

DS4A / Latin America: **Presentation Tips and Guidelines**

1. Don't cover everything, cover the best parts

Having a time limit is “a huge gift.” Knowing you have the limited time to speak, you should trim your content to only have the most important parts.

Make sure to talk about WHY you chose the project you did, not simply on WHAT you did. (For PortCo projects, this could mean talking about the value of doing this for the company)

Please note: The time limit is 10 minutes for the presentation

2. Storytelling will hook the audience

Instead of simply passing on information, think about how to reveal it through stories. Stories will get people excited to listen to you, it will keep them hooked to every word.

Do not restrict your presentation to be about “What I built”

You can focus on its application, make up a story, focus on the conclusion you came to or want the audience to make.

Emphasize connection with the audience over content.

3. Fonts

Keep font style and size consistent throughout all of your slides. Use a font size that is a good ratio for the slide and will be visible to everyone.

4. Language of your slides and application

Please create all slides and presentation content in English.

5. Slides

If you have slides, please make sure not to have too much text on each slide. You talking about it is better than people reading about it. Please remember, that people can read 5-10 times faster than you can speak to them about it.

Our recommendation is to not have more than 3 points per slide, and not to have more than 6 words per point.

6. What do I do once I win?

Get in touch with your TA and start planning the changes to your presentation.

Get feedback from the people who judged you, your audience, any correlation-one staff that were in your presentation. Use that feedback to make changes and create the best version of your presentation possible.

7. How many people from my team should present?

- There is no restriction on the number of presenters from a team. But the presentation has to be smooth.
- It is on the teams to have good optics and smooth transitions between speakers. Your team is being judged as a collective.
- Winners will be provided feedback if their number of speakers did not work as well as it could.

8. Designing your slides

- Less is more. Do not clutter your slides
- **Colors:** Make sure colors will look great on any kind of screen that you are presenting on. Do not use some fancy background that has a lot going on.
- Do not use sounds unless it is vital to make a point. If so, make sure it works for your recording.
- Use one main idea per slide!
- Use consistent visual styling. From start to end, the presentation should have your theme embedded. It should not feel like random slides put together.

9. Do not restrict yourself to a standard presentation

Although we have talked a lot about slides and general presentation tips, please do not feel restricted by the use of slides or traditional presentation styles. Be creative. Do what works best for your presentation.

If you feel like you are better suited to not use any slides, and it can be storytelling only, please do so. Likewise, if you feel like just showing your app and talking to the audience is best, please do so.

Here are a few TED-talks (which are somewhat applicable to DS4A presentations) that you may watch:

- Impact of using the dashboard/application - [Watch](#)
- Storytelling with slides - [Watch](#)
- Data Analysis with slides - [Watch](#)
- Data Analysis with slides, animations, screen records - [Watch](#)

10. Technical Logistics

Feel free to use whatever software you like to record your presentation. Watch it before submitting it to verify that it is 10 minutes or less in length. You can submit your video file on the class website. Please have your TA give you feedback on your presentation before the final submission.