

## Presentation Tips

The following document provides guidelines for designing your presentation for the class. It is a compendium of the suggestions I received at the Applied Micro Research Lunch at Illinois and adapted to our needs.

The objective is to improve the clarity of your presentations. It doesn't matter how innovative and insightful your work is if you cannot communicate it successfully. And I expect you to follow them.

### Organization of presentation:

The idea is that you present this paper as if it were your article. The allotted time is 30 minutes, and you should expect questions in between. This is not a lot of time. Stay as concise as possible; 2 minutes per slide is a decent benchmark. So for a 30-minute presentation, you should have around 15 slides.

- Slide 1: Title slide
- Slide 2: Motivation (1 slide is good, 2 slides maximum)
- Slide 3: Clear Research Question (the research question could also be at the end of the motivation slide)
- Slide 4: What this paper does (1 slide is good, 2 slides max)- identification strategy in 1 sentence, data in 1 sentence, headline results
- The rest of the slides are going to be dependent on the needs of the individual presentation. "if in doubt, leave it out"

### General presentation tips:

- Summarize the message in the headline.
- Use bullet points when you can, avoid full sentences.
- Restrict each bullet point to one line.
- Maximum of 3-5 points per slide. The fewer points on a slide, the better.
- Never have 0.0000 point estimates or standard errors. Change units in these cases.
- Be able to provide a real-life interpretation of your estimates.
- Figures and graphs can be helpful to explain what you are talking about when done well.

- Make sure the audience can read your tables without you needing to explain them:
  - Do not use dataset variable names, rename the variables so anyone can understand o  
Provide the mean of the control group when possible
  - Make sure the title of the table is informative
- Practice! Practice! Practice! Multiple times is good. Practice to yourself multiple times beforehand as well. Change your presentation when you find that people do not understand what you want to get across.
- I left various links on the course web page to great tips by other successful economists. Make sure to check them out.