

Presentation Tips

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

These suggestions are meant to improve the clarity of your presentations. It doesn't matter how innovative and insightful your work is if you cannot communicate it successfully.

Organization of presentation:

There are two presentations throughout the semester: a 15 min. one, and a 25 min. These presentations should be organized as follows:

- 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
- Slide 5: Presentation Outline (for the 25 minute talks, you do not need to have an outline. Those are only necessary for 60-90 minute talks).
- 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:

- 15 and 25 minutes are not a lot of time. Stay as concise as possible.
- You will likely not be able to get through as many slides as you think you can. 2 minutes per slide is a decent benchmark. So for a 15 minute presentation you should have 7 slides and for a 25 minute presentation you should have 12 slides
- 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 your tables can be read 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
- **IMPORTANT:** Have someone take notes for you, they should write down all the comments and questions that were made. If you can record your presentation.
- Practice! Practice! Practice! Present to your classmates at least once. Multiple times is good. Practice to yourself multiple times beforehand as well. Change your presentation when you find that people are not understanding what you want to get across.