting stuff, I wish I had time for it" will make people grateful for getting "Chebychev" right.

TYPE OF PRESENTATIONS

- Quick 1-minute “what I do” talk
- 5 minute demo talks
- Project presentation
- Job Interview

What they have in common:

- Never enough time to talk about everything
- All of them reflect on you & need practice/polish
- Focus on a clear goal and message.

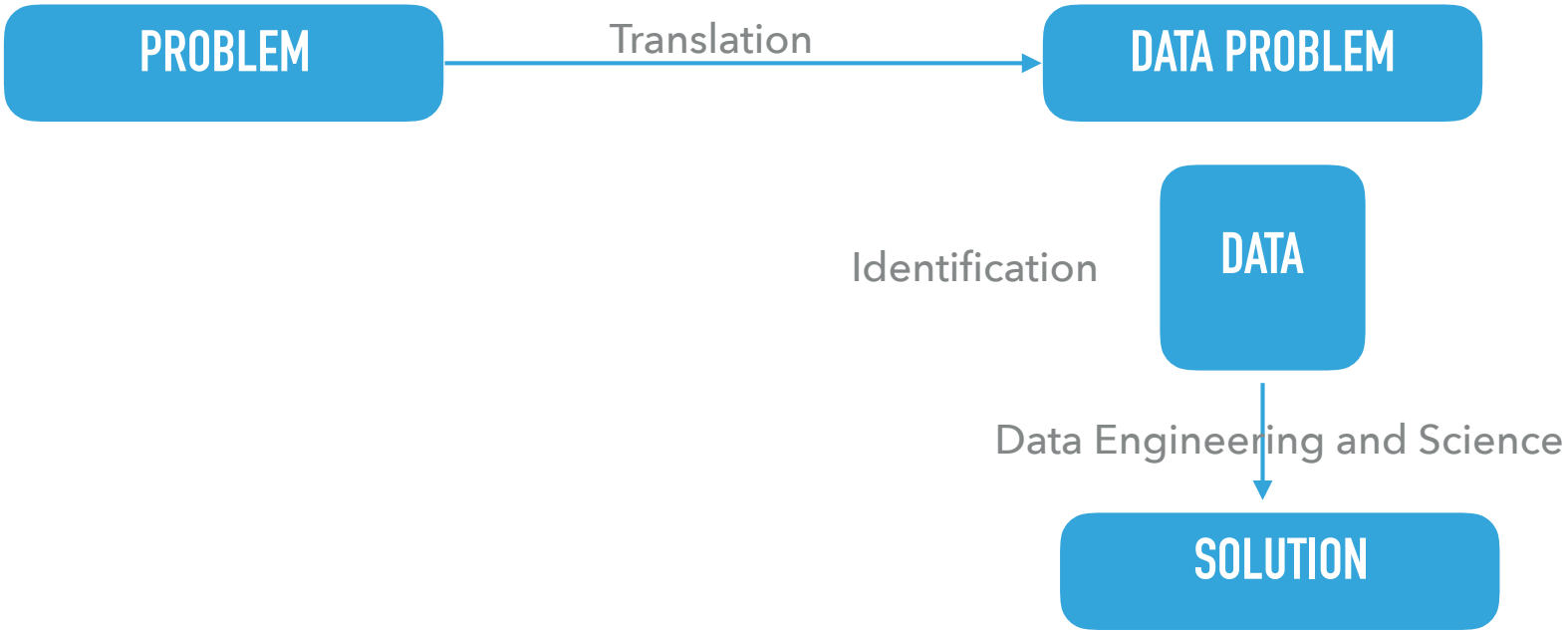
DO YOUR HOMEWORK

- What is the context of the presentation?
  - Job interview
  - Demo for potential investors
  - Project updates within your project group
  - Project perspective to the managers
  - Family dinner with your relatives

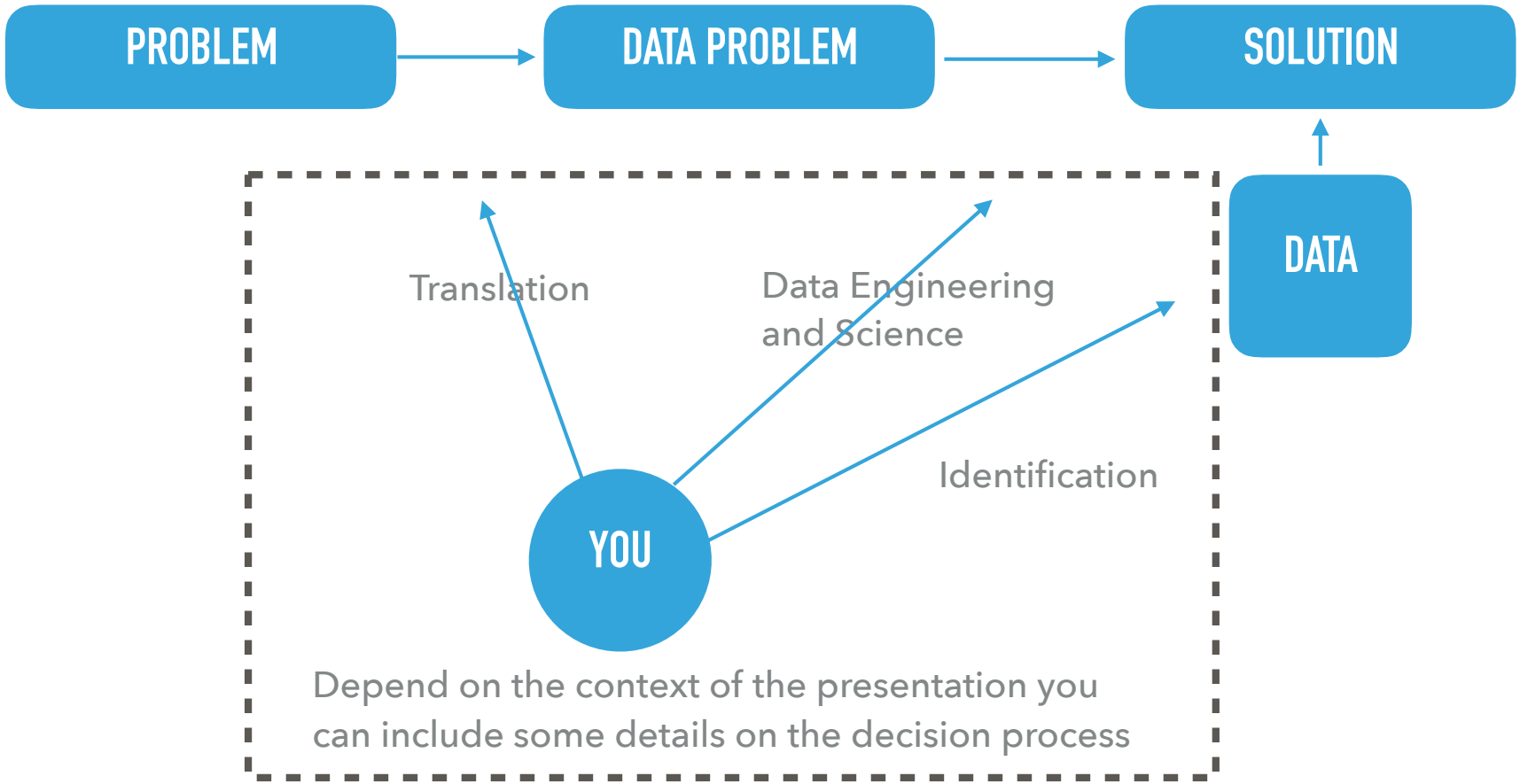
DO YOUR HOMEWORK

- Decide on the key component to focus during the presentation
  - Job interview – your experience and skills relevant to the job, especially the decision process.
  - Demo for potential investors – potential value of your product or your team
  - Project updates within your project group – current challenges and possible solutions
  - Project perspective to the managers – potential of the project that aligns with the vision of the company or does it suggest a new vision?
  - Family dinner with your relatives – fun stuff

THIS IS HOW YOU DID IT



THIS IS HOW YOU WILL TELL IT



ABOUT PROJECT 2 PRESENTATION

- Project 1 presentation is more like a script/code share.
- It should be treated as a product demo.
- Show the product, explain
  - what the data source is
  - what information is shows
  - why it is useful
- I will leave more time for Q&A as this is the case for a product demo.