

Presentation-Tips

Sensors Group Notes for better presentations

12. Nov. 2013

From ISSCC guide to presenters, 2010:

Presentation Quality

The quality of your presentation is a very important part of how the audience perceives the quality of your work. Each year, ISSCC collects rating sheets for each session. The audience rates presentations for originality, technical content, and presentation quality. The figure below shows the correlation between the attendee's rating of the originality and technical quality of papers and the attendee's rating of presentation quality for the same papers presented.

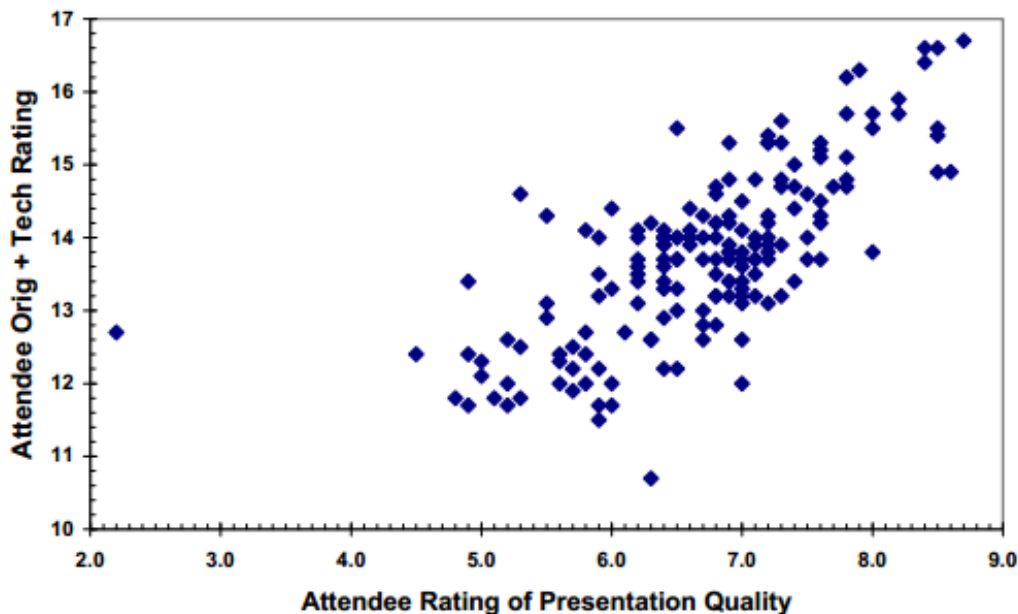


Fig. 1. Attendee rating of originality and technical content versus attendee rating of presentation quality. Note the strong evidence that the audience may not appreciate the originality and technical quality of your paper, if your talk is not well-organized and presented!

The strong correlation suggests that a well-organized and well-presented paper is perceived as being better technical work than a poorly-organized and poorly-presented one! Time invested in organizing and preparing an outstanding presentation will be well-appreciated by your audience, and will place your work in the best possible light!

Structure

General Remarks

- Tell a story i.e. build your presentation around a small set of messages you want to communicate. Think about what you want to tell.
- Tailor your presentation to your audience. How much do they know - what needs to be explained and what not? What are they interested in?

Introduction

- After a short Welcome, the audience has to be introduced to the question which you are going to answer in the talk or the story you are going to tell. Why is what you present of relevance?
- For longer talks, it is better to start with an overview slide that explains the structure of the talk

Methods

- After the Introduction you explain what you did

Results

- As soon as the audience knows what you did, you show them what you got
- Quantify in a understandable way - explain your measures

Discussion

- Explain what you got

Conclusion

- Contextualize and summon your findings
- Refer back to your introduction
- Sell your findings to the audience - everyone should walk out of the room with the good feeling that they learned something

Outlook

- Present the next steps

Acknowledgements

- Thank your colleagues
- Thank the funding institutions for the money
- Thank the audience for their attention (not necessary for conferences)

Backup Slides

- Keep some supplementary material on backup slides to reply on questions on content which you were not capable of presenting (due to the restricted time)

Presentation

- Test whether your presentation runs under the given conditions (computer, beamer, speakers, ...). Come at least 15 minutes early to set yourself up. Check if and how your movies replay.
- Start off with an anecdote, a nice effect or a joke to make the people interested in your talk
- Keep eye contact with your audience
- Speak loud and clear
- **Everything (!) you put on your slide also has to be mentioned by you when presenting**

Slides

General Remarks

- Make sure that the main messages of your slides can also be understood by a deaf person following your presentation
- Don't put too much text on your slides. Stick with short messages

Animations

- It's a scientific presentation so only use subtle animations (no motion, no blinking)

Structure

- Make sure that you guide the eye of the viewer to the things you want to communicate
- Distribute your content among slides rather than overfilling one
- Make the content appear step by step to guide the viewer through it (Animations - Fade In)
- Do not use background images or strong background colors
- If you have a date on your slides, make sure it is correct
- Don't put logos in the footer of your slides

Fonts

- The fonts have to be big enough to be readable even from far away - min. 20 pt (also for figure captions)
- Comic sans is the right font for birthday cards but not for presentations

Figures

- Make sure the axes are labeled correctly and they have to be readable

Hint: Display your talk on your laptop. Now walk to the other side of the room. Can you still read everything?

Slide Titles

- The title should be short and descriptive: What is the content of the slide?
- Substantives have to be upper case in a title

Headers / Footers

- Put numbers on your slides so that people with questions can refer to them
- Keep your headers and footers as minimal as possible otherwise they are distractors. **At ISSCC for example, all logos, footers etc are BANNED.**

Movies / Live Demos

- If you have movies of your work - show them!
- If you have demos of your work, you first have to make sure that they run under the given conditions. Do not rely on them to work. Avoid showing demos that do not run robustly. If your demo is not reliably working, take a movie.

Title Slide

- Put the logos of the institutions you are affiliated with on the title slide. Leave them away in the following slides.
- Your name and the occasion of the presentation should be mentioned on the title slide
- Check that the date is right if mentioned

Acknowledgement Slide

- If you put pictures of the main contributors of the presented work on the acknowledgement slide, it's easier for the audience to associate them to the work presented.
- It's also fair and sometimes even mandatory to mention your funding institutions (incl. logo?) on one of the last slides