

# **An Effective Presentation**

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# Objective of Presentation

- To Inform
- To Educate
- To Convince
- To Lead to Action
- ***Marketing, Promotion,***
- ***Social Events***



# Tips to be Covered

- Outlines
- Planning
- Slide Structure
- Fonts, Color, Background and Graphs
- Spelling and Grammar
- Speech Anxiety
- Opening, Closing and Time Management
- Conclusions
- Questions

# Tips to be Covered

- Outlines
- **Planning**
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# Planning Your Presentation

**What do you present?**

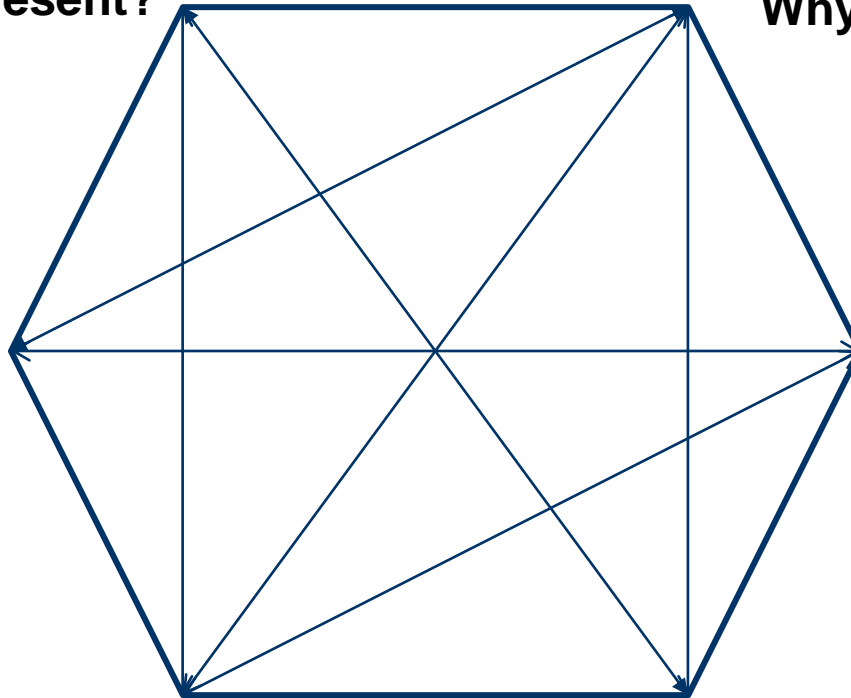
**Why do you present?**

**How do you  
Present?**

**Who is your  
audience?**

**How Long do you present?**

**Where do you present?**



# Place (Where)

- Small Conference room
- Big auditorium
- Big and long conference room



# Audience (Who)

- Background
- Age
- Hobby
- Interest...



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# Outline (Slide Structure)

- Make your 1<sup>st</sup> or 2<sup>nd</sup> slide an outline of your presentation
  - Ex: previous slide
- Follow the order of your outline for the rest of the presentation
- Only place main points on the outline slide
  - Ex: Use the titles of each slide as main points

# Slide Structure – Good

- Use 1-2 slides per minute of your presentation
- Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only

# Slide Structure

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- Lists should contain no more than 3 items:

- Item 1
- Item 2
- Item 3

# Slide Structure

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- It is often effective to “unveil” your list one by one:
- You can do this using the “Slide show” - “animations” - “custom” - option
  - Point 1
  - Point 2
  - Point 3

# Slide Structure

---

- Avoid sublists!

- Item 1
  - Item 1a
  - Item 1b
  - Item 1c
- Item 2
  - - Item 2a
  - - Item 2b
- Item 3

# Slide Structure

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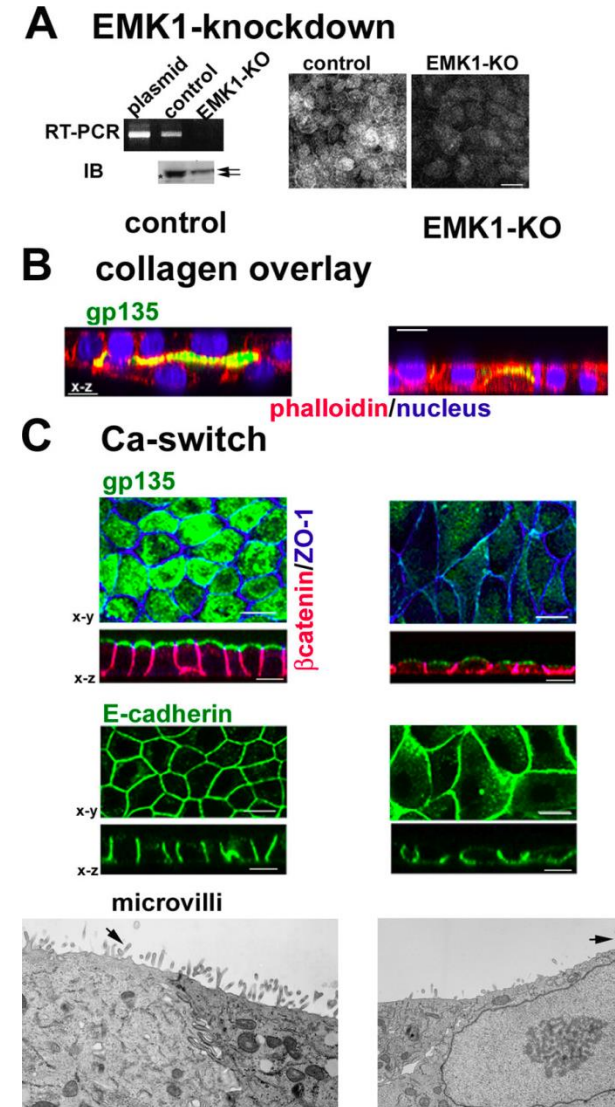
Be generous with empty space.

## Slide Structure - Bad

- This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

# Slide Structure

If you try to cram too much into a slide, and place things too close to the sides, they can get cut off if you're using a poor projector. In any case, the slide looks all cluttered and junky.





# Slide Structure – Good

- Show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep your presentation focused

# Slide Structure - Bad

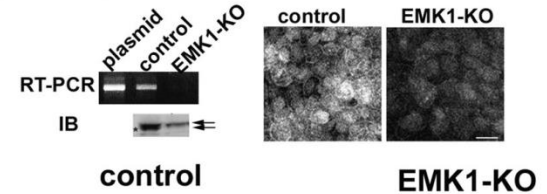
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- Do not use distracting animation
- Do not go overboard with the animation
- Be consistent with the animation that you use

# Slide Structure (Bad)

- If you try to cram too much into a slide, and place things too close to the side, they can get cut off if you're using a poor projector. In any case, the slide looks all cluttered and junky.

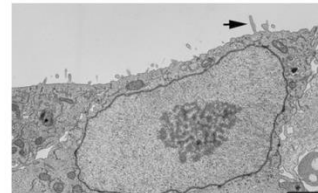
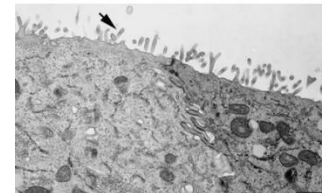
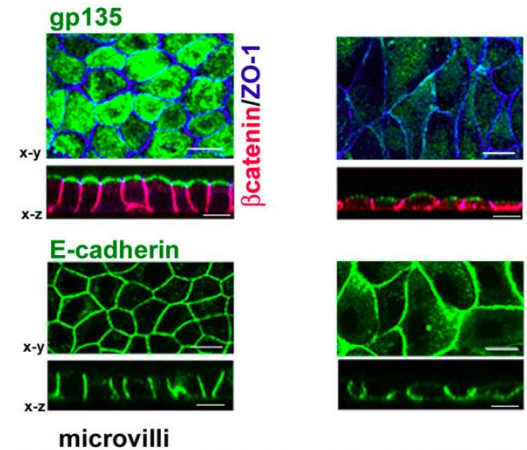
## A EMK1-knockdown



## B collagen overlay



## Ca-switch



# Slide Structure

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- Try your best to include a
- simple image on every slide.

# Slide Structure

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- Limit the number of items on each slide.
- Each slide should make just one or two points!

# Slide Structure

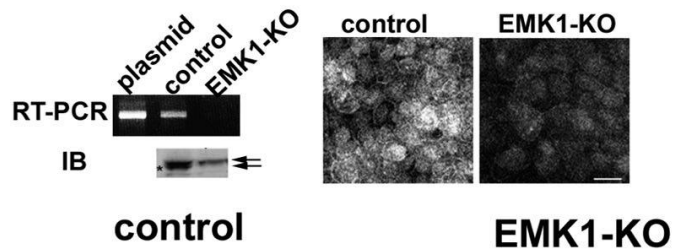
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- Don't try to show too many slides.
- Often, less is more.

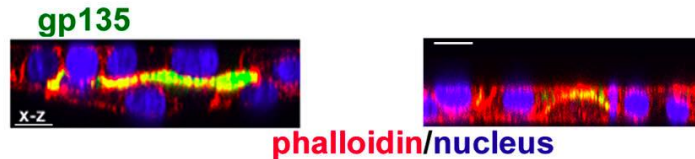
The slide features a light green background with a white rounded rectangle in the top-left corner. A thin blue horizontal line spans the width of the slide, and a thicker dark blue horizontal bar is positioned below it. The text is centered in a teal color.

**It's very easy to use Powerpoint  
really badly**

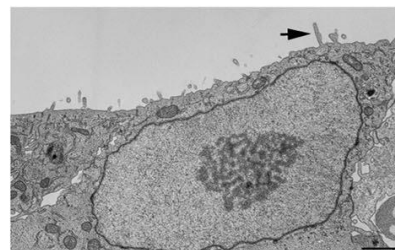
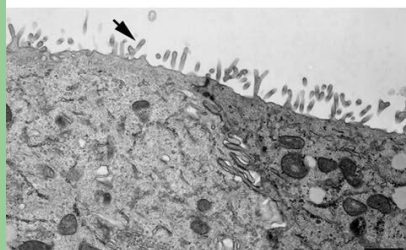
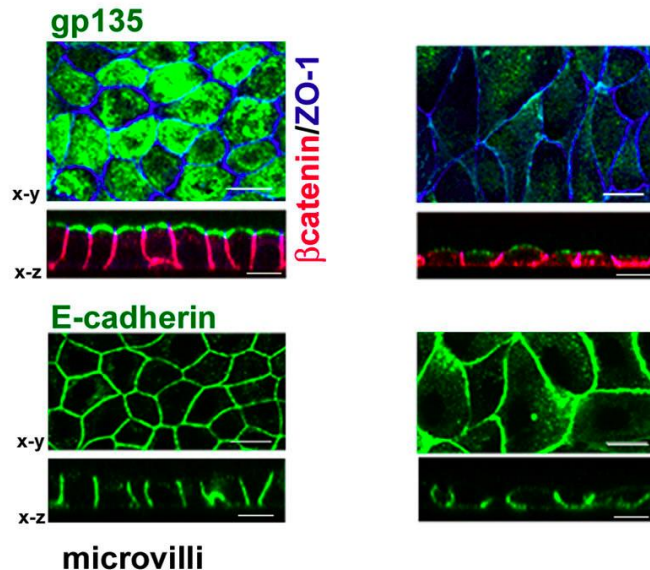
## A EMK1-knockdown



## B collagen overlay



## C Ca-switch



● Emk1 knockdown inhibits lumen formation in MDCK cells:

- RT-PCR: EMK1 is effectively knocked down in MDCK cells 24 hours after transfection with P-SUPER (control) or P-SUPER-siEMK1 plasmid; knockdown confirmed on the right with antibodies to

- Collagen overlay assay: cells cultured 24 h on collagen I before being overlaid with additional collagen on the apical surface, analyzed 24 h later. Note the lack of lumen in EMK1-KO cultures.

- Ca switch: control or EMK1-KO cells were plated in low Ca medium 24 h upon transfection with pSUPER or pSUPER-KO. After 12 h, cultures were switched to normal medium for 24 h. Transmission EM of cells sectioned perpendicular to the substratum shows lack of microvilli in EMK1-KO cells.



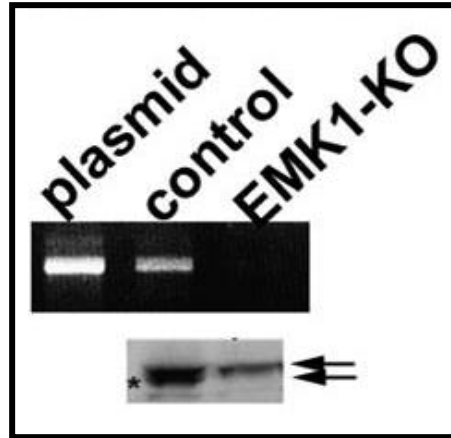
- 
- Let's break down the previous slide into its minimum essential components

# EMK1 / Par1 can be knocked down in MDCK (kidney) cells using siRNA methods

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RT-PCR

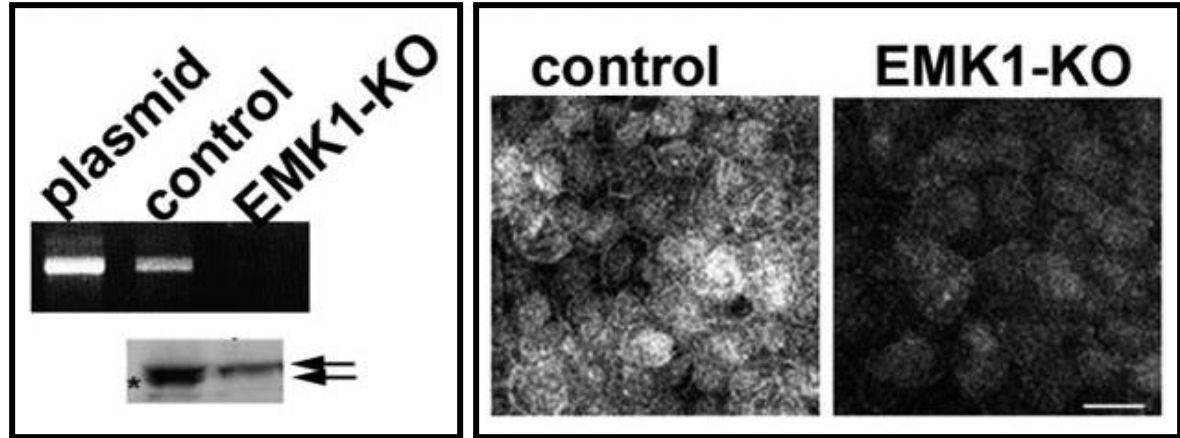
Western



# EMK1 / Par1 can be knocked down in MDCK (kidney) cells using siRNA methods

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RT-PCR  
Western

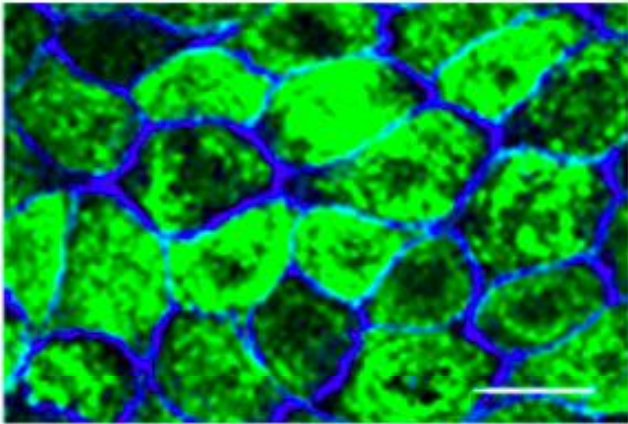


MDCK cells

# MDCK cells form a lumen following a change in extracellular $[Ca^{++}]$

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MDCK cells



← Surface view from lumen

gp135

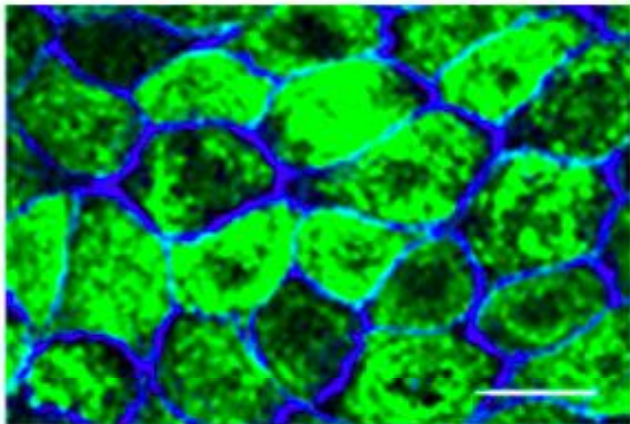
$\beta$ -catenin

ZO-1

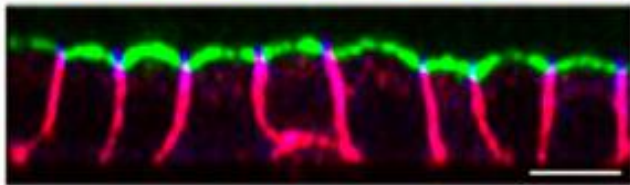
# MDCK cells form a lumen following a change in extracellular $[Ca^{++}]$

---

MDCK cells



← Surface view from lumen



← Side view of lumen

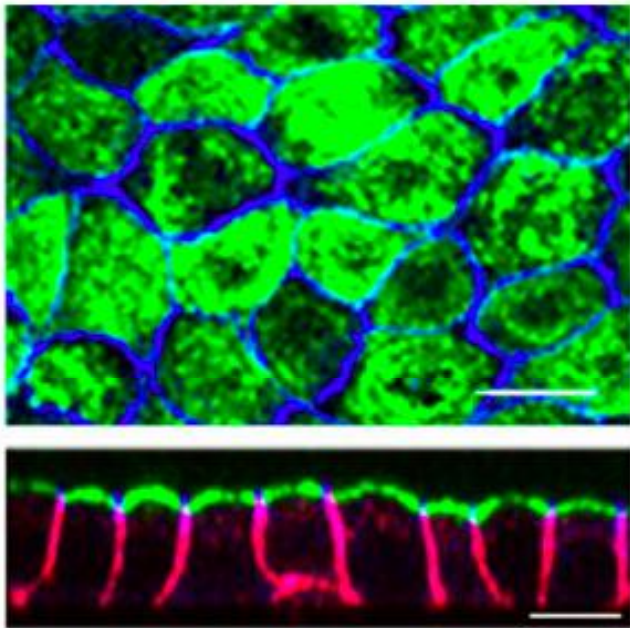
gp135

$\beta$ -catenin

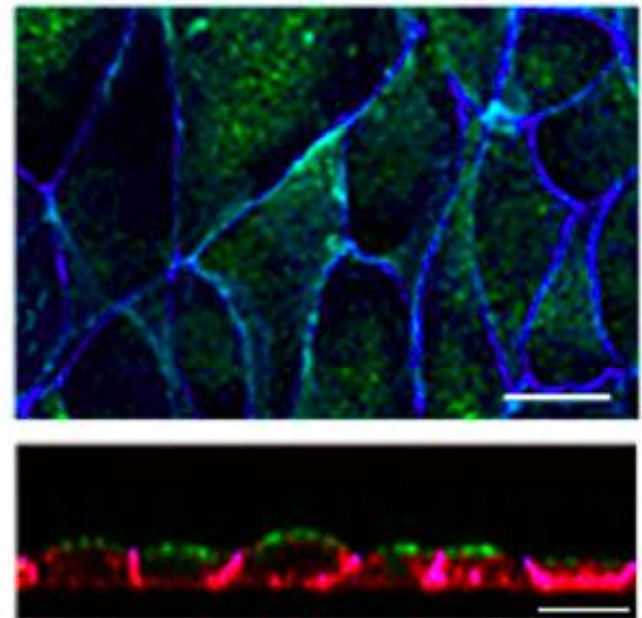
ZO-1

# Lumen formation is blocked in EMK1 knockdown cells

MDCK cells



EMK1 knockdown



gp135

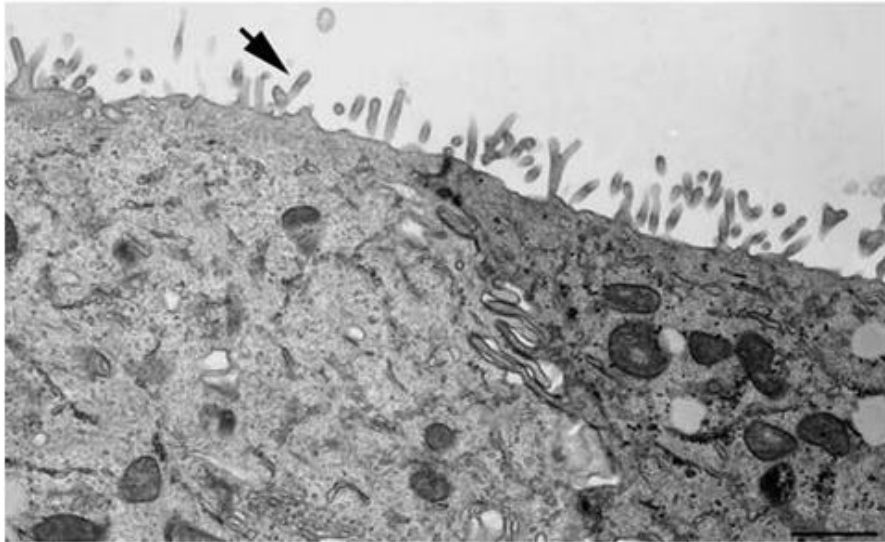
$\beta$ -catenin

ZO-1

# EMK1 knockdown cells also fail to form microvilli

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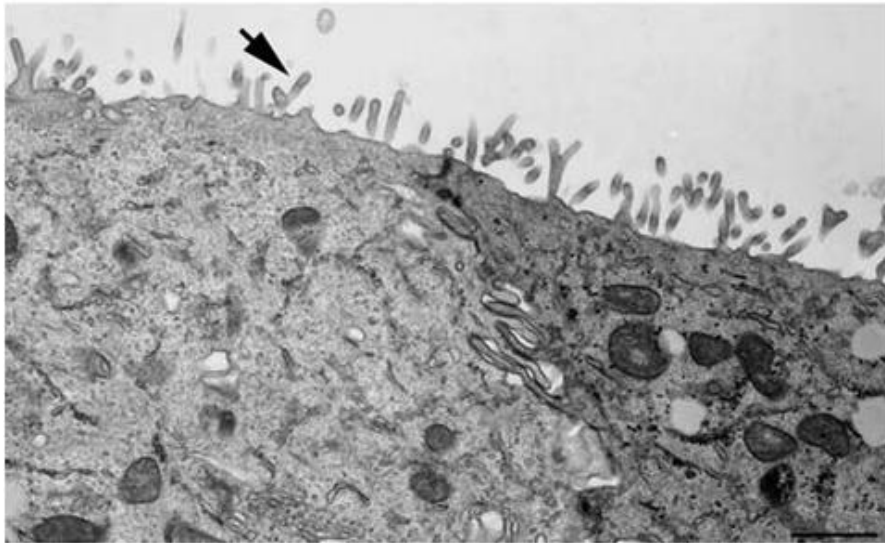
MDCK cells



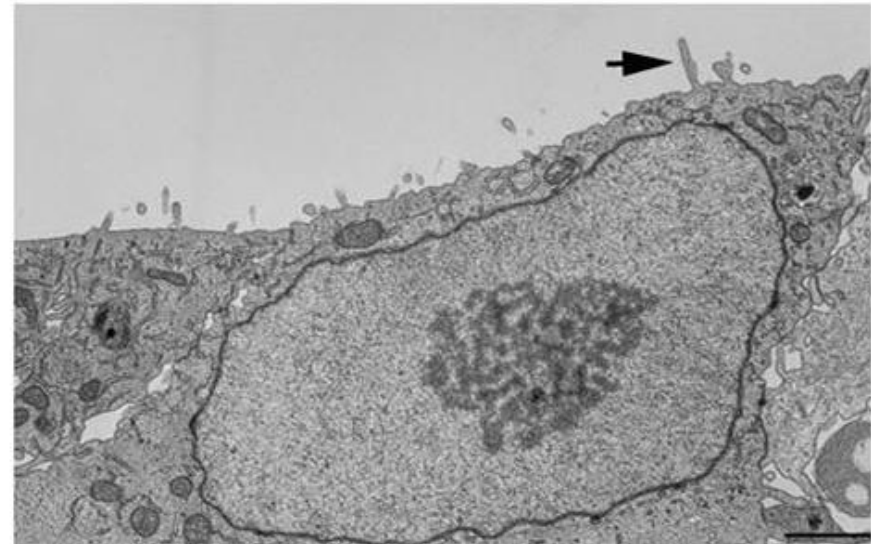


# EMK1 knockdown cells also fail to form microvilli

MDCK cells



EMK1 knockdown





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# Fonts - Good

- Use at least an 18-point font
- Use different size fonts for main points and secondary points
  - this font is 24-point, the main point font is 28-point, and the title font is 36-point
- Use a standard font like Times New Roman or Arial

# Fonts - Bad

- If you use a small font, your audience won't be able to read what you have written
- CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
- **Don't use a complicated font**

# What font to use

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Use a Sans Serif font:

This font is Arial.

This font is Comic Sans.

This font is Papyrus.

Serif fonts take longer to read...

This font is Times New Roman.

This font is Courier.

This font is Didot.

# Colour - Good

- Use a colour of font that contrasts sharply with the background
  - Ex: blue font on white background
- Use colour to reinforce the logic of your structure
  - Ex: light blue title and dark blue text
- Use colour to emphasize a point
  - But only use this occasionally

# Colour - Bad

- Using a font colour that does not contrast with the background colour is hard to read
- Using colour for decoration is distracting and annoying.
- Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- Trying to be creative can also be bad

# Background – Bad

- Avoid backgrounds that are distracting or difficult to read from
- Always be consistent with the background that you use



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Light letters against a dark background also work.



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Many experts feel that a dark blue or black background works best for talks in a large room.

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Dark letters against a light background are best  
for **smaller rooms** and for teaching.

# Color

---

Avoid **red-green** combinations because a significant fraction of the human **population is red-green colorblind.**

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Avoid red-green combinations because a large fraction of the human population is red-green colorblind.

Lots of people can't read this -  
and even if they could, it makes your eyes hurt.

# Color

---

Other color combinations can be equally bad:

Other color combinations can be equally bad!

---

View your slides in grayscale to ensure that there is adequate **color contrast** in each slide.

Other color combinations can be equally bad!

# Graphs - Good

- Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Trends are easier to visualize in graph form
- Always title your graphs

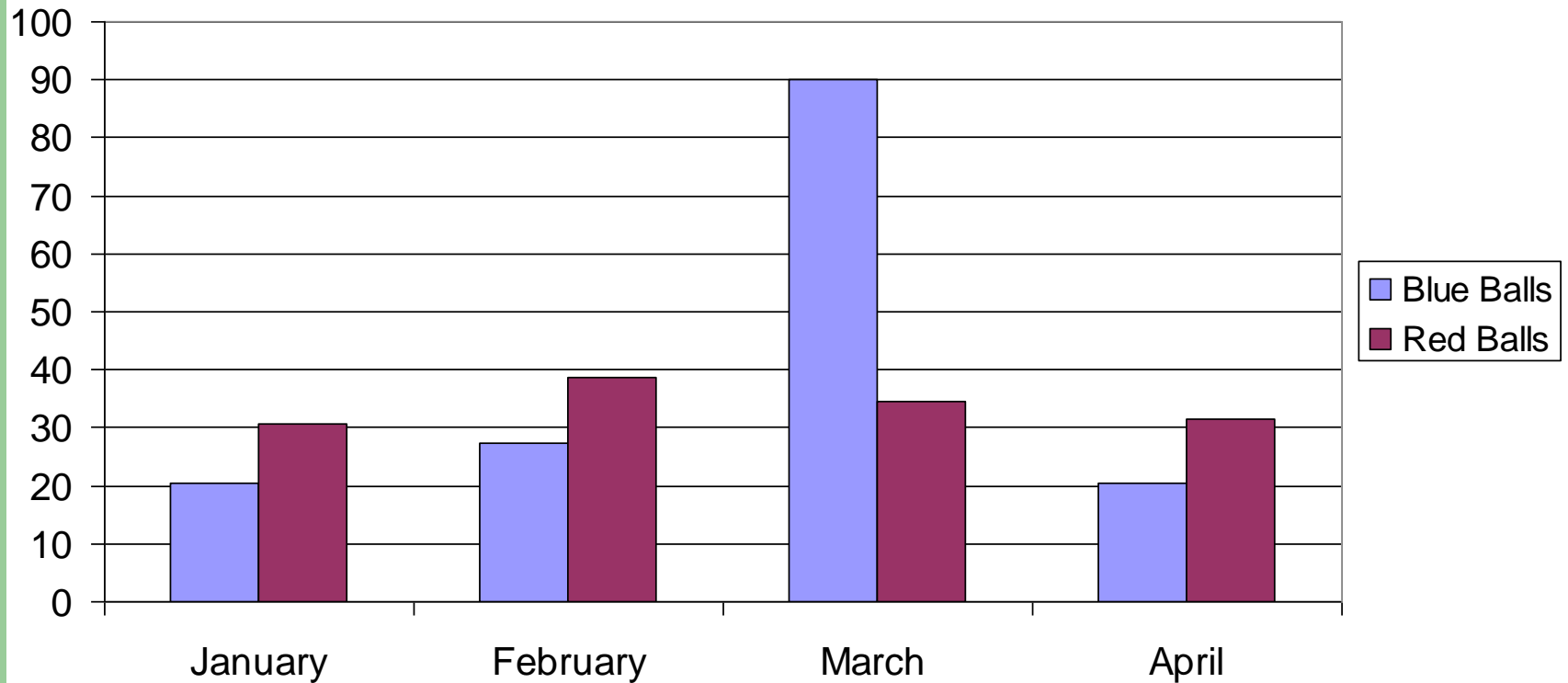
# Graphs - Bad

	January	February	March	April
Blue Balls	20.4	27.4	90	20.4
Red Balls	30.6	38.6	34.6	31.6

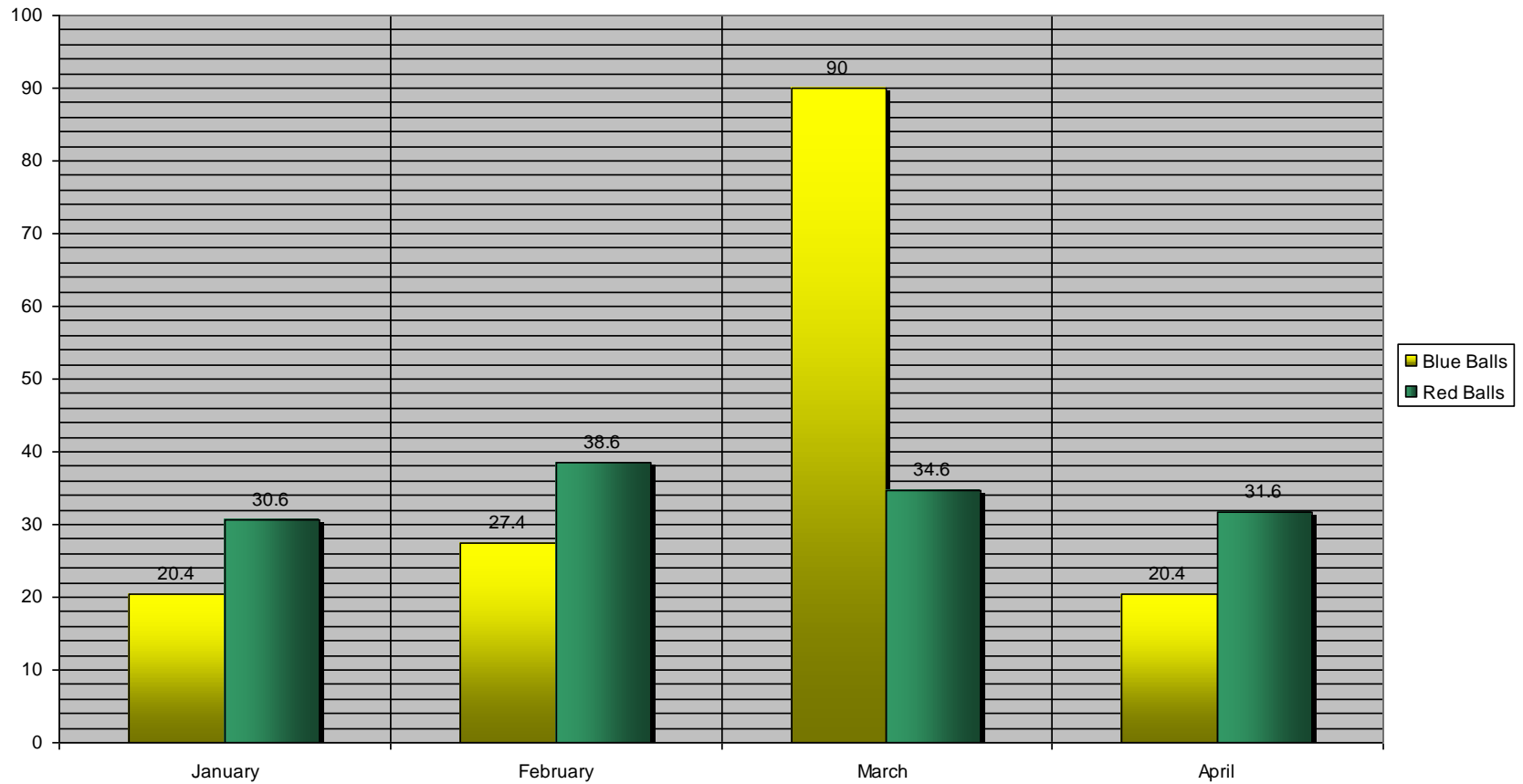


# Graphs - Good

## Items Sold in First Quarter of 2002



# Graphs - Bad



# Graphs - Bad

- Minor gridlines are unnecessary
- Font is too small
- Colours are illogical
- Title is missing
- Shading is distracting

# Tips to be Covered

- Outlines
- Planning
- Slide Structure
- Fonts, Color, Background and Graphs
- **Spelling and Grammar**
- Speech Anxiety
- Opening and Closing
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# Spelling and Grammar

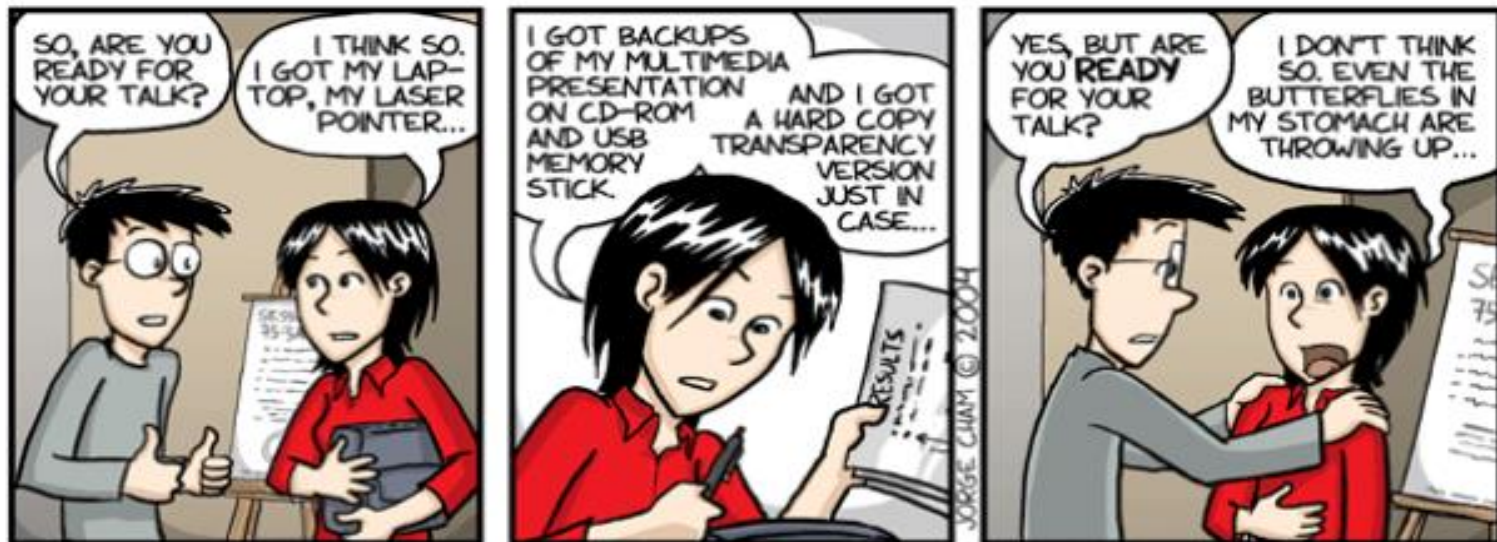
- Proof your slides for:
  - spelling mistakes
  - the use of of repeated words
  - grammatical errors you might have make
- If English is not your first language, please have someone else check your presentation!

# Tips to be Covered

- Outlines
- Planning
- Slide Structure
- Fonts, Color, Background and Graphs
- Spelling and Grammar
- **Speech Anxiety**
  - Opening, Closing and Time Management
  - Conclusions
  - Questions

# Speech Anxiety

- Symptoms of Speech Anxiety:



[www.phdcomics.com](http://www.phdcomics.com)

# Speech Anxiety

- **Skills Training**

- Do practice your speech at home



- Do forget about forgetting
- Breathe slowly and deeply before/during speech
- Keep your body relaxed



# Useful Tips and Tools to Overcome Speech Anxiety

- **Skills Training**

- Do **memorize your first and last** few sentences
- Do **divert your nervous energy** into helpful gestures and movements, do not repress your nervousness
- **Don't mistake** with a pencil, watch, or ring while you speak
- **Don't speak too rapidly**

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- Outlines
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# Presentations – Opening and Closings (What and How)

- Each presentation (as good stories) have an
  - **Introduction** (tell them what you are going to tell them)
  - **Body** (tell them)
  - **Conclusion** (tell them what you just told them)



# Good Openings

- Startling question
- Challenging statement
- Appropriate short quotation or illustration
- Surprising generalization
- Exhibit – object, article, picture
- Personal story

# Poor Openings

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- Long or slow-moving quotation
- Self introduction
- Apologetic statement
- Story, joke or anecdote which does not connect to the theme
- Statement of your objective

# Good Closings

- Call or an appeal for definite action
- Appropriate short quotation or illustration
- Exhibit – an object, article, picture
- Personal challenge

# Body Presentation Strategy (Deductive Strategy)

- Decide on what sort of message you will be delivering
- **Deductive Strategy**
  - Speaker immediately presents the main idea, provides the supporting detail, then recaps her main idea.
  - Usually used to present **good news or routine** statements
- **Example:**
  - Main Idea: My grant proposal was funded
  - Detail: This means more money for research ...
  - Recap: Hard work is rewarded.

# Body Presentation Strategy (Inductive Strategy)

- Speaker begins only by **hinting at the main idea**, then **presents details leading to the main idea**
  - usually from most easily acceptable details to more **“controversial”** details
- After details the main idea is communicated
- Speaker concludes with recap



# Body Presentation Strategy (Inductive Strategy)

- Example:
  - Hint: We compliment your research efforts and would like to explain some recent events – NSF funding was cut, strategic direction was changed, .
  - Main Idea: Although it was a good effort, we must **pull the funding** from this line of research.
  - Recap: You will need to switch **directions of research**.

# Presentation Delivery (Who and How and What)

**Albert Mehrabian,**  
*a well-known communication theorist*

- **Body language**
  - Contributes 55% toward message impact
- **Tone of voice**
  - Contributes 38% toward message impact
- **Actual words**
  - Contributes 7% toward message impact

# Tips to be Covered

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- Conclusions and Questions

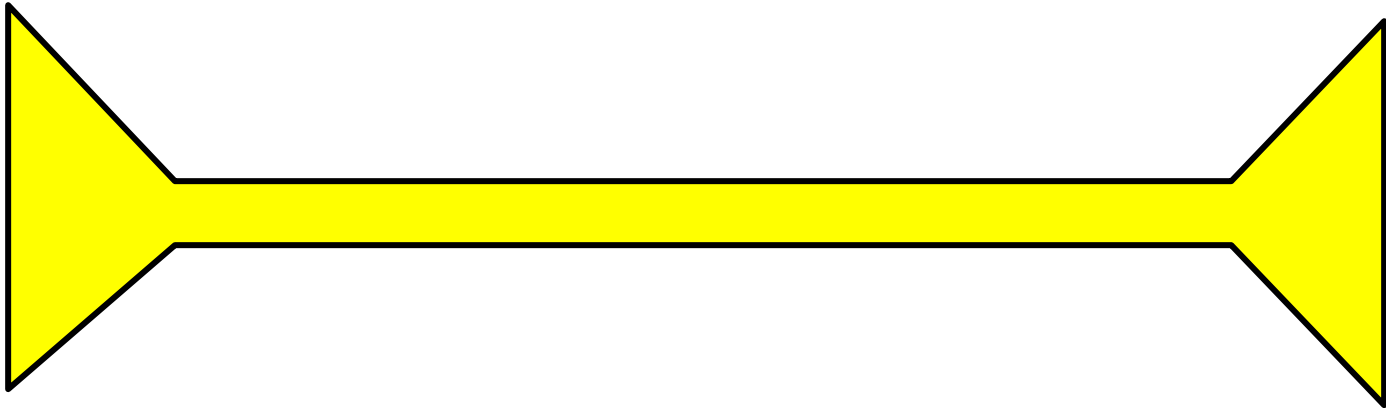
# Time Control (How Long)



- Prepare SEVERAL versions:
  - 5 minute presentation of your research (on the way to the train station or in the elevator)
  - 15 minute presentation of your research (in conference)
  - 45-50 minute presentation of your research (in job talk, invited talk, keynote)
  - 55-100 minute presentation of your research (in classroom)
- Be in control of time
  - You may lose audience otherwise

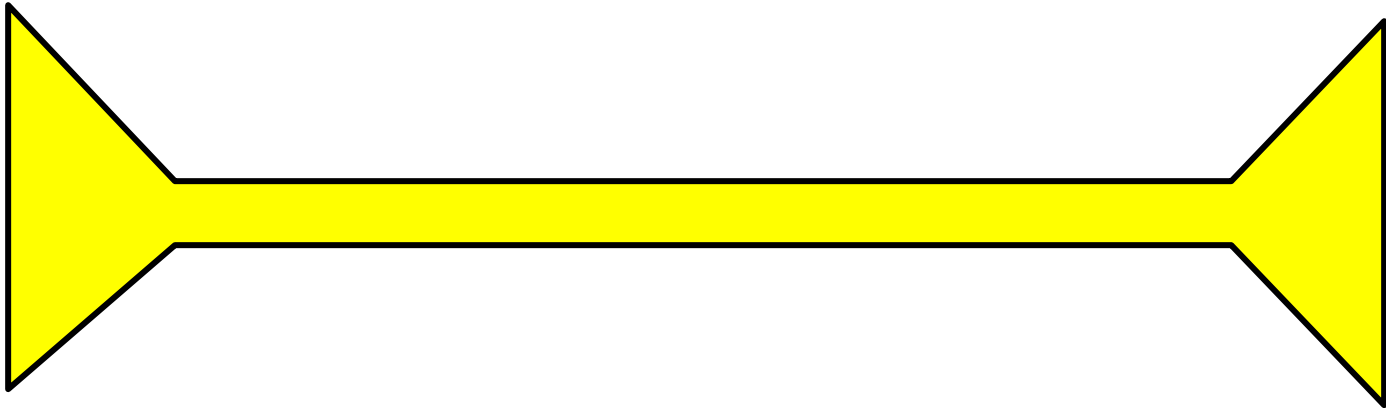
The structure of a good talk: start broad,  
get specific, and end broad

---



The structure of a good talk: start broad,  
get specific, and end broad

---



Start with the biggest questions and  
get progressively more specific

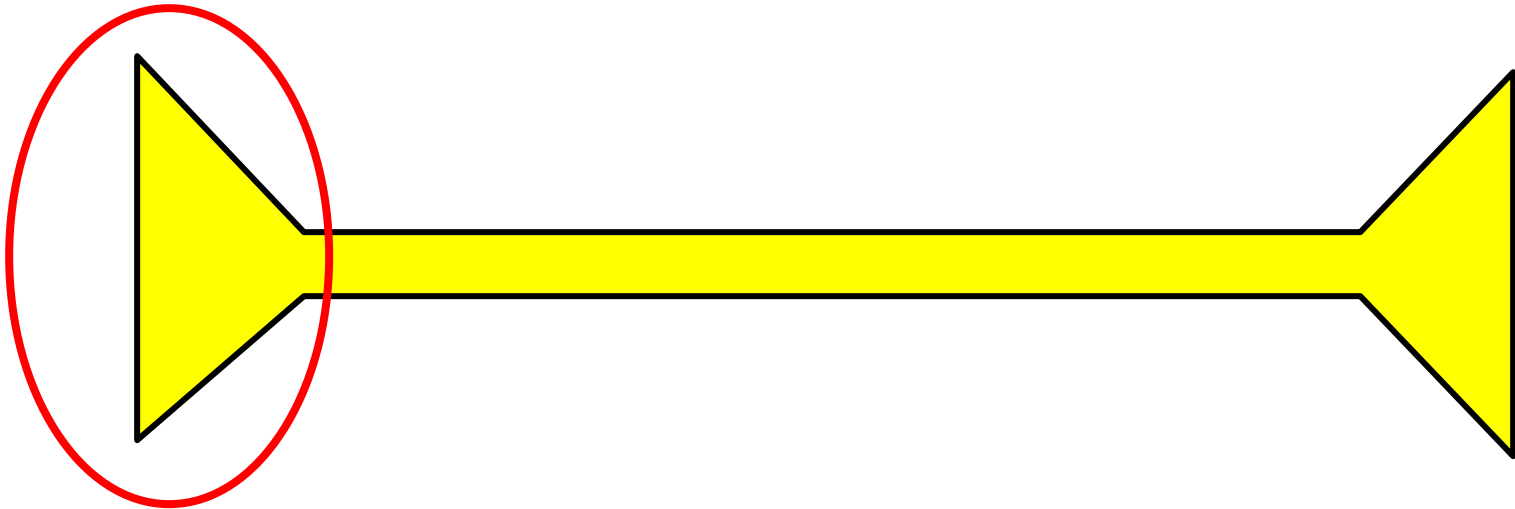
# A powerful tool in a talk is a “home slide”

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Design and introduce a “home slide” that you’ll come back to at each major transition in your talk.

A powerful tool in a talk is a “home slide”

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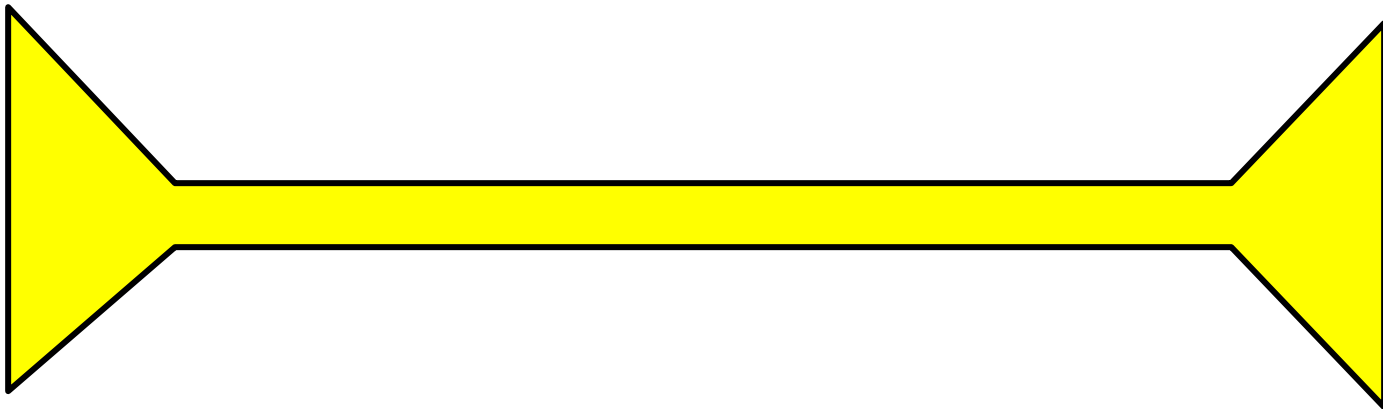
Now we'll build an introduction and a **home slide** that puts the previous data into context.



The structure of a good talk: start broad,  
get specific, and end broad

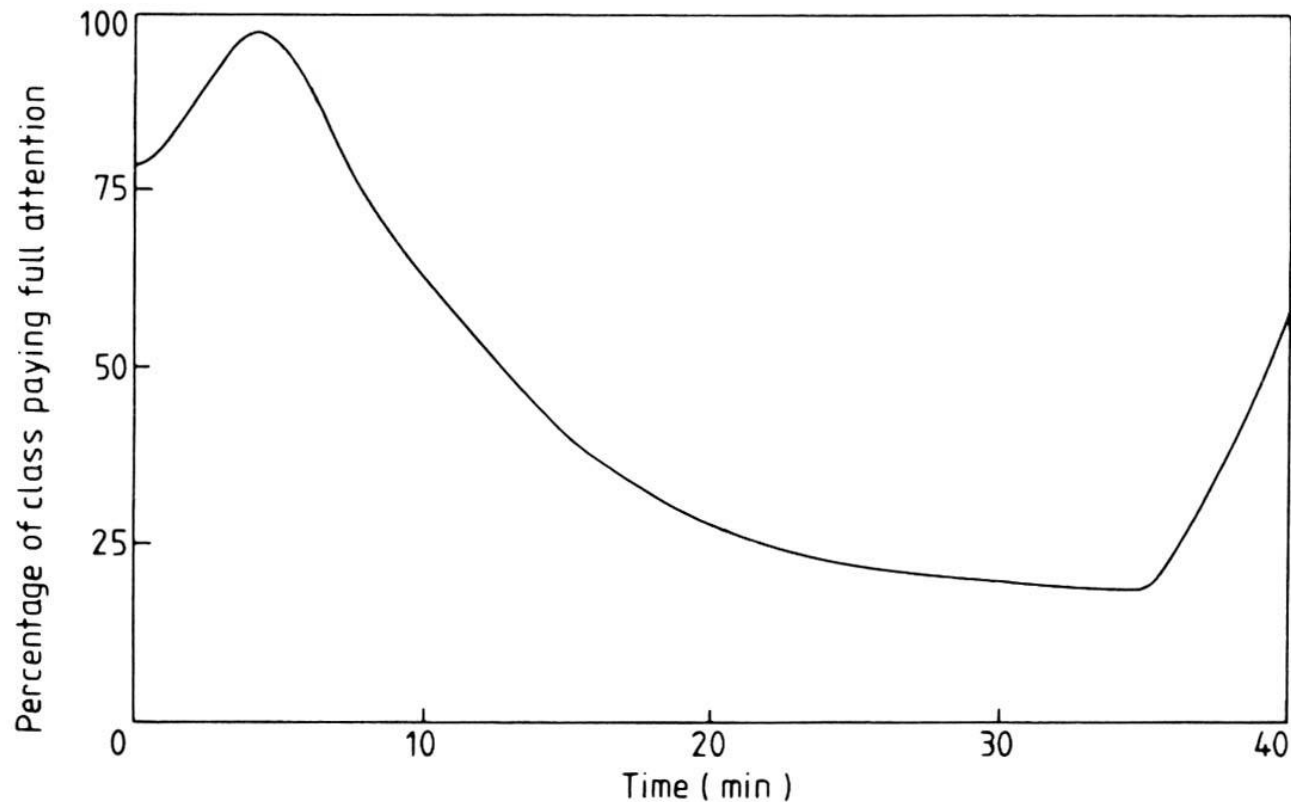
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The middle is the meat of the talk...



...but talks are delivered to audiences  
with limited attention spans

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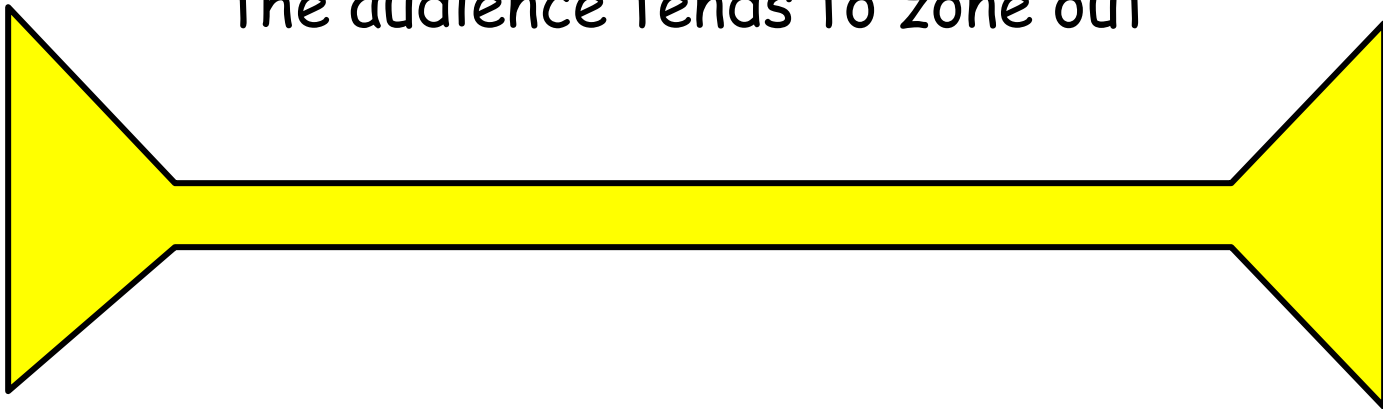


Audience attention curve

# The structure of a good talk: start broad, get specific, and end broad

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The middle is also the time at which  
the audience tends to zone out



# The structure of a good talk: start broad, get specific, and end broad

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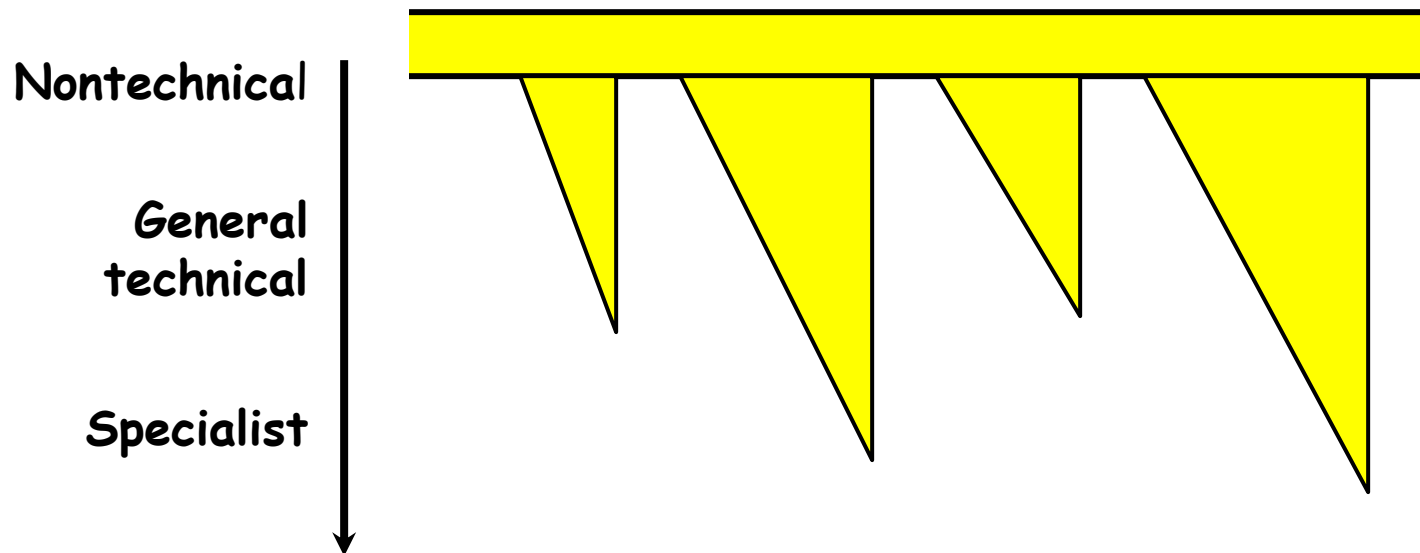
After going into depth, come back to your home slide to make transitions



# The structure of a good talk: start broad, get specific, and end broad

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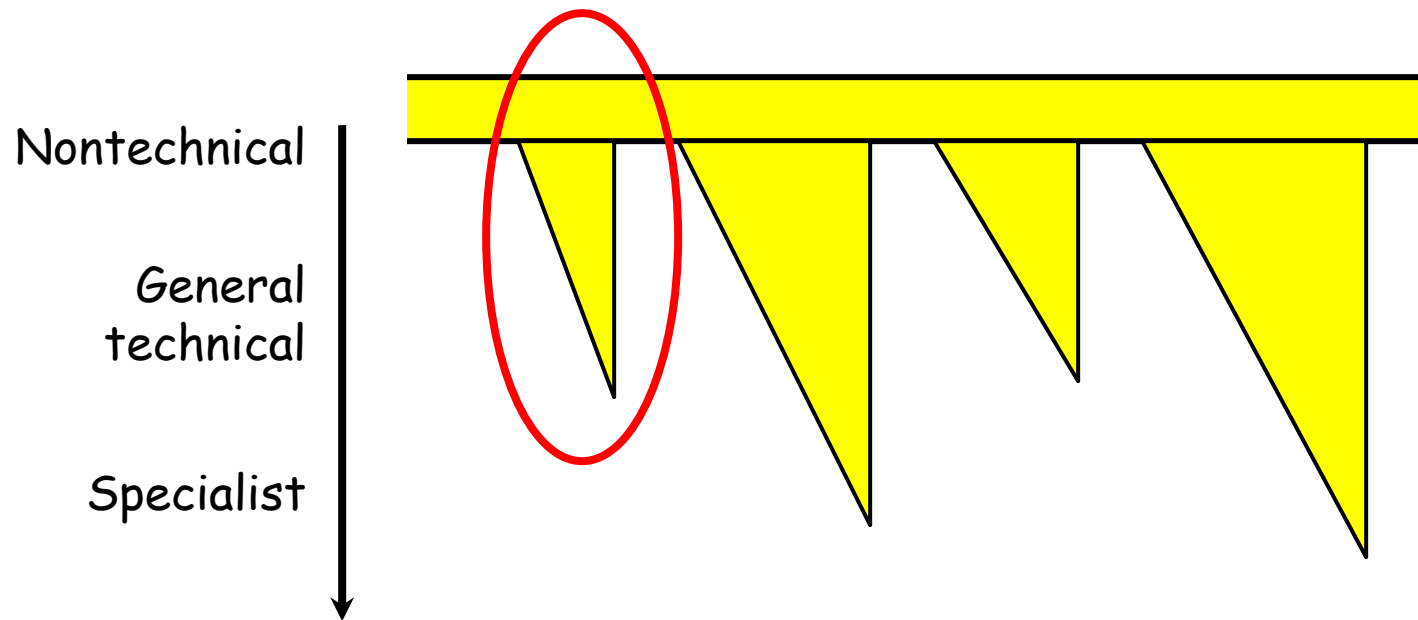
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# The structure of a good talk: start broad, get specific, and end broad

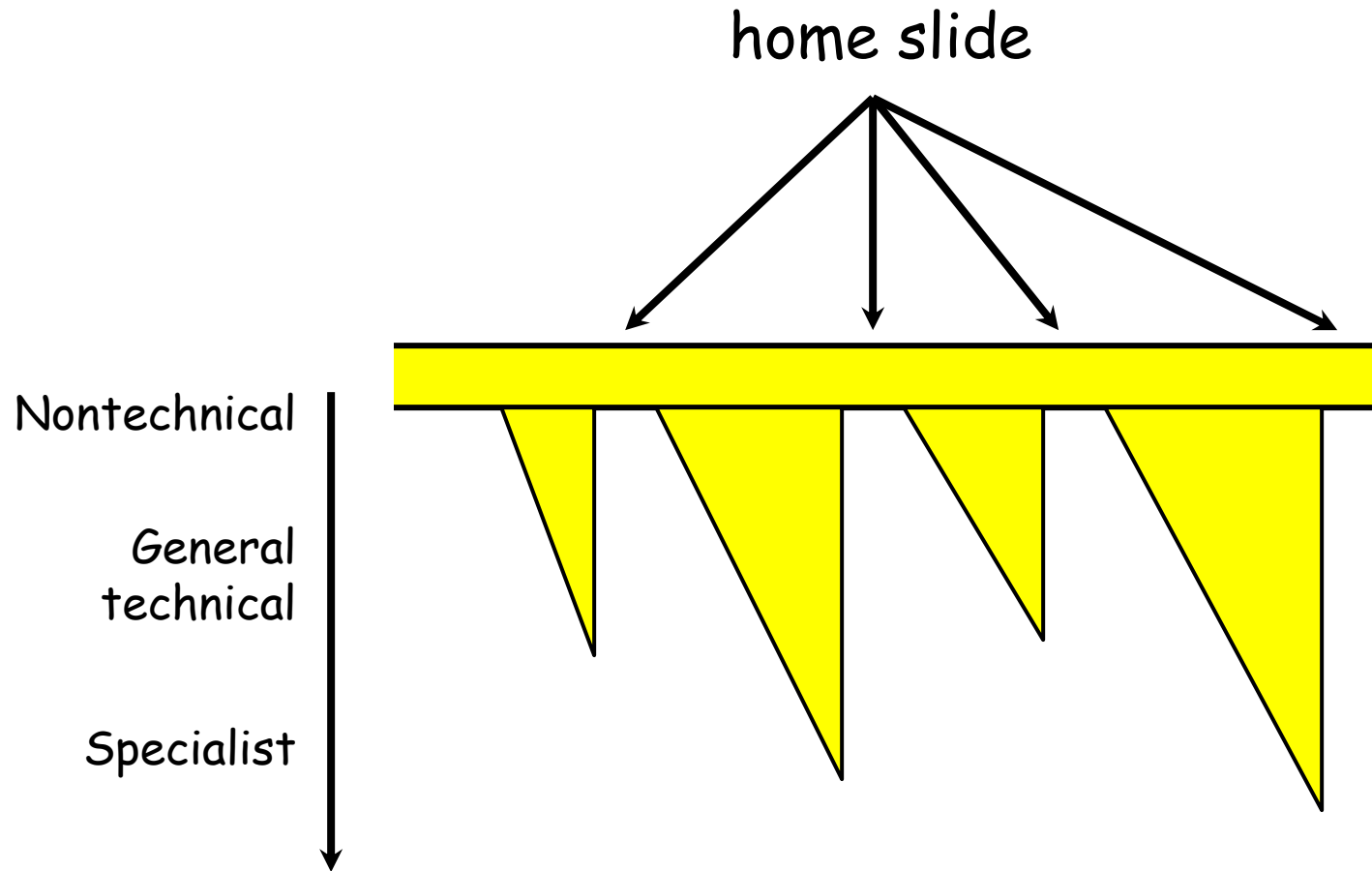
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Let's review "episode 1"  
and add a home slide



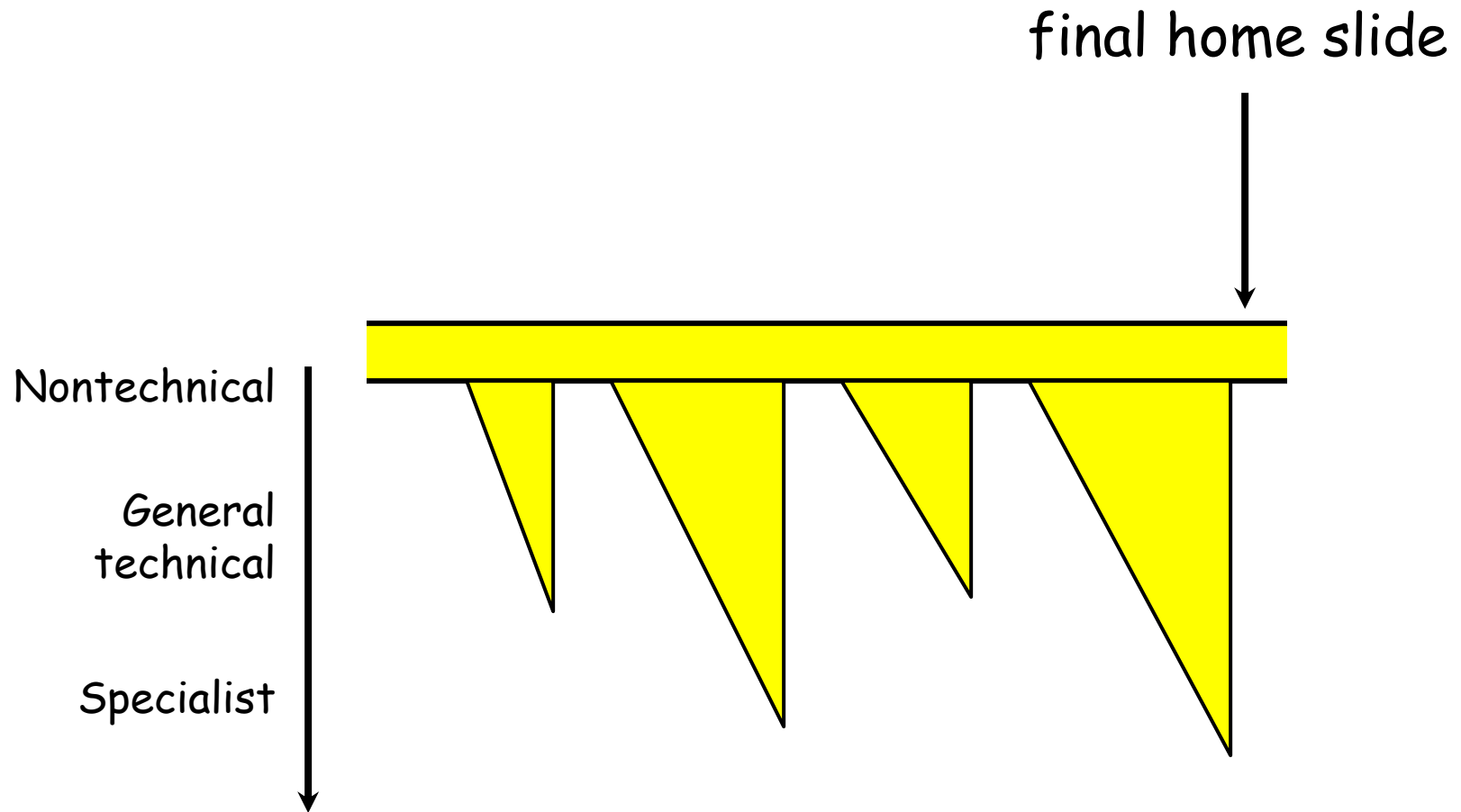
Use your home slide repeatedly to build a theme  
**over time** and enable the audience to catch up

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Over the course of the talk, you can progressively build a **fairly complex model**

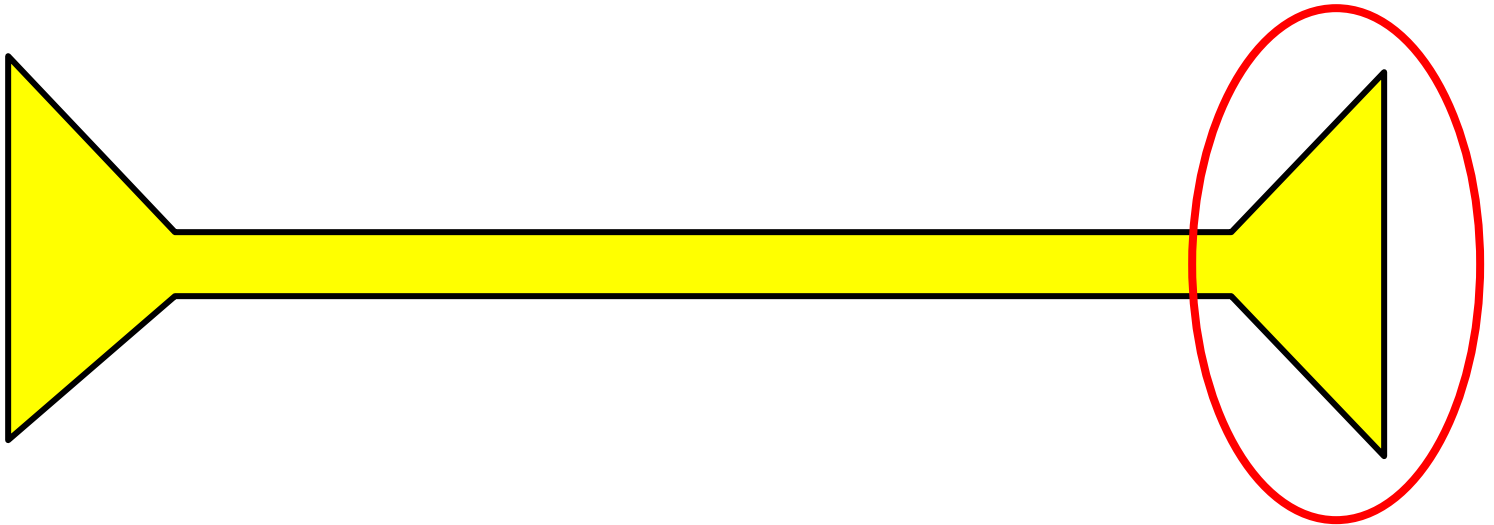
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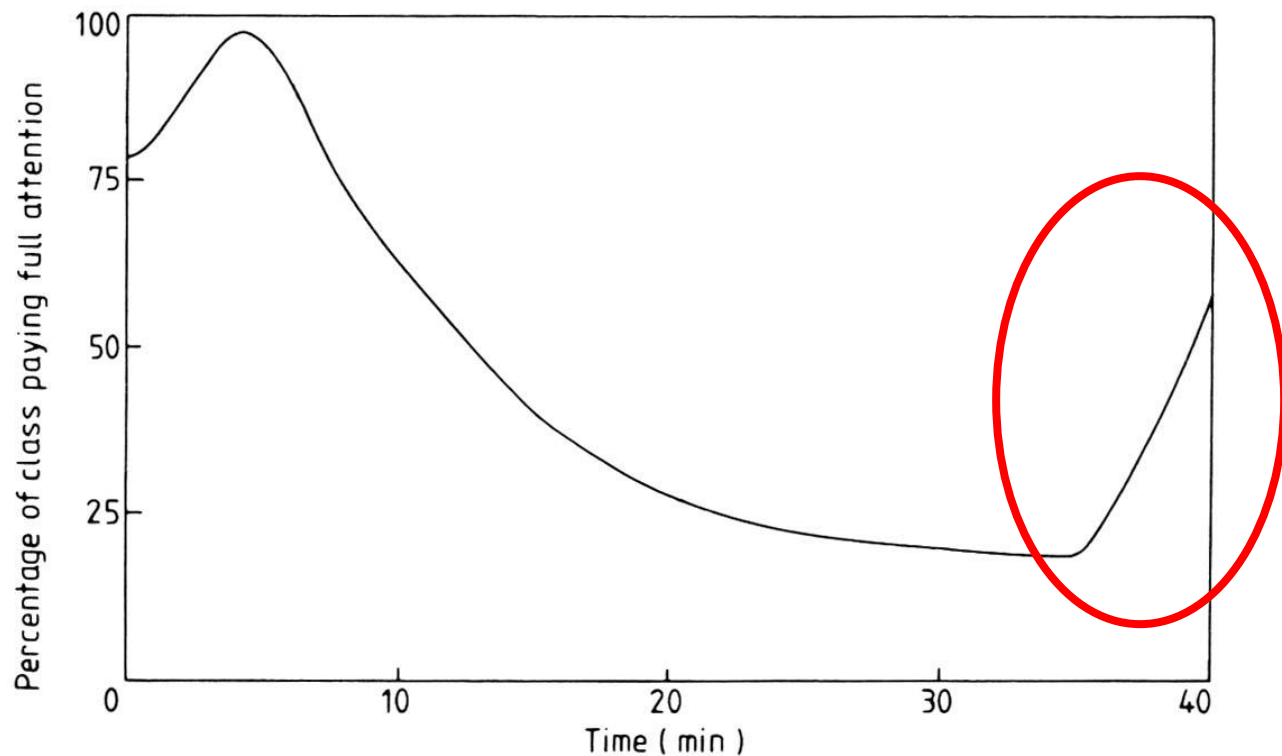
The structure of a good talk: start broad,  
get specific, and **end broad**

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Focus now on conclusions

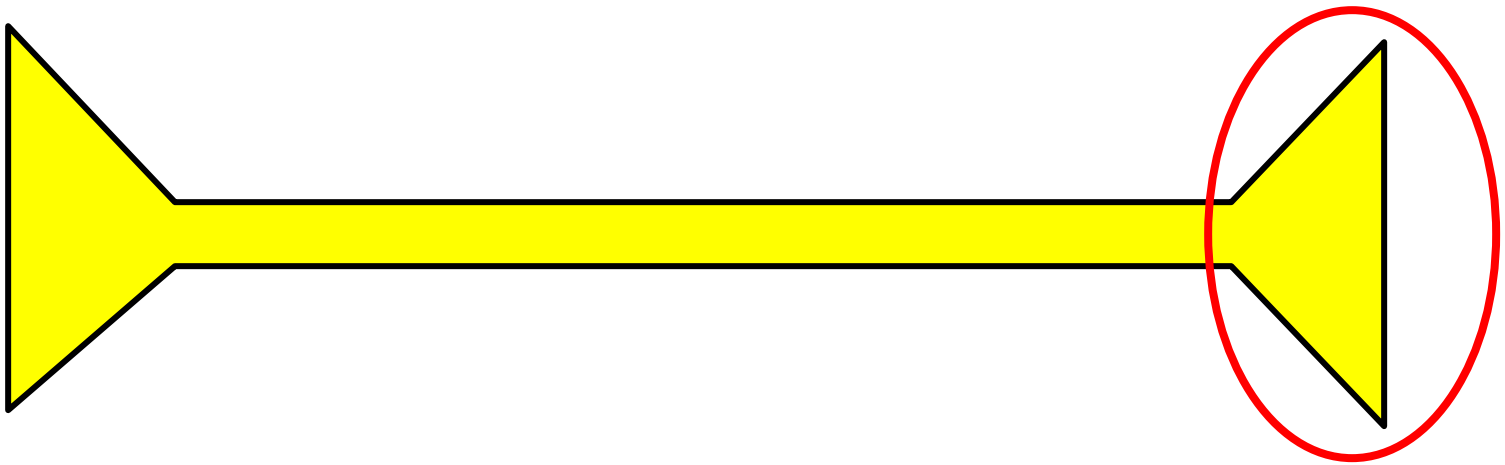
Audience attention increases as you signal the end of the talk - so avoid false endings!



Audience attention curve

The structure of a good talk: start broad,  
get specific, and end broad

---

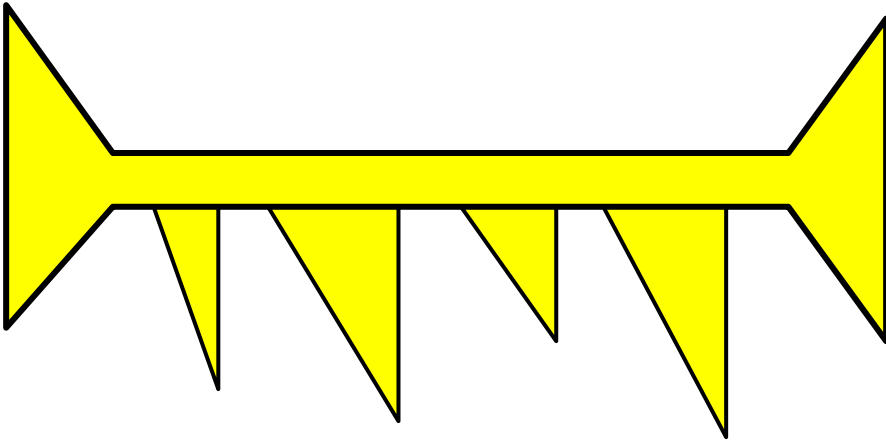


End with the most specific conclusions  
then build back out to the "big picture"

# Organizing a great talk

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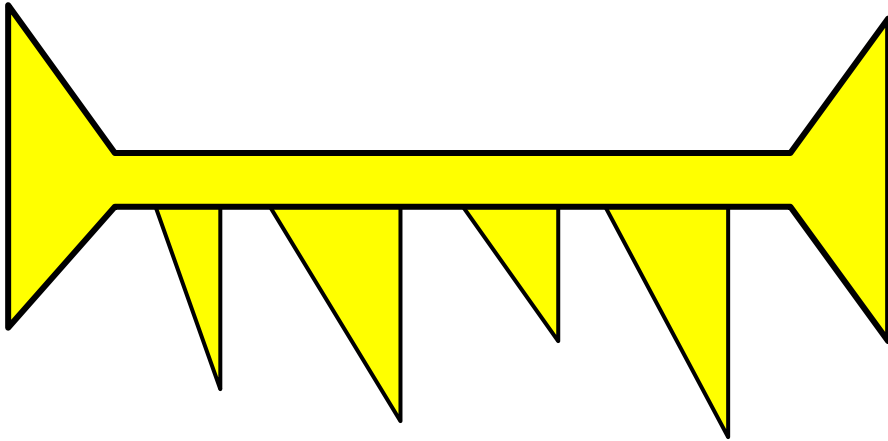
- Be smart about Powerpoint



# Organizing a great talk

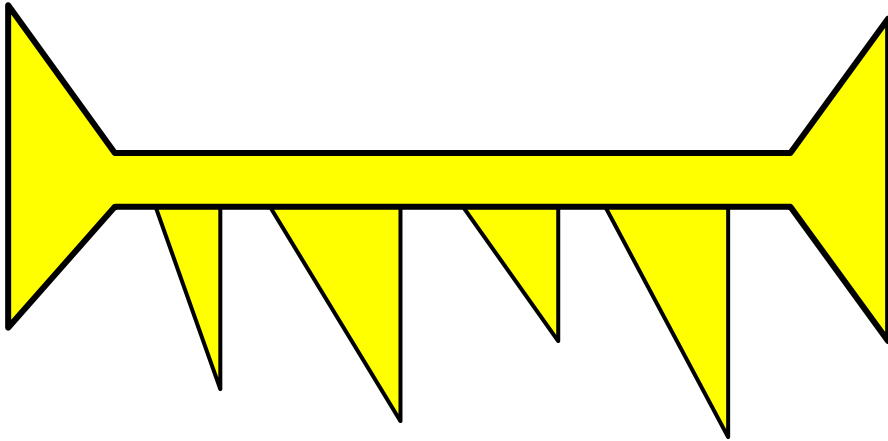
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- Be smart about Powerpoint
- Your **introduction should start broad then get specific**



# Organizing a great talk

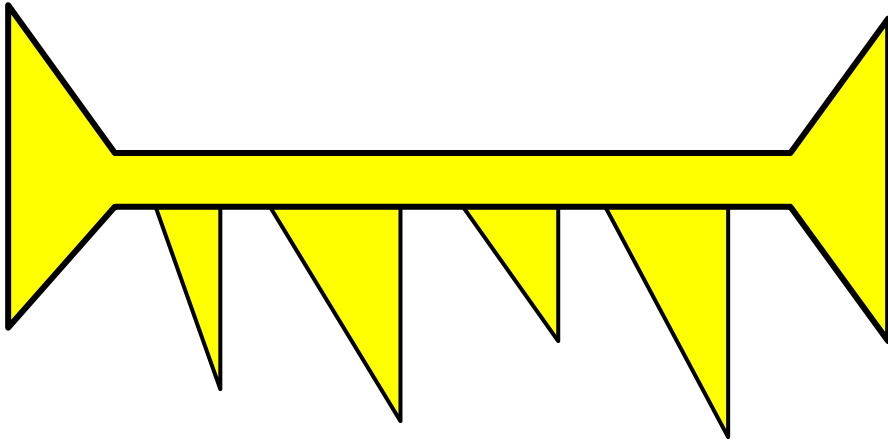
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- Be smart about Powerpoint
- Your introduction should start broad then get specific
- Think of your talk as **consisting of episodes**

# Organizing a great talk

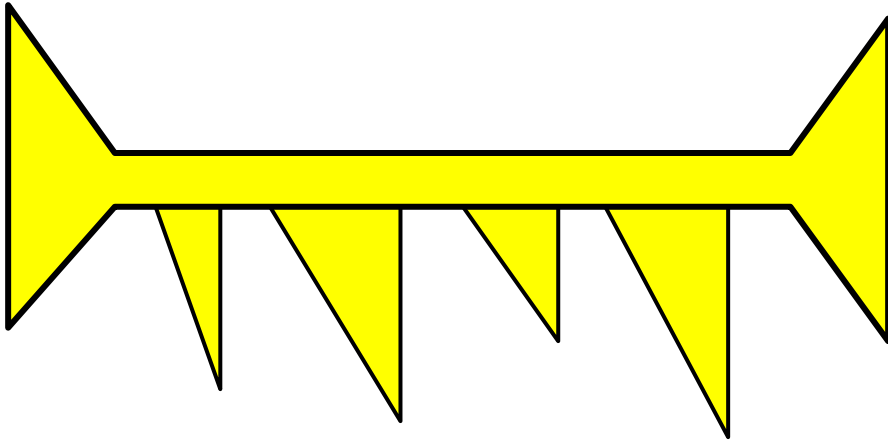
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- Be smart about Powerpoint
- Your introduction should start broad then get specific
- Think of your talk as consisting of episodes
- Use a **home slide** to make transitions effectively

# Organizing a great talk

---



- Be smart about Powerpoint
- Your introduction should start broad then get specific
- Think of your talk as consisting of episodes
- Use a home slide to make transitions effectively
- Your conclusion should **start specific but end broadly**



# Conclusion

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- Use an effective and strong closing
  - Your audience is likely to remember your last words
- Use a conclusion slide to:
  - Summarize the main points of your presentation
  - Suggest future avenues of research

# Questions??

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- End your presentation with a simple question slide to:
  - Invite your audience to ask questions
  - Provide a visual aid during question period
  - Avoid ending a presentation abruptly



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