How to prepare and deliver a compelling talk

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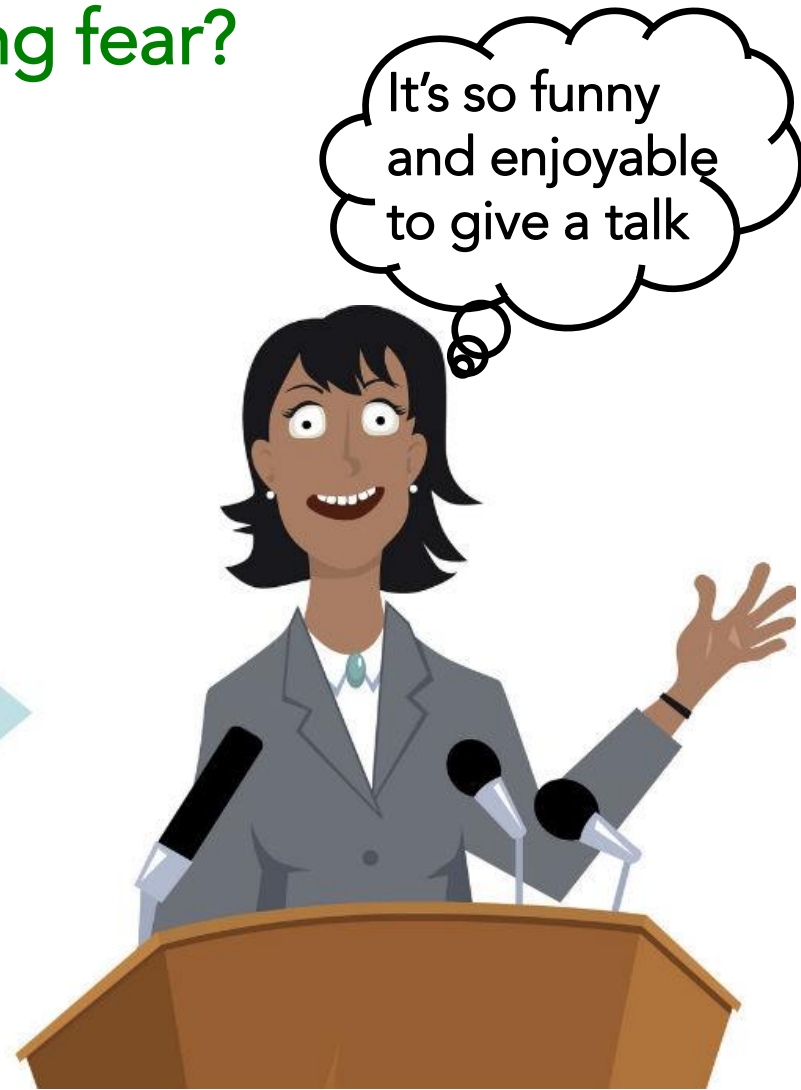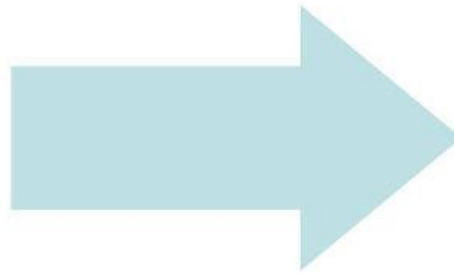# Public speaking….getting nervous, fear, panic

How to overcome public speaking fear?

It's so funny and enjoyable to give a talk
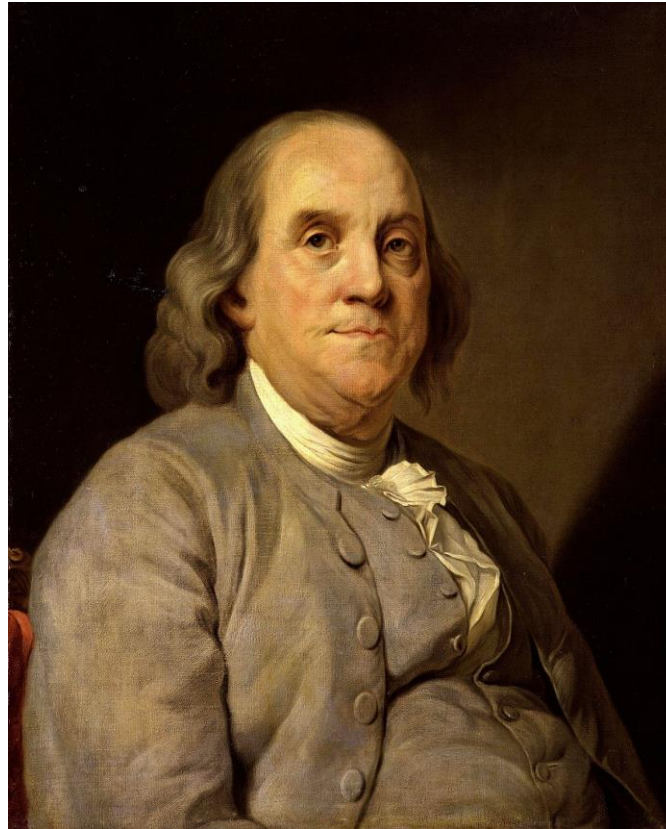
Planning your presentation…

"If you fail to plan, you are planning to fail"

by **Benjamin Franklin** (1706-1790), American scientist

pt.wikipedia.org/wiki/Benjamin_Franklin

Outline

- How to plan your presentation

- How to structure your presentation

- How to create/design your slides

- How to deliver your talk effectively

- Bibliography

How to plan your presentation?

How to plan your presentation?

1. <u>WHO</u> the talk is for?

How to plan your presentation?

1. <u>WHO</u> the talk is for?

- Who is my audience?

- What does the audience want to know and hear about?

- How can I gauge their attention and deal with questions and feedback?

How to plan your presentation?

1. <u>WHO</u> the talk is for?

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Media

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Thesis Defense

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How to plan your presentation?

1. <u>WHO</u> the talk is for?

How to plan your presentation?

1. <u>WHO</u> the talk is for? Know your audience!!!

How to plan your presentation?

2. <u>WHAT</u> will I talk about?

- What is the subject and goal of my talk?

- What type of information will best support my talk?

- What is the message/key points I want the audience to retain? What I want them to learn?

- What kind of information will appeal to the audience? What matters to them?

- What is their level of understanding about the subject?
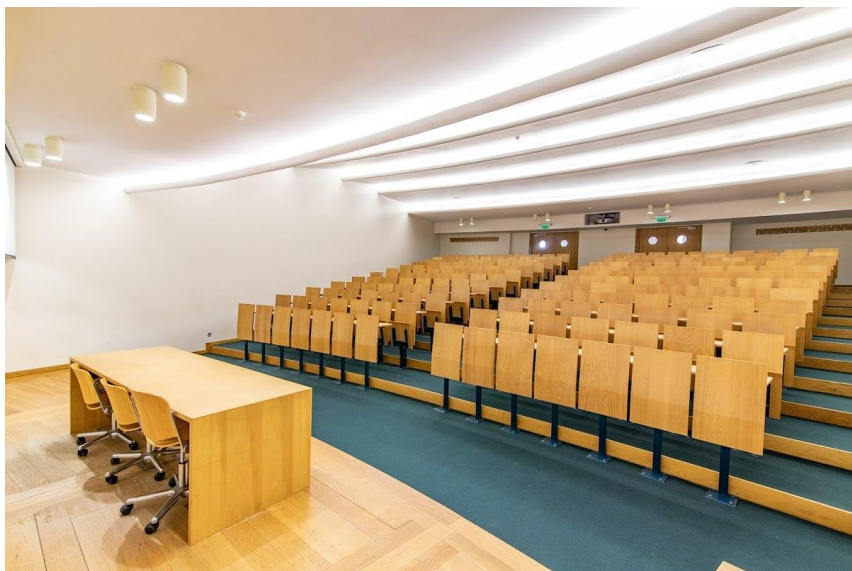
How to plan your presentation?

3. <u>WHY</u> will I deliver a talk?

- Why am I doing this presentation?
- Why should the audience listen to me?
- What are their expectations?

How to plan your presentation?

4. <u>WHERE</u> will I deliver the talk?

How to plan your presentation?

4. <u>WHERE</u> will I deliver the talk?

- Where is the venue in which I will be presenting?

- Will the talk be in-person or online?

- How small or large is the venue?

How to plan your presentation?

5. <u>WHEN</u> will I deliver the talk?

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How to plan your presentation?

5. <u>WHEN</u> will I deliver the talk?

- What is the *timing* of the presentation?
- How much time do I need to prepare and practice my presentation?

How to plan your presentation?

6. <u>HOW</u> will I deliver the talk?

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How to plan your presentation?

6. <u>HOW</u> will I deliver the talk?

- How will I tell my story?

- How can I better engage the audience?

- How can I use visual aids to complement my talk, create impact and help to pass the message across?

How to structure your presentation?

1. Introduction
2. Body
3. Conclusion

How to structure your presentation?

1. **INTRODUCTION**
2. Body
3. Conclusion

How to structure your presentation?

1. INTRODUCTION

   - Should be brief and concise, yet clear

   - Should be attractive to capture your audience's attention

   - Should build a rapport with the audience

How to structure your presentation?

1. INTRODUCTION

    1.1. Present yourself to the audience and the title of your talk

    1.2. Create an outline and present your main argument, question or idea, i.e. what you will talk about with key background information

    1.3. Why is it important/relevant?

    1.4. Give credit to contributors

How to structure your presentation?

1. Introduction
2. **BODY**
3. Conclusion

How to structure your presentation?

2. BODY

- The largest section of your presentation

- Your own story!

- It supports your main argument, question or idea with specific examples and facts

How to structure your presentation?

2. BODY

    2.1. Literally what you did!

    2.2. Give the needed details for the audience to understand

    2.3. Use visual aids to showcase your key data in a logical manner and explain them

    2.4. Explain the advantages of your approach

    2.5. Be clear and coherent

How to structure your presentation?

1. Introduction
2. BODY
3. CONCLUSION

How to structure your presentation?

3. CONCLUSION

- Summarizes the key points of your presentation as a take-home message

- Recapitulates the problem/purpose and how it get solved

How to structure your presentation?

3. CONCLUSION

    3.1. One slide is all you need to wrap-up your presentation

    3.2. Summarize your talk by reiterating your main argument, question or idea and pointing out the evidence

    3.3. Give the take-home message and discuss any practical applications or new avenues your work might open

    3.4. Acknowledge all your co-authors and funding agencies

    3.5. End your presentation by acknowledging the audience

How (not) to create/design your slides

How (not) to create/design your slides

How to create/design your slides

- Use a clean sans-serif typeface (e.g., Arial)

- Use an informative title/heading for each slide

- Use bullet points, and avoid long sentences and more than 10 lines per slide (maximum)

- Use a large font (avoid headings and text smaller than 30 and 22 point, respectively) and avoid all capital letters

- Use contrasting colors (dark text on a light background and vice-versa) and avoid more than 3 colors per slide

How to create/design your slides

- Use visual aids (figures/schemes/tables… but do not exaggerate) and ensure they are clear and properly labelled

- Do not use images as background in your slides

- Maintain the consistency across all the slides

- Plan for 1/2 min per slide

- …

Keep it simple, clear and coherent. Less is more!

How to deliver your talk effectively

- Be excited, show enthusiasm, stay calm, and be yourself

- Keep your audience engaged by asking for feedback or using rhetorical questions and tell a compelling story

- Do not read your slides and pay attention to slides transition

- Speak loudly (but don't shout!), clear, and with confidence

- Keep your language simple, direct and clear, use short sentences and analogies, and avoid jargon

- Avoid filler words (e.g., "um", "like", "you know")

How to deliver your talk effectively

- Vary the pace and the tone of your voice, and enjoy pauses

- Maintain eye contact with the audience

- Use body language, keep a good posture, and stand tall

- Pay attention to the slide design

- Acknowledge the people and organizations (including funding agencies) who supported your work

- Do not go over the time allocated to your talk and leave time to answer questions

BUT… before delivering your talk

- Organize your thoughts and ideas

- Write an outline for your talk and plan it well in advance

- Create effective notes, time and record yourself

- Look over the slide design and make them appealing

- Practice in front of mentors, peers, friends and ask for feedback, and polish your presentation

- Practice, practice, practice, practice, …

Take-home message

- Think about **who** is your audience, **what** are you going to talk about and **why**, **how**, **where** and **when** you are doing it

- Plan your talk well in advance

- Assign a clear structure to the presentation (three main parts: introduction, body, conclusion)

- Make an outline and take notes

- Show enthusiasm, stay calm, and have confidence in yourself

- Use appropriate language (including body language)

- Never memorize word-by-word what you plan to say

Take-home message

- Make eye contact with the audience but do not focus on just one or a few listeners

- Modulate the tone of your voice and enjoy pauses

- Do not read the slides and look over the slide design

- Stick to the allocated time and leave enough time for questions

- Thank to all your contributors and funding agencies

- Ask for feedback

- Rehearse your talk as many times as possible and polish it!

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