

Never Give a Bad & Boring Presentation

Own the Stage, own your Message!

Instructions

(5 min)

Go to

www.menti.com

Enter the code

2353 4508



Or use QR code

See results here: <https://bit.ly/LEEN-GoodPresentation0324>

Overview

What we will cover today

Overview

What we will cover today

1

Key elements of a great talk

Overview

What we will cover today

1

Key elements of a great talk

2

Do's and Don'ts

Overview

What we will cover today

1

Key elements of a great talk

2

Do's and Don'ts

3

Time to practice (exercise #1)

Overview

What we will cover today

1

Key elements of a great talk

2

Do's and Don'ts

3

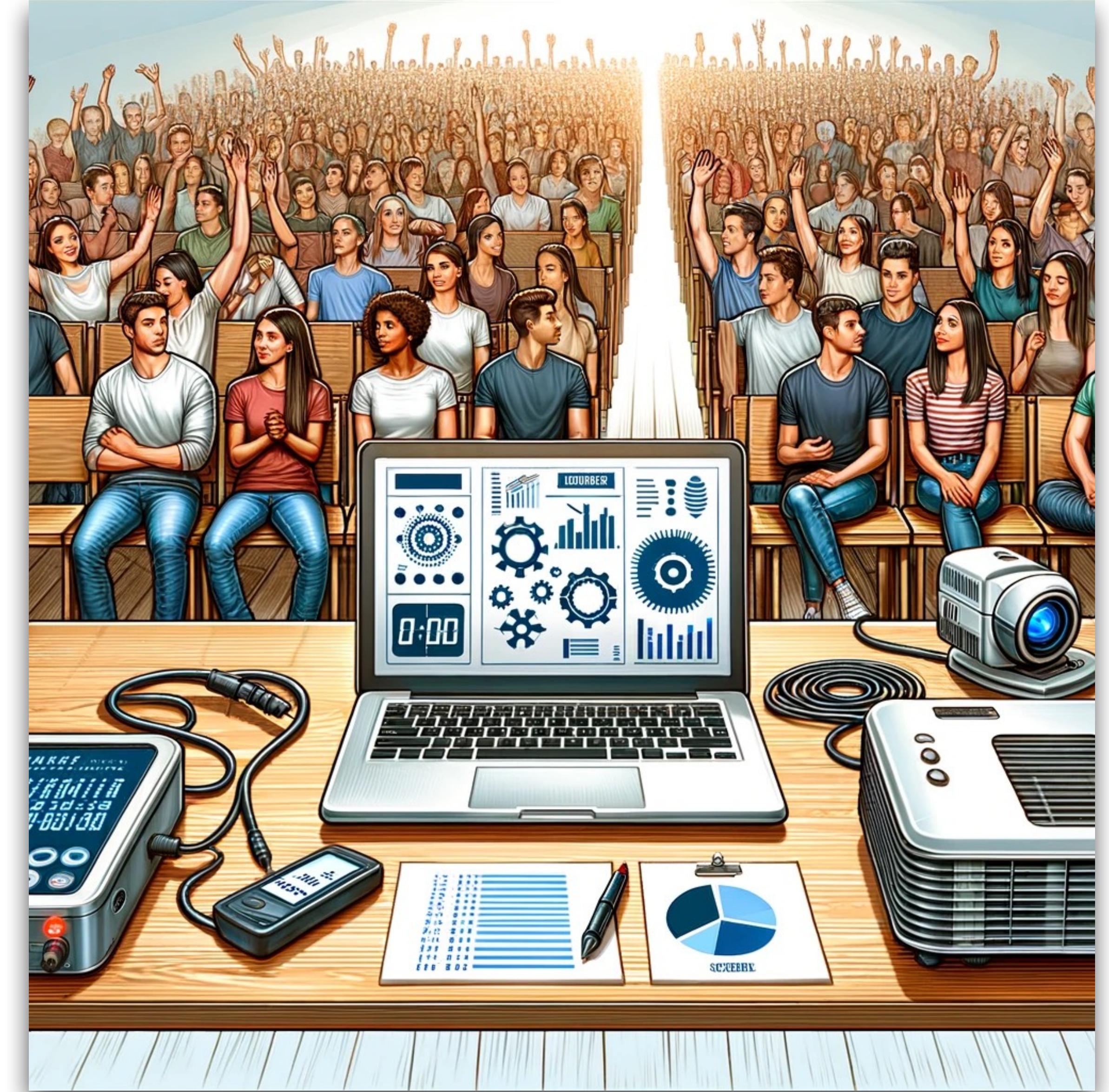
Time to practice (exercise #1)

4

Time to judge (exercise #2) - optional

Key elements of a great talk

Part I

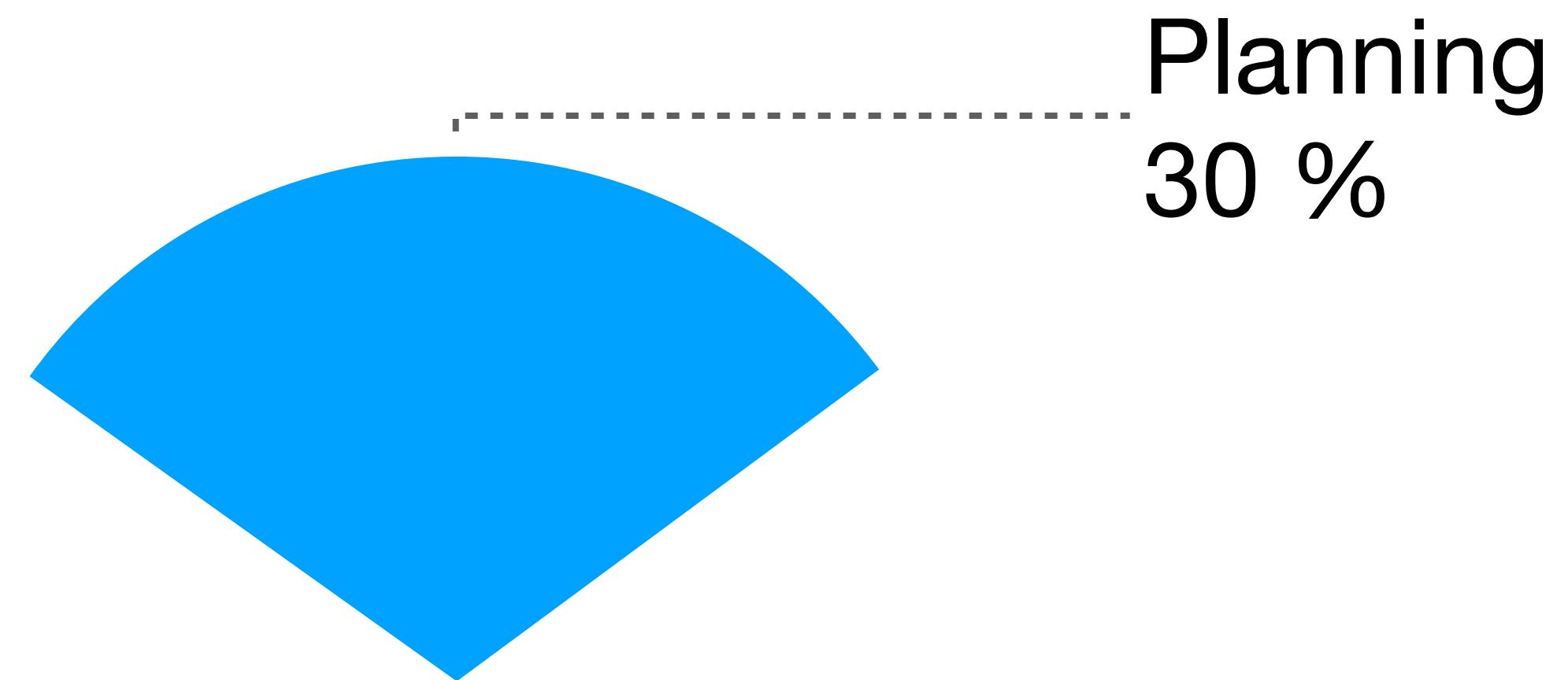


Key elements of a great talk

... it's not only about the slides

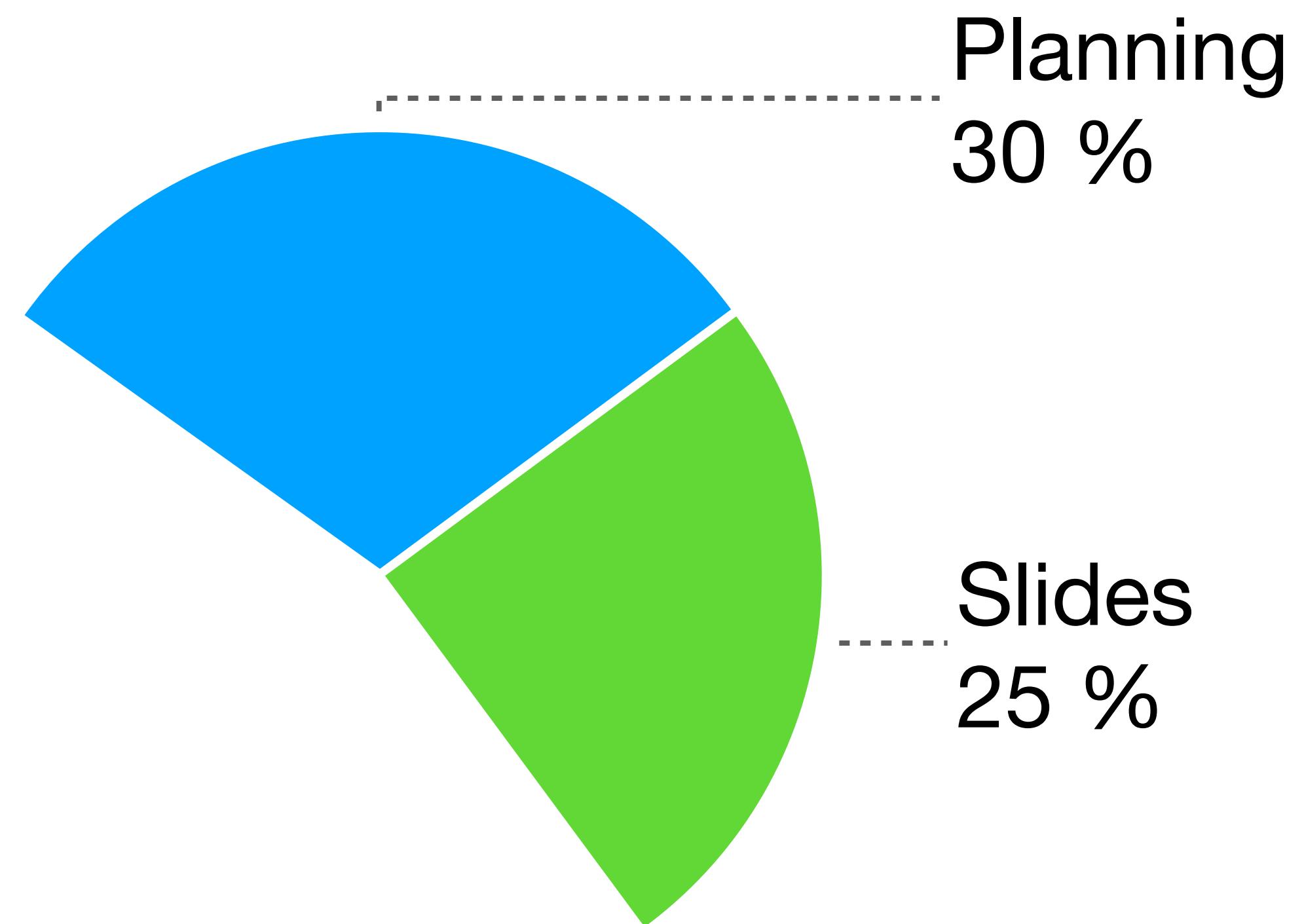
Key elements of a great talk

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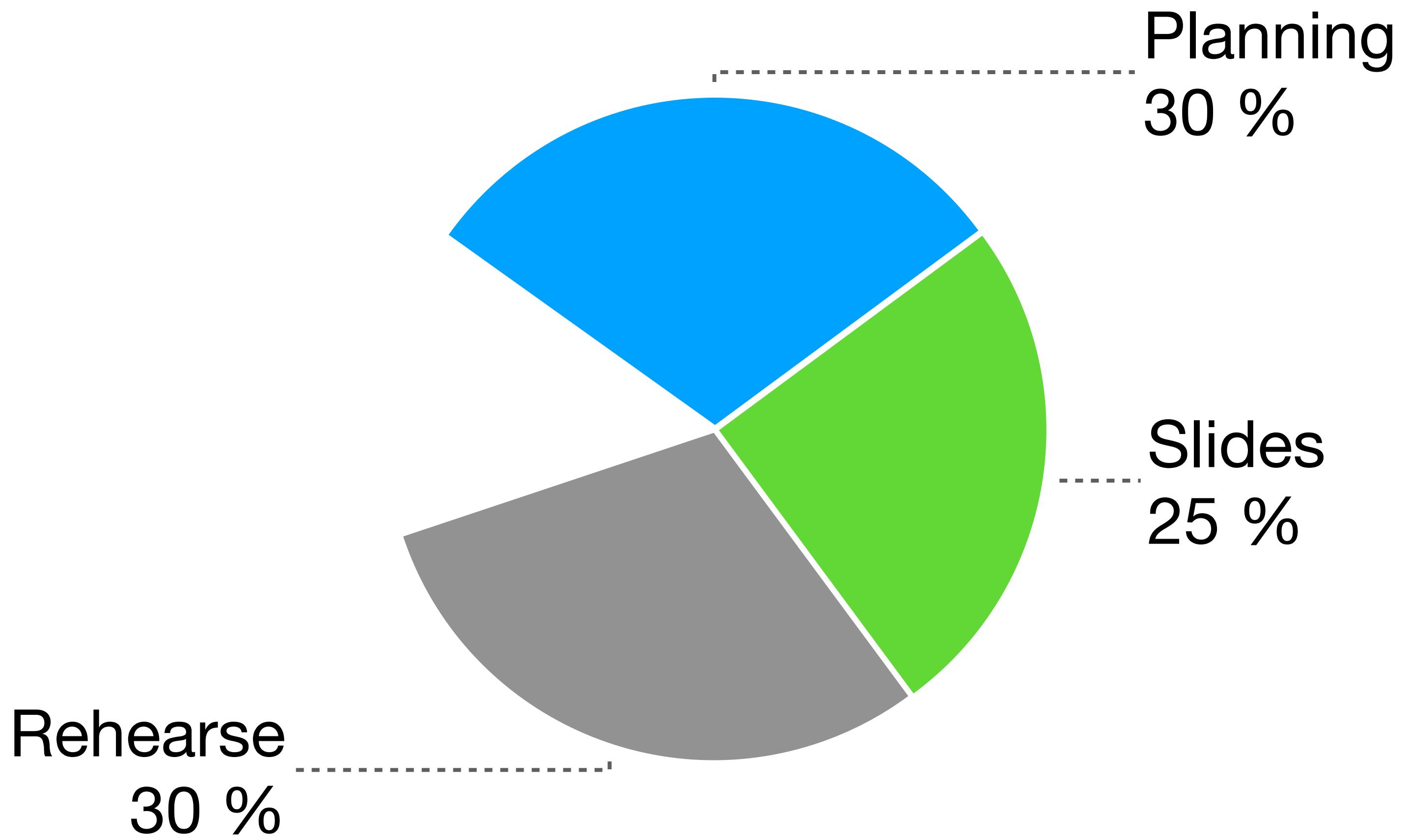
Key elements of a great talk

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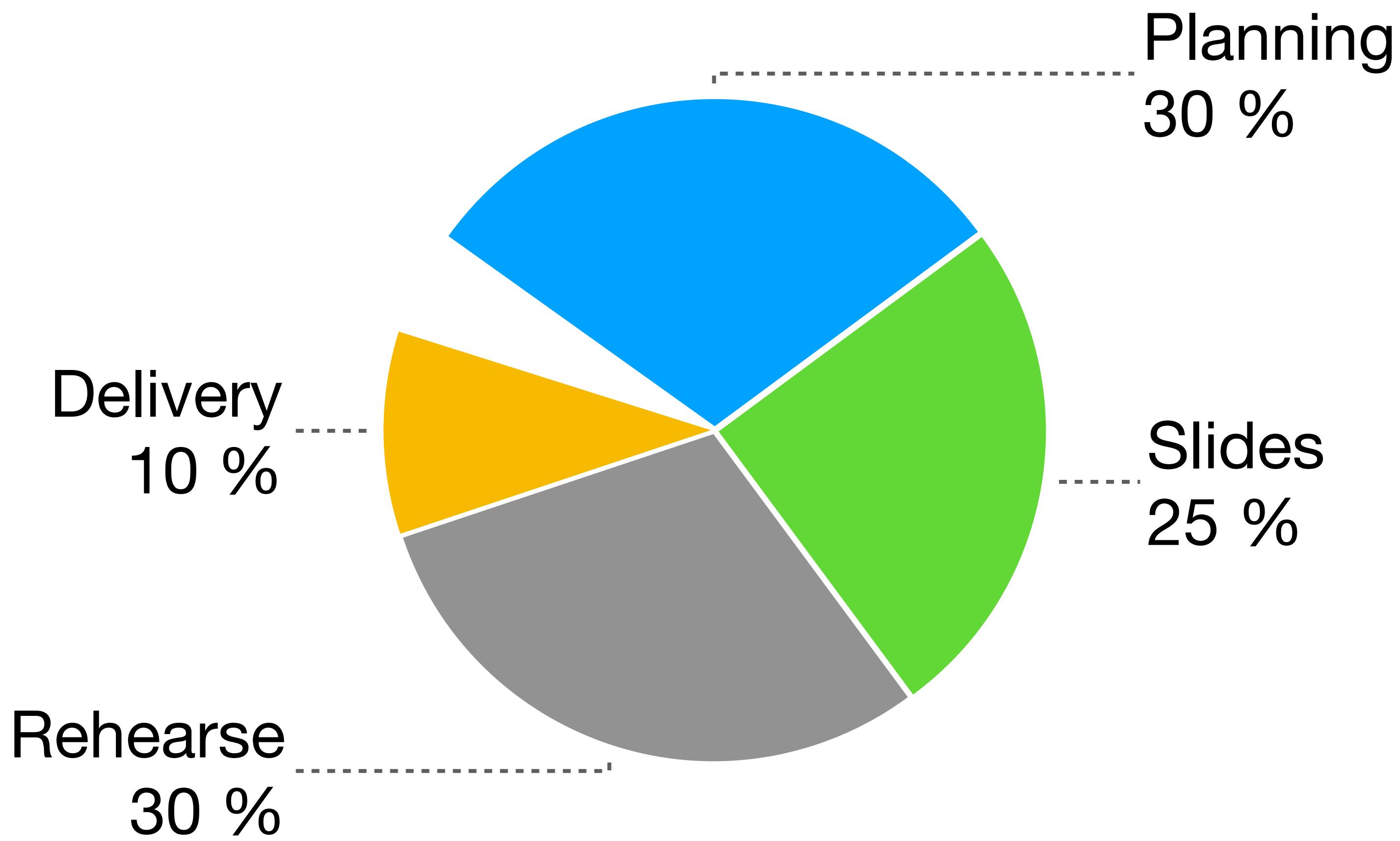
Key elements of a great talk

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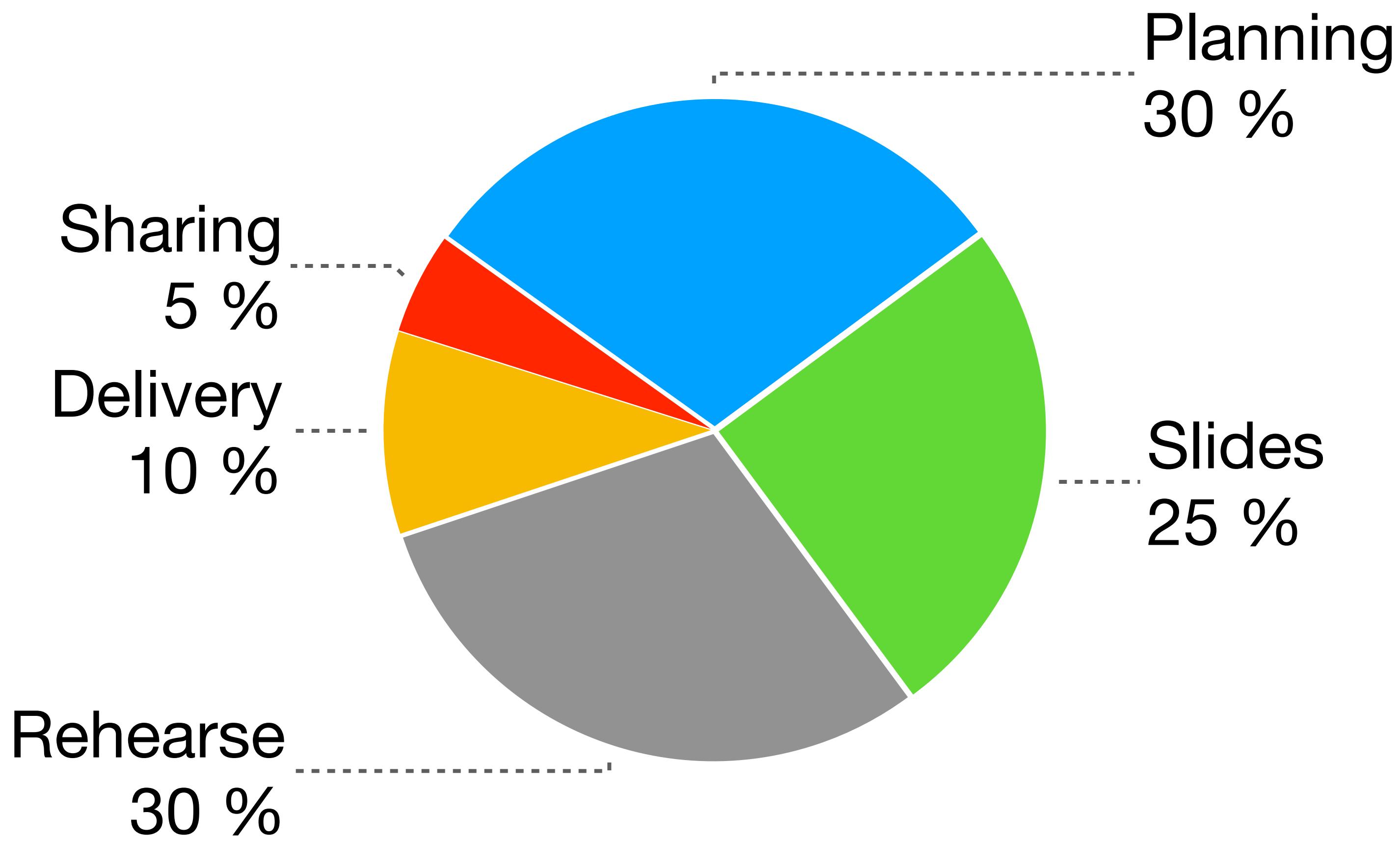
Key elements of a great talk

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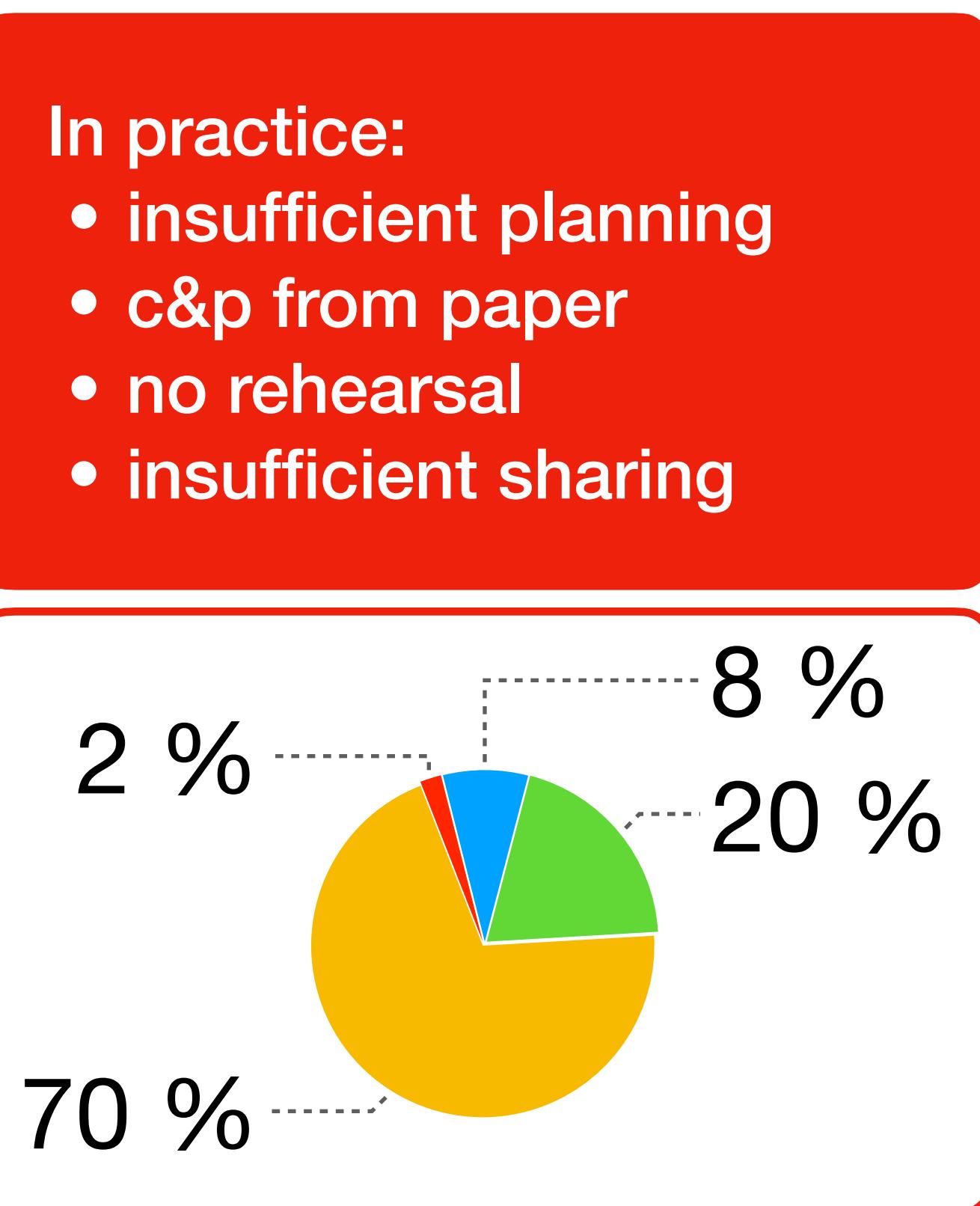
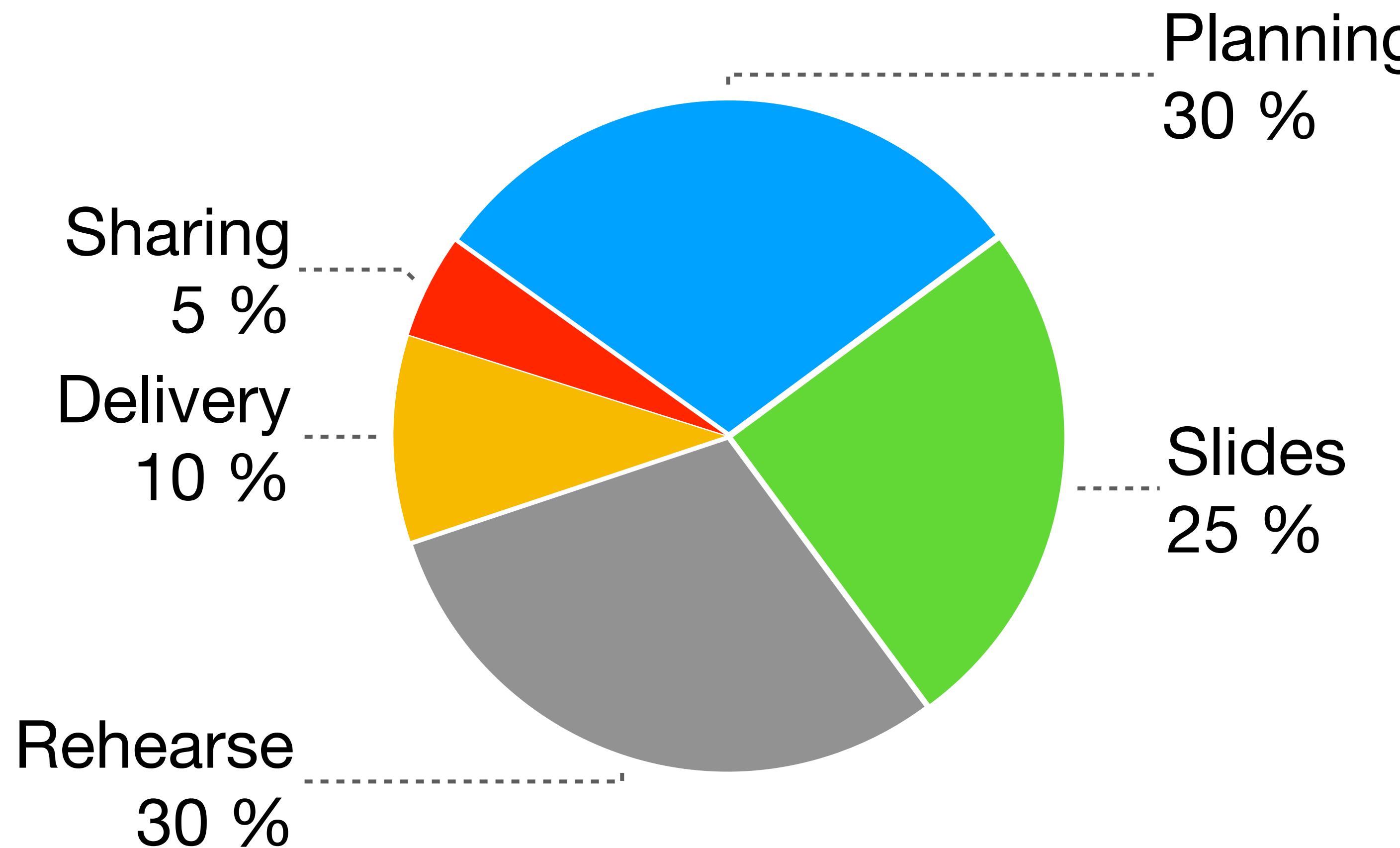
Key elements of a great talk

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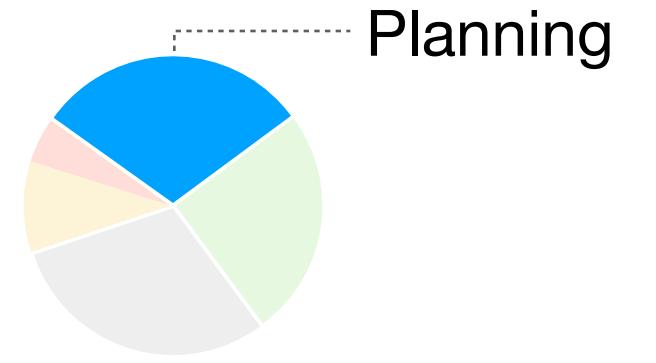
Key elements of a great talk

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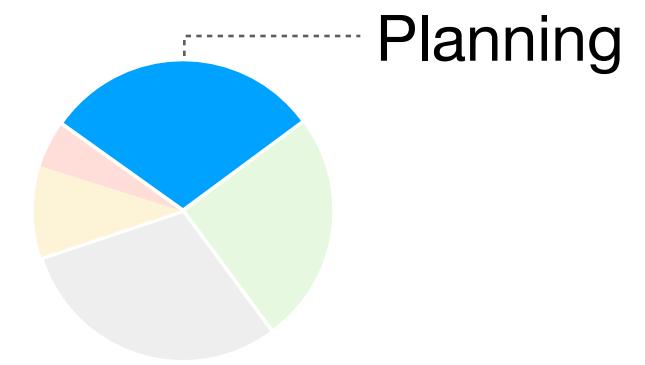
Planning

... before working on your slides



Planning

... before working on your slides

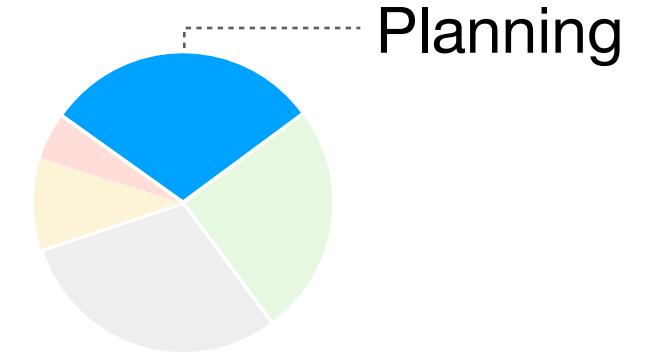


1

Figure out the available resources and conference requirements

Planning

... before working on your slides



1

Figure out the available resources and conference requirements

**Slide size
and format**

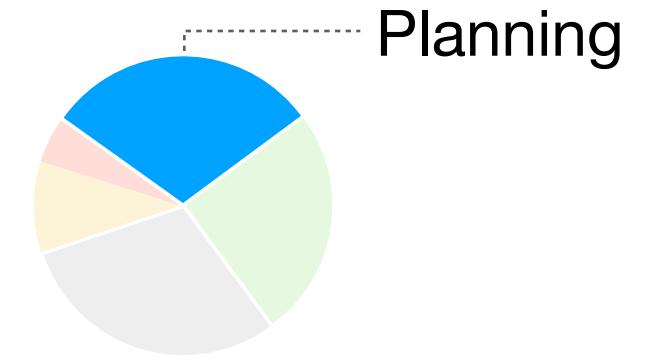
Standard (4:3)
Widescreen (16:9)



PDF
PPT
HTML

Planning

... before working on your slides



1

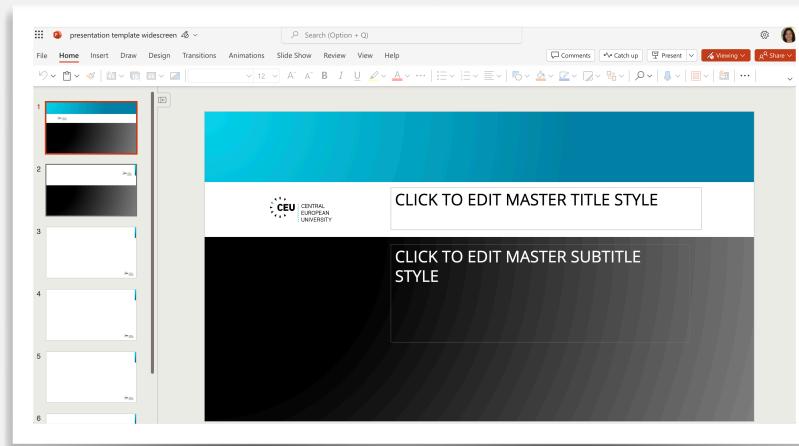
Figure out the available resources and conference requirements

**Slide size
and format**
Standard (4:3)
Widescreen (16:9)



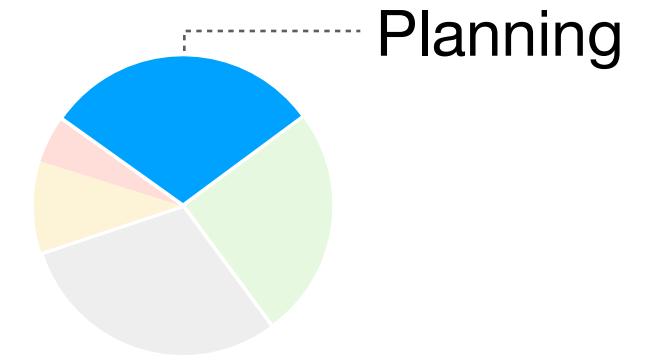
**PDF
PPT
HTML**

**Slide
templates & logos**
Reuse & conquer



Planning

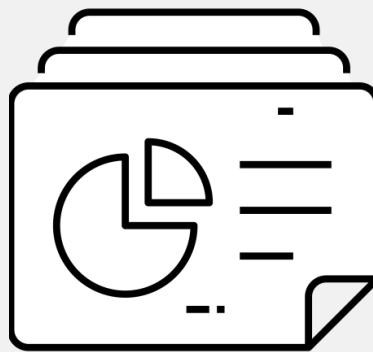
... before working on your slides



1

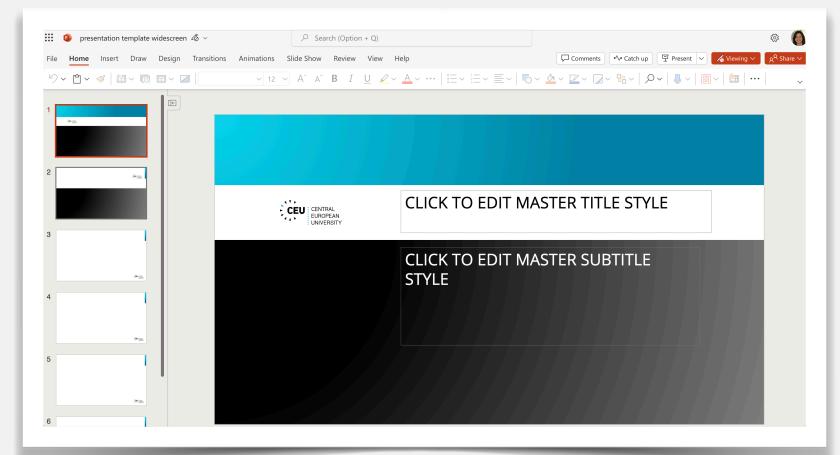
Figure out the available resources and conference requirements

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and format**
Standard (4:3)
Widescreen (16:9)



PDF
PPT
HTML

**Slide
templates & logos**
Reuse & conquer

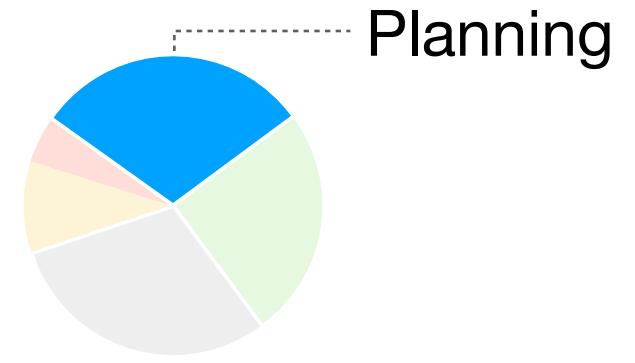


**Duration &
Number of slides**
1 slide \approx 1 min



Planning

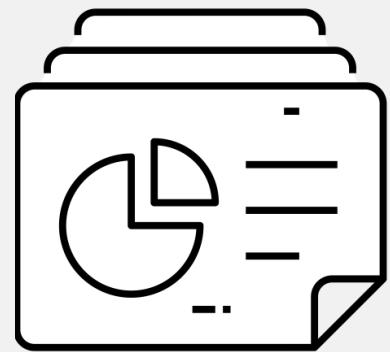
... before working on your slides



1

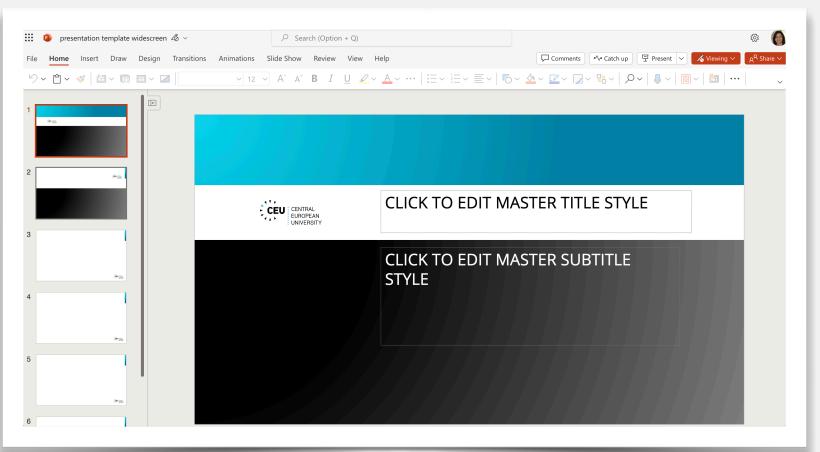
Figure out the available resources and conference requirements

**Slide size
and format**
Standard (4:3)
Widescreen (16:9)



**PDF
PPT
HTML**

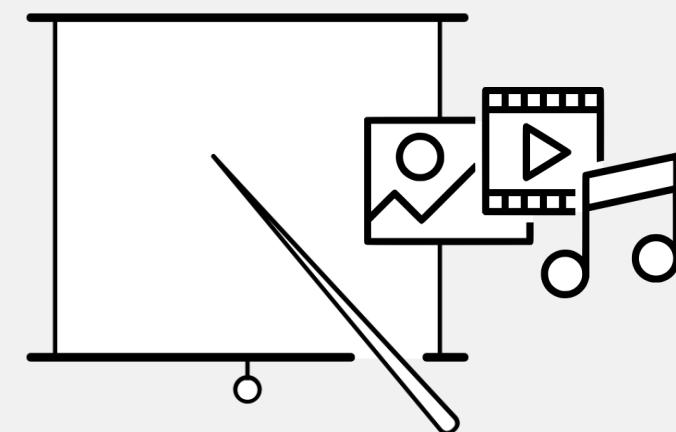
**Slide
templates & logos**
Reuse & conquer



**Duration &
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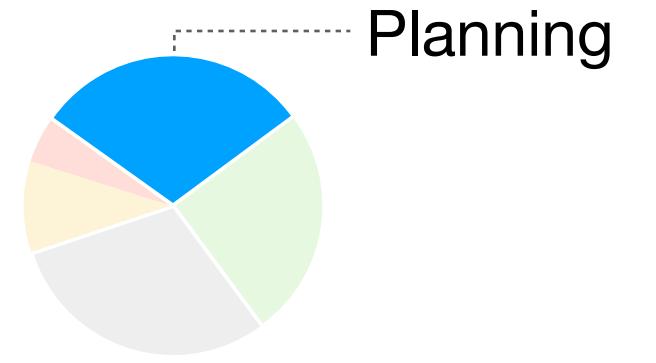


Extras
Audio, video,
pointer



Planning

... before working on your slides

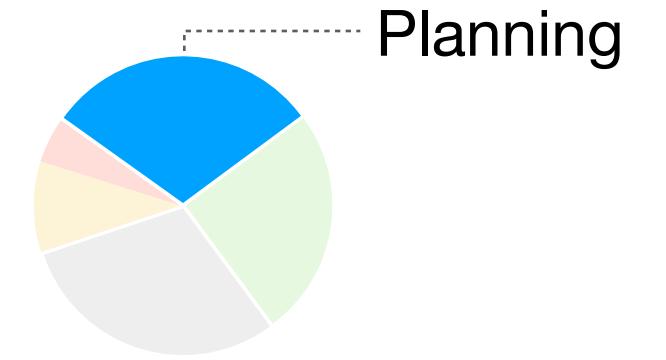


2

Think about the purpose of your presentation

Planning

... before working on your slides



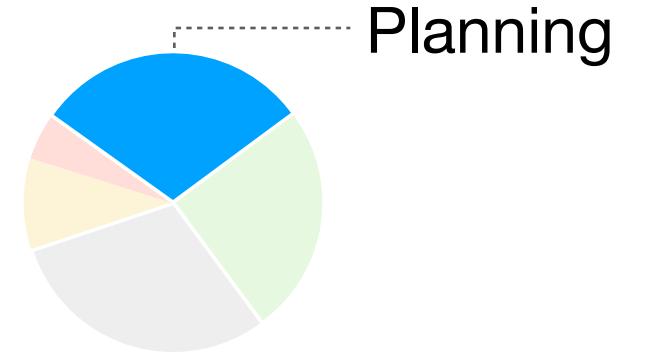
2

Think about the purpose of your presentation



Planning

... before working on your slides



2

Think about the purpose of your presentation

**Disseminate
your research
Show off your work**

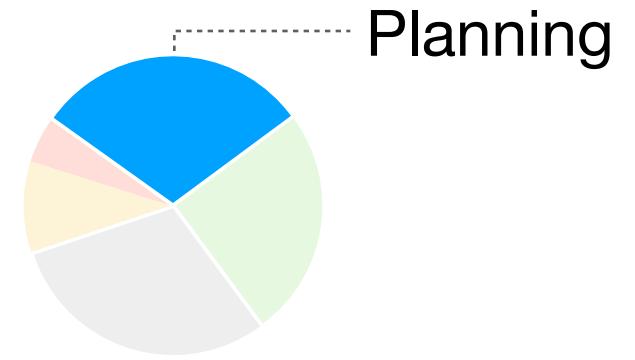


**Every talk
is a job talk
Make a good
impression**



Planning

... before working on your slides



2

Think about the purpose of your presentation

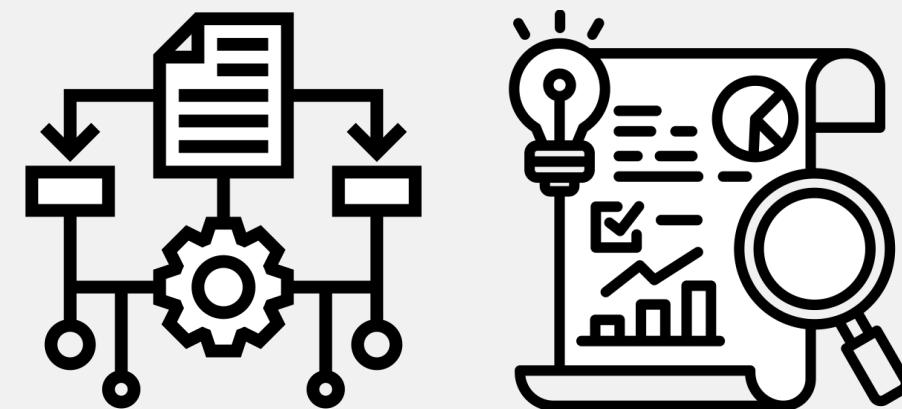
**Disseminate
your research**
Show off your work



**Every talk
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impression

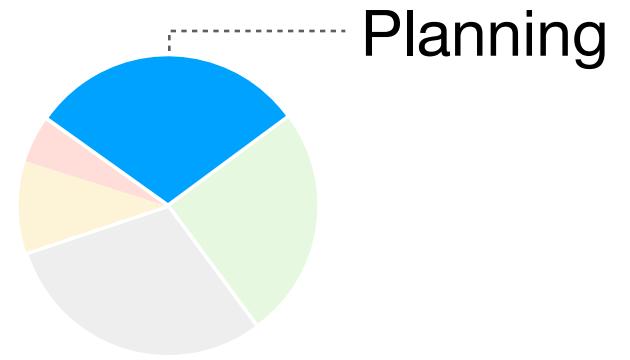


**Main focus
of your talk**
Research gap,
methods, findings?



Planning

... before working on your slides



2

Think about the purpose of your presentation

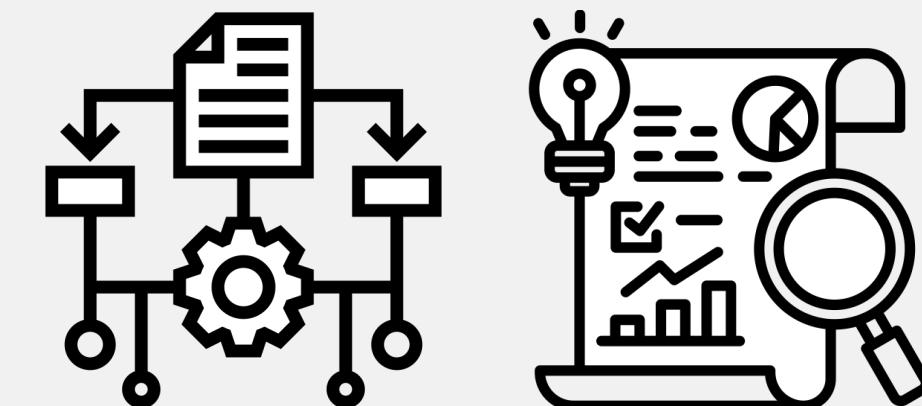
**Disseminate
your research**
Show off your work



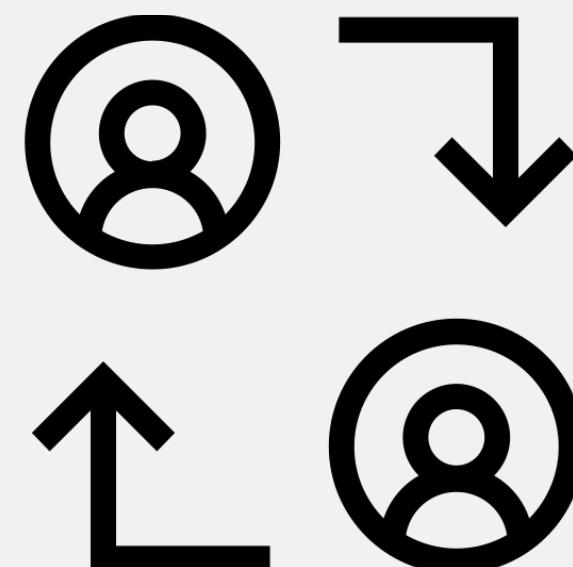
**Every talk
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Make a good
impression



**Main focus
of your talk**
Research gap,
methods, findings?

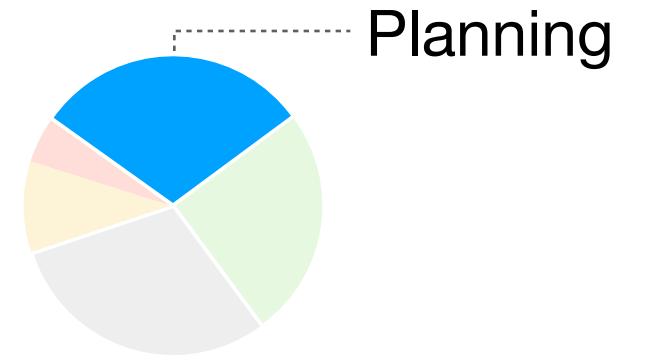


Feedback
New directions,
and blind spots



Planning

... before working on your slides

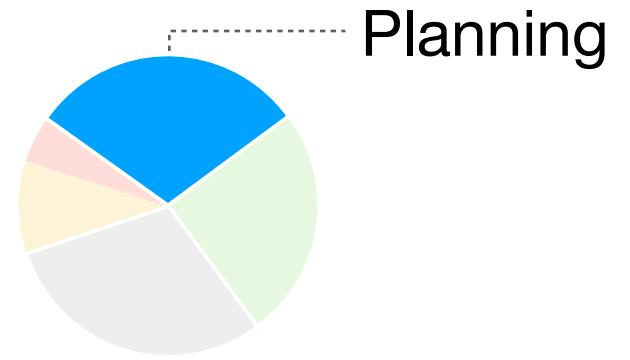


3

Think about who your audience is

Planning

... before working on your slides



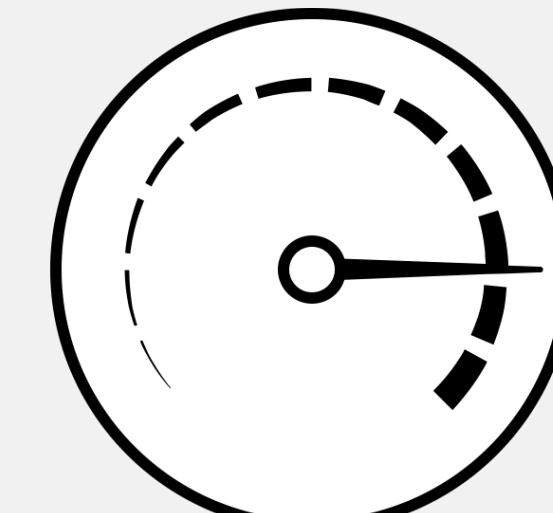
3

Think about who your audience is

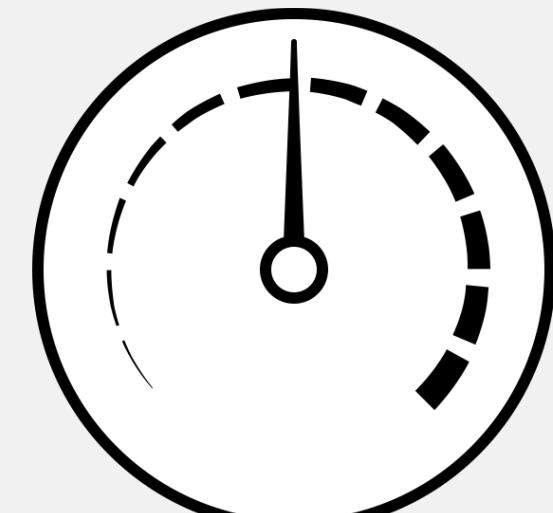
**Experts in
your field**



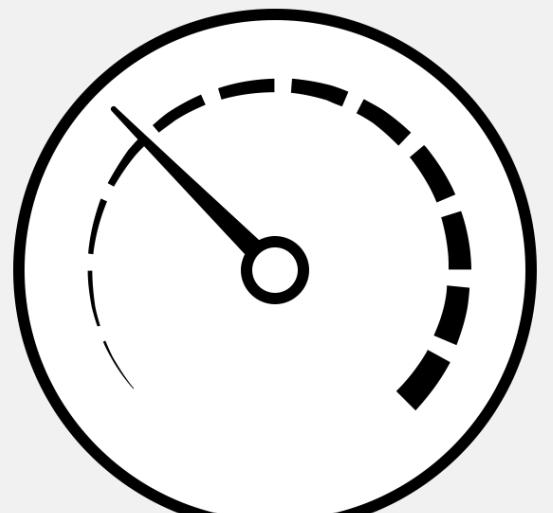
**Non-expert
academics**



**General
public or mixed
audience**

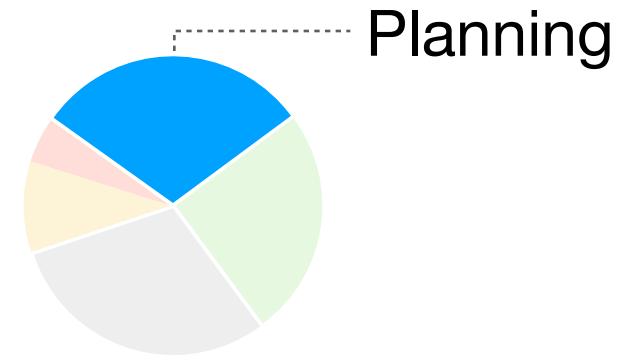


**Decision-
makers**



Planning

... before working on your slides

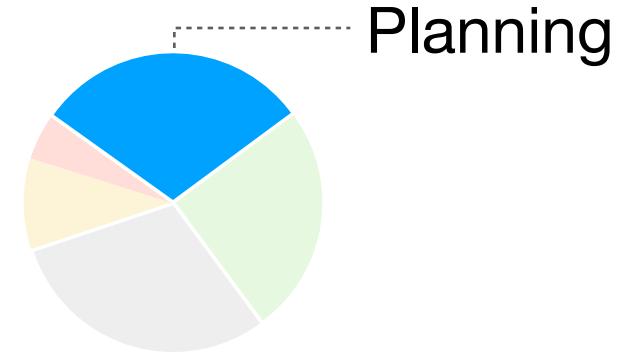


4

Identify your key message(s)

Planning

... before working on your slides



4

Identify your key message(s)

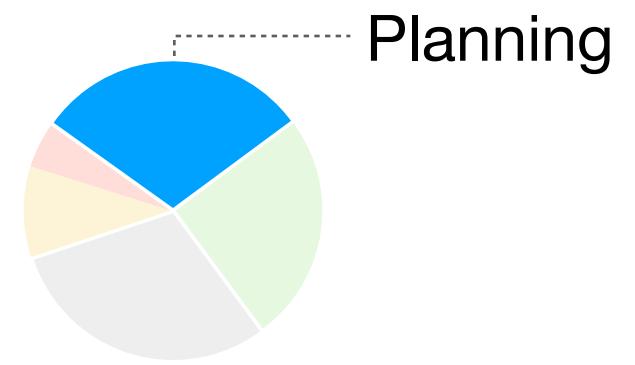
**What you want your audience
to remember**



- your new method
- your new discovery
- your proof
- etc.

Planning

... before working on your slides

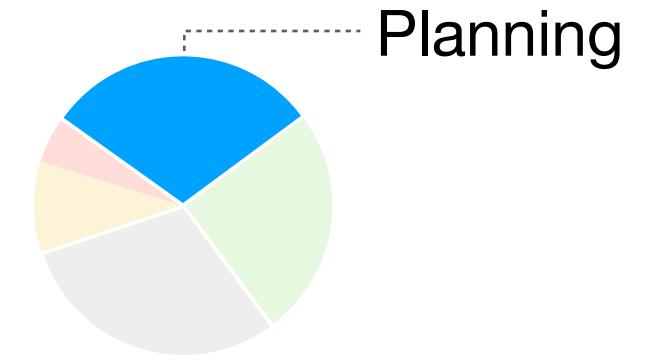


5

Plan your content, storylining & storytelling

Planning

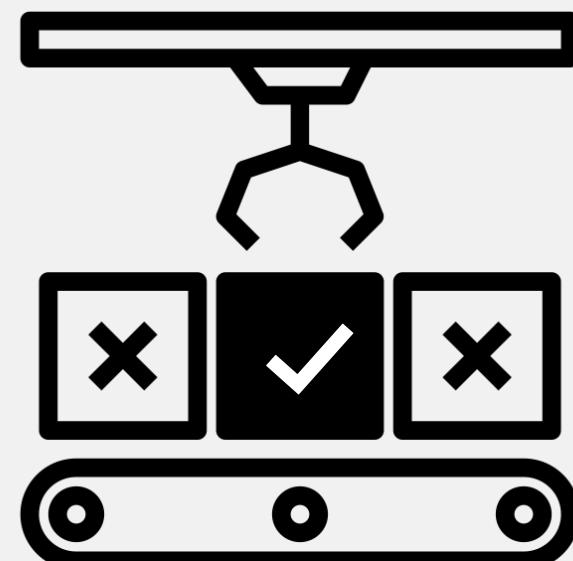
... before working on your slides



5

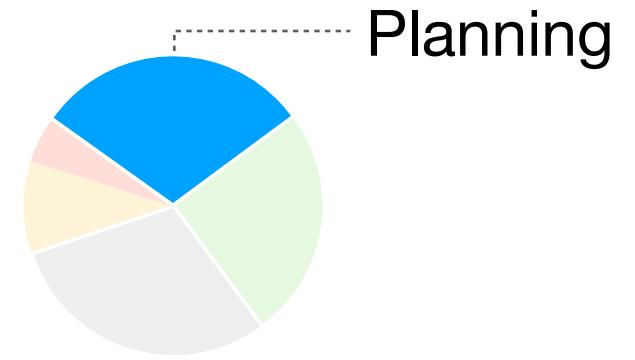
Plan your content, storylining & storytelling

Be selective
Less is more



Planning

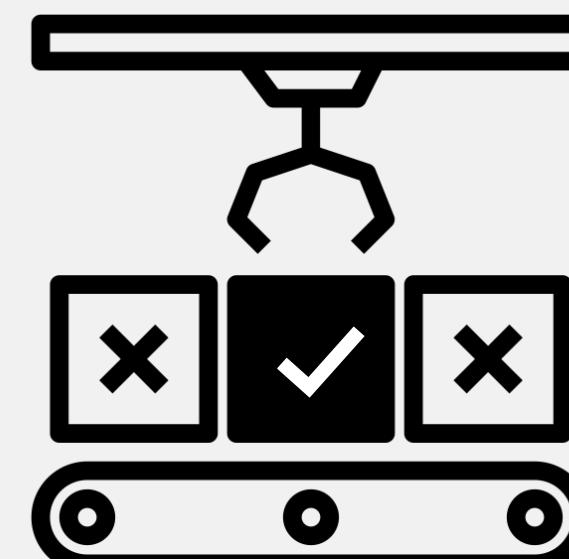
... before working on your slides



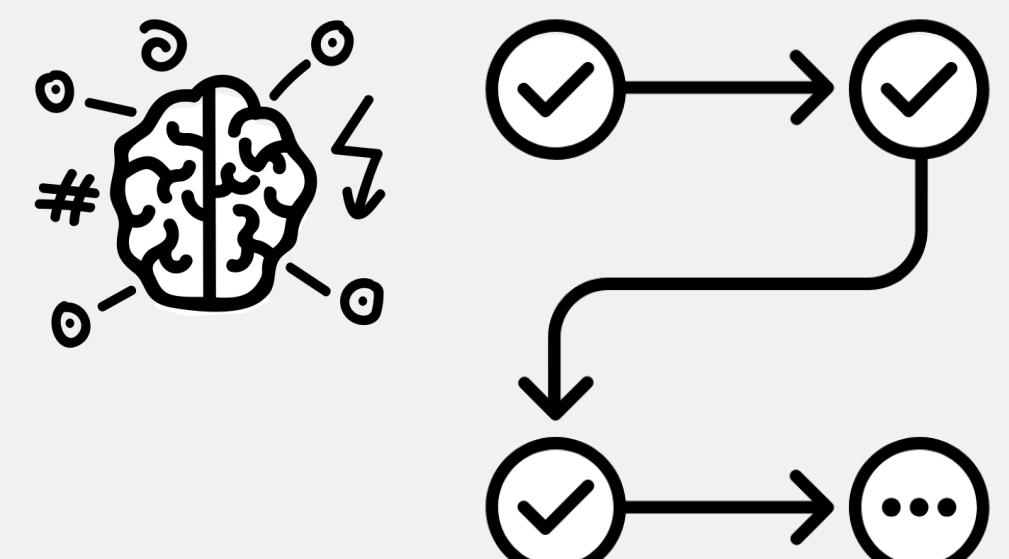
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Plan your content, storylining & storytelling

Be selective
Less is more

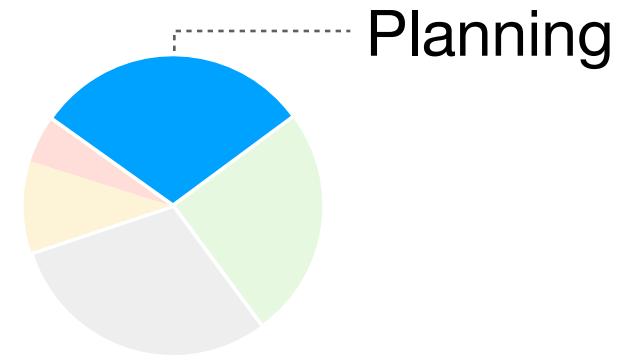


Create an outline



Planning

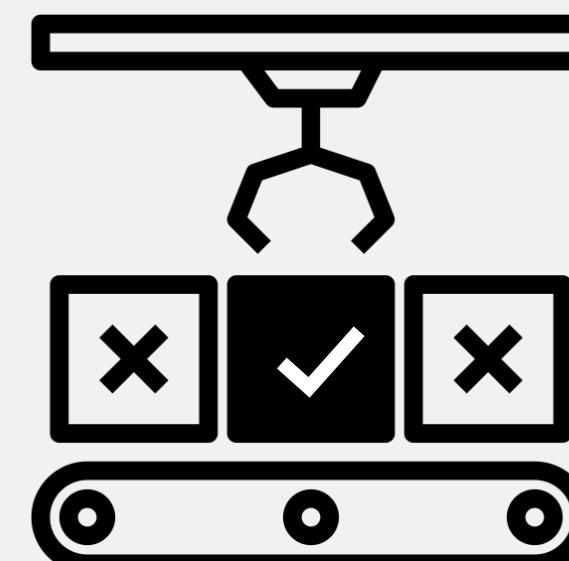
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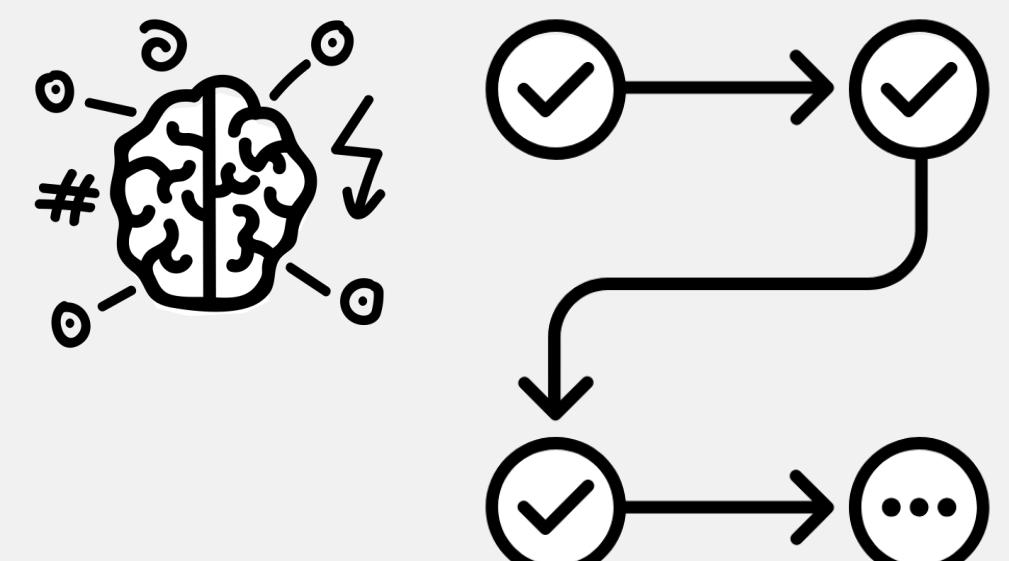
5

Plan your content, storylining & storytelling

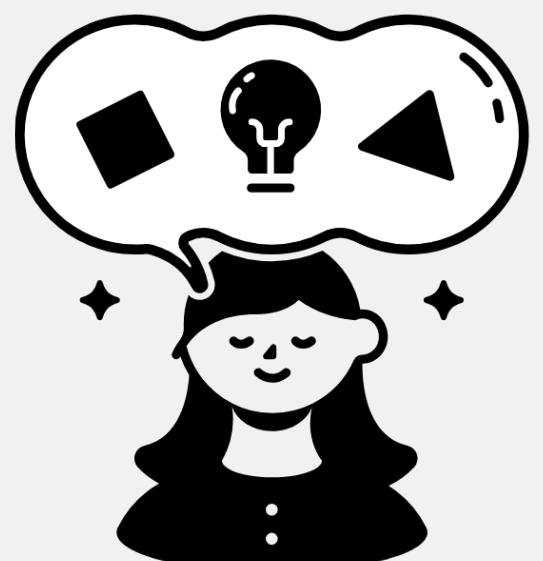
Be selective
Less is more



Create an outline

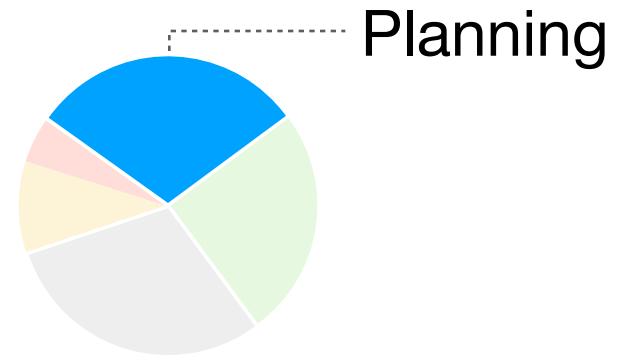


Create a narrative



Planning

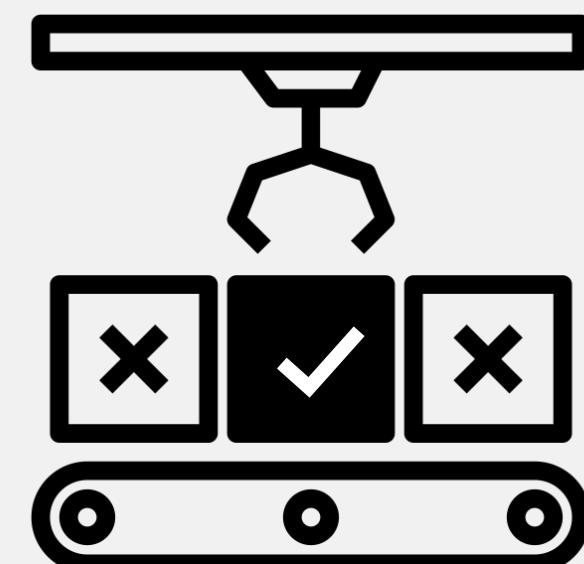
... before working on your slides



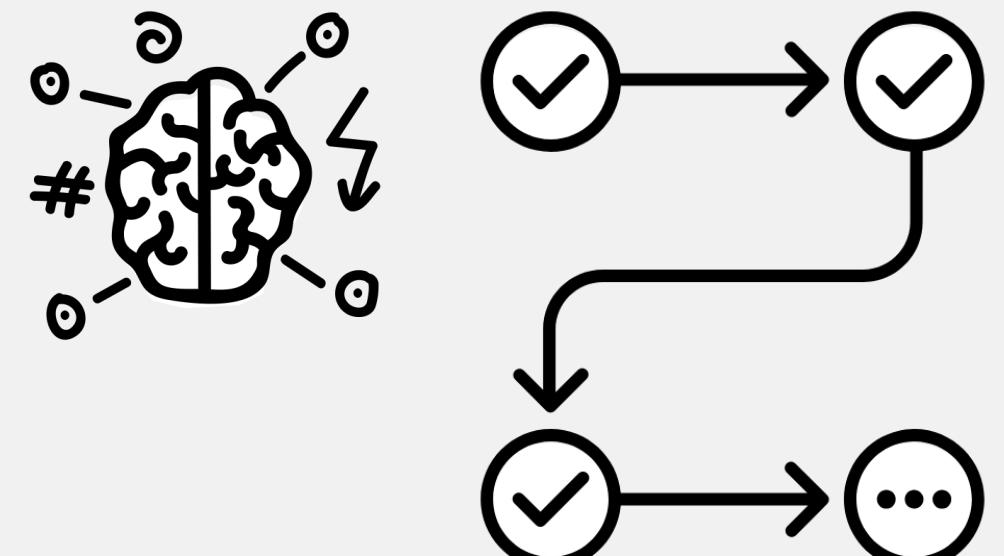
5

Plan your content, storylining & storytelling

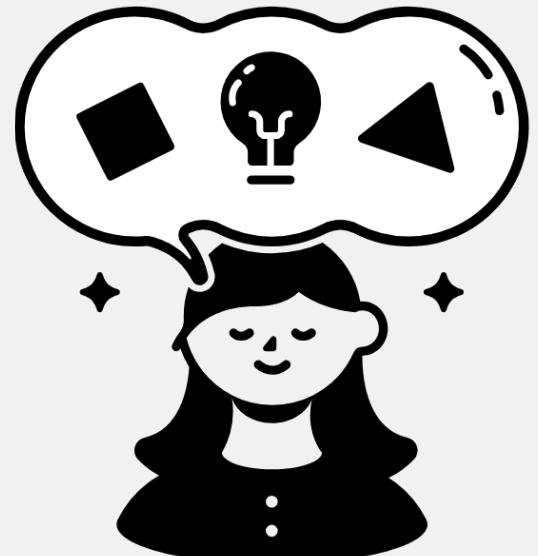
Be selective
Less is more



Create an outline



Create a narrative



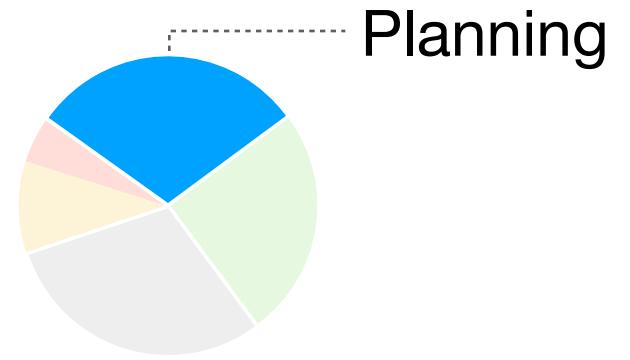
Be ethical

Manipulative
storytelling



Planning

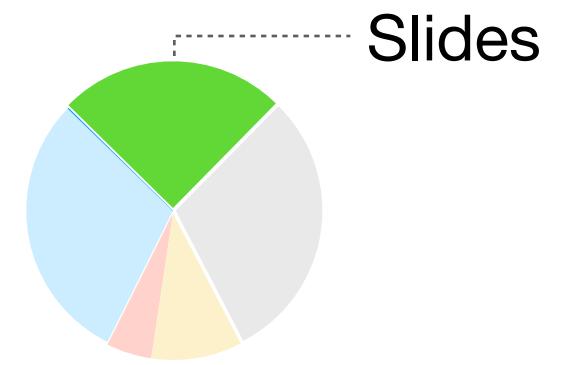
... before working on your slides



- 1 **Figure out the available resources and conference requirements**
- 2 **Think about the purpose of your presentation**
- 3 **Think about who your audience is**
- 4 **Identify your key message(s)**
- 5 **Plan your content, storylining & storytelling**

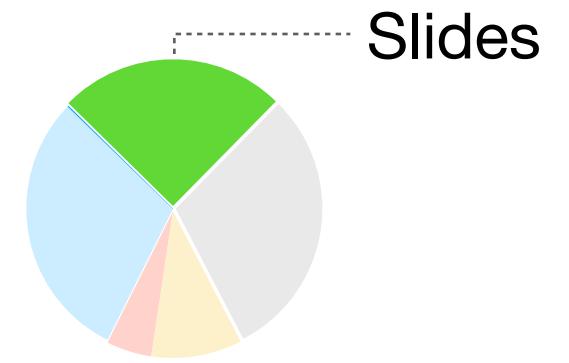
Content, structure, and visuals

... while working on your slides



Content, structure, and visuals

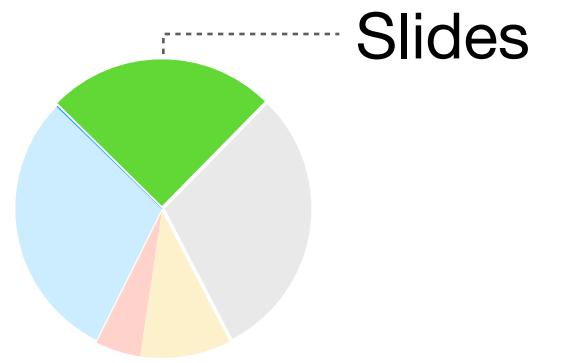
... while working on your slides



Introduction

Content, structure, and visuals

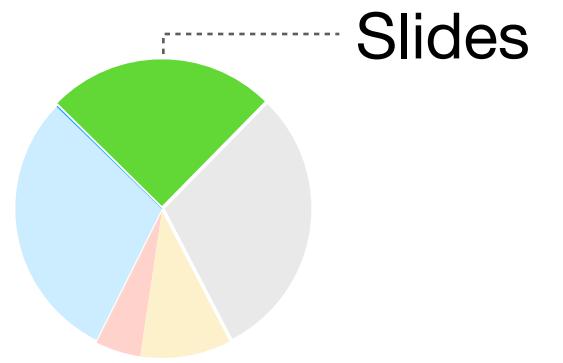
... while working on your slides



Introduction

Content, structure, and visuals

... while working on your slides

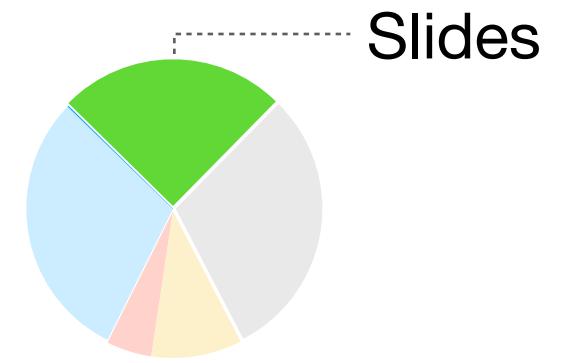


Introduction

[title]

Content, structure, and visuals

... while working on your slides



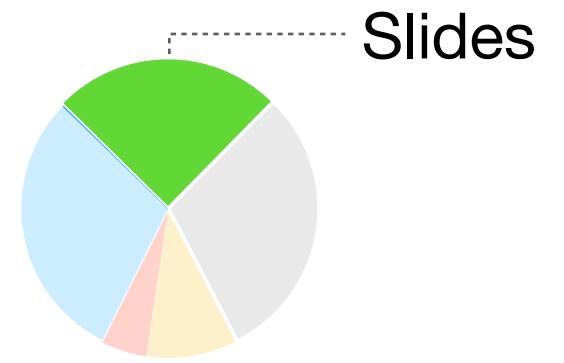
Introduction

[title]

[outline/overview]

Content, structure, and visuals

... while working on your slides



Introduction

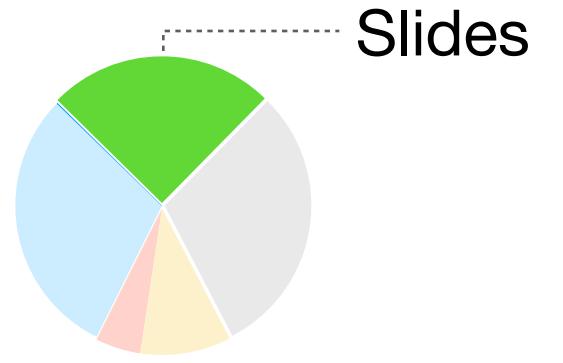
[title]

[outline/overview]

[storytelling]

Content, structure, and visuals

... while working on your slides



Introduction

[title]

Hi, my name is ...

[outline/overview]

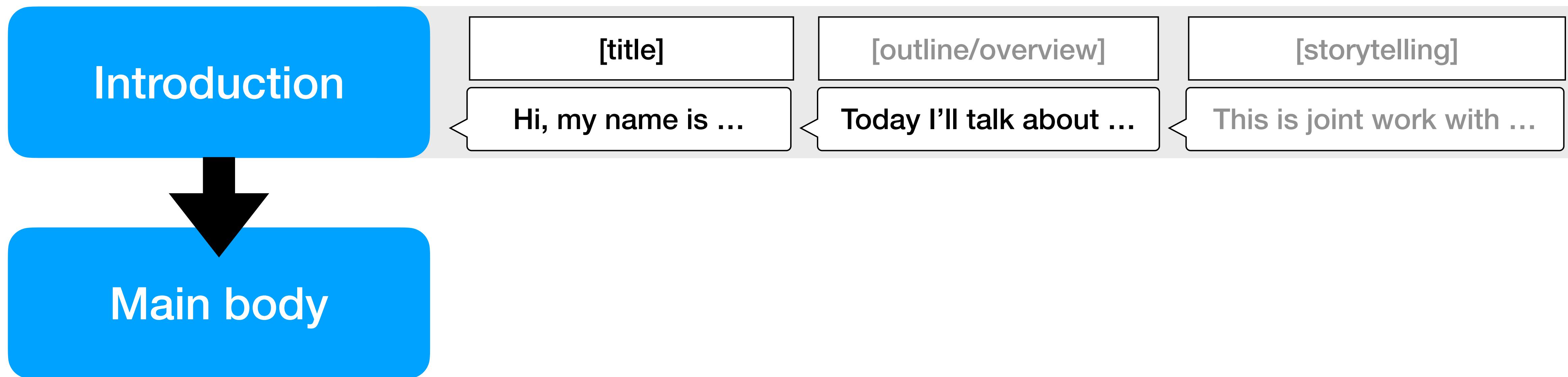
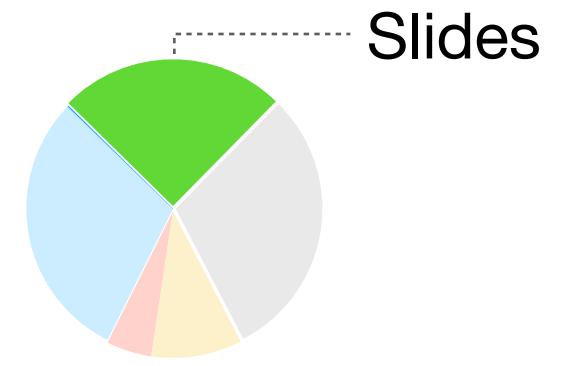
Today I'll talk about ...

[storytelling]

This is joint work with ...

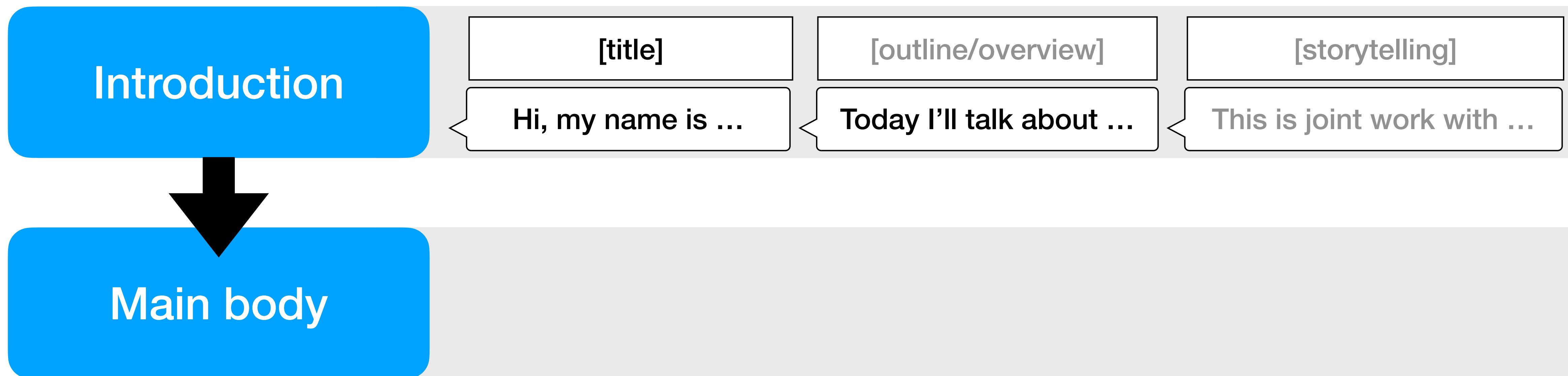
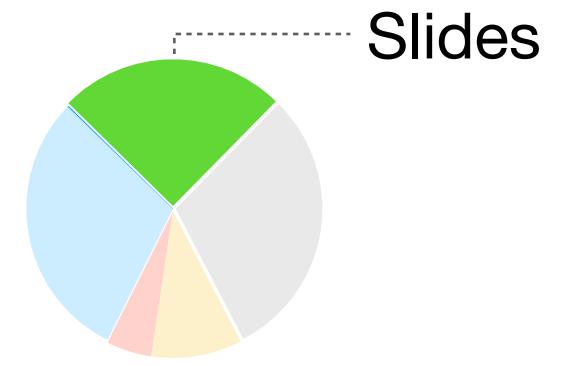
Content, structure, and visuals

... while working on your slides



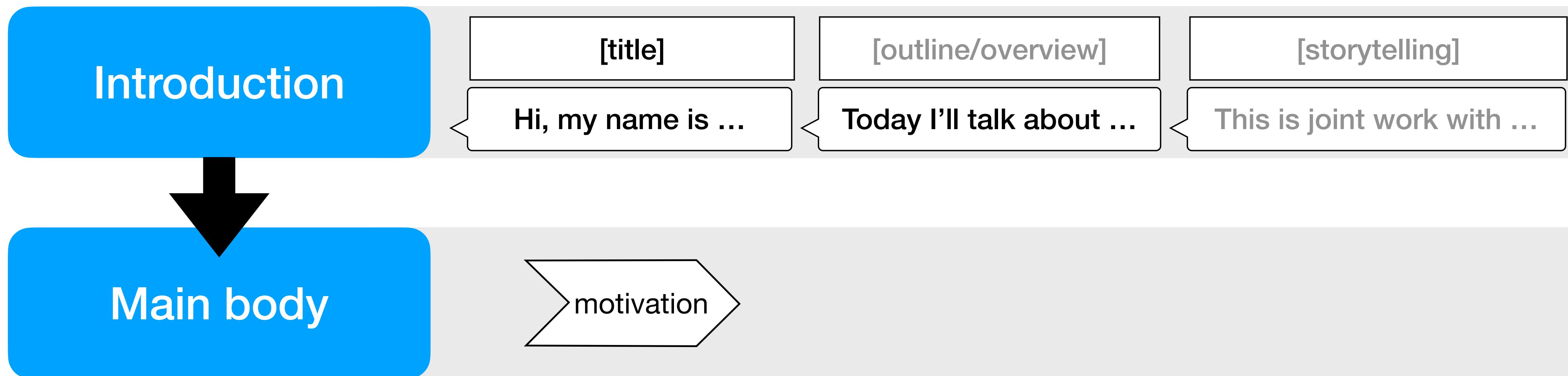
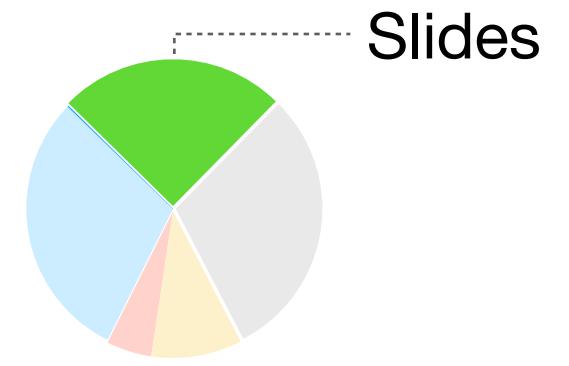
Content, structure, and visuals

... while working on your slides



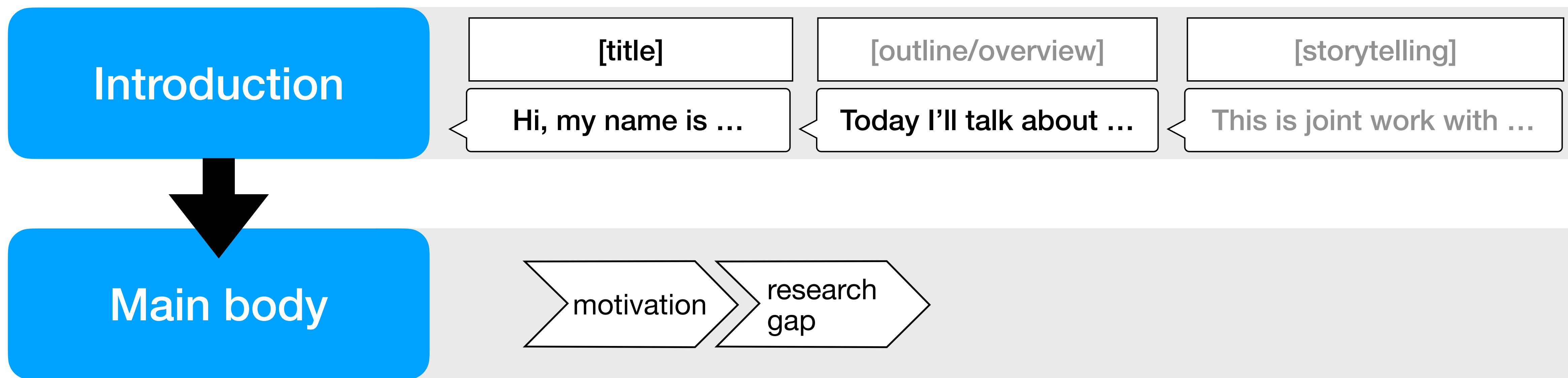
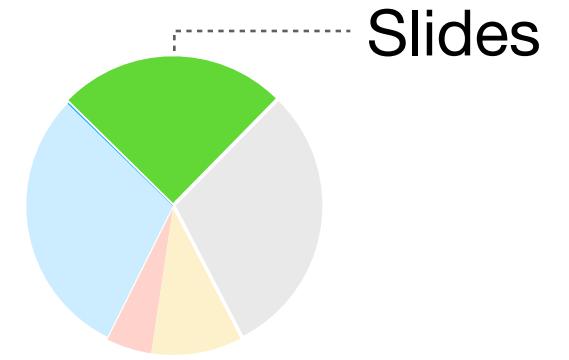
Content, structure, and visuals

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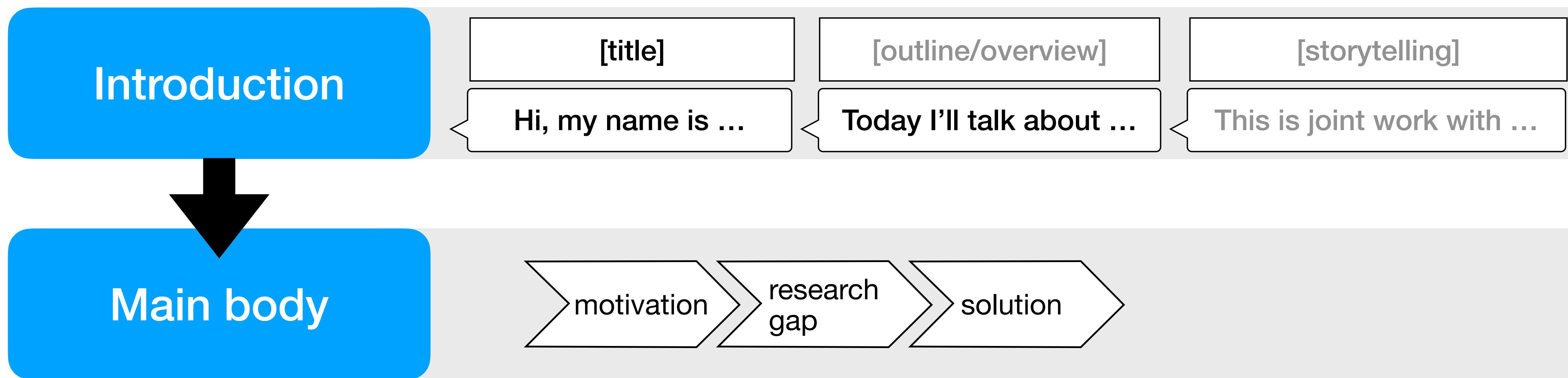
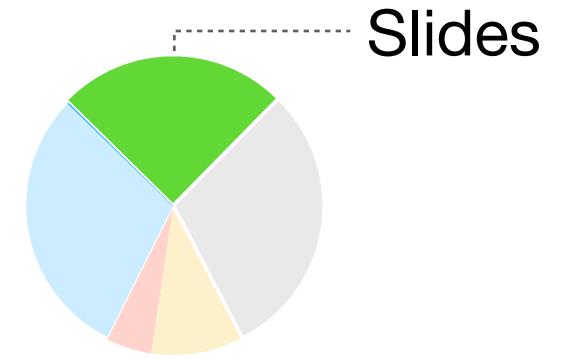
Content, structure, and visuals

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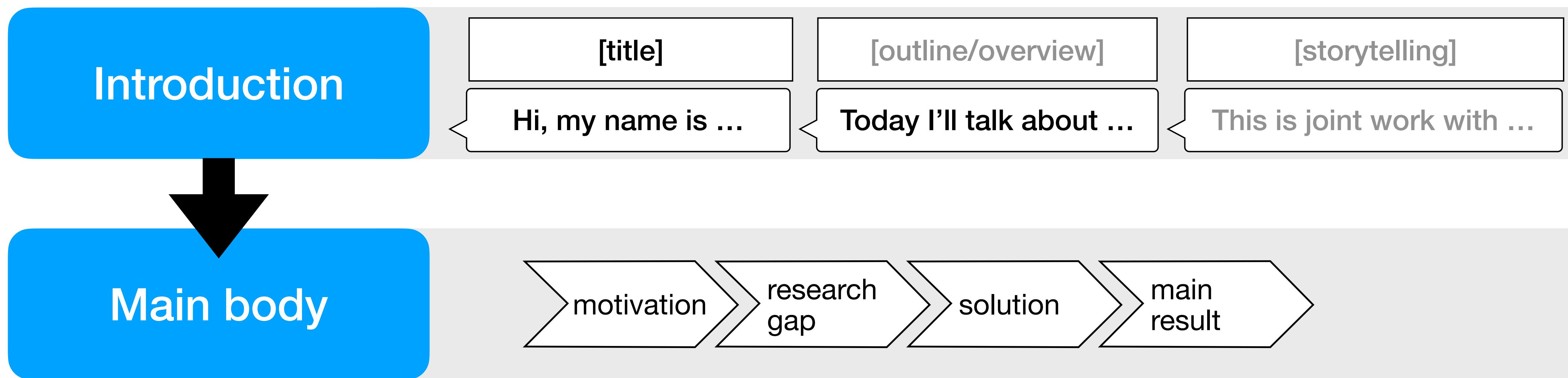
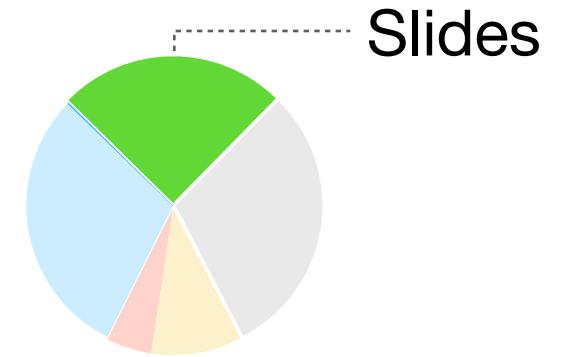
Content, structure, and visuals

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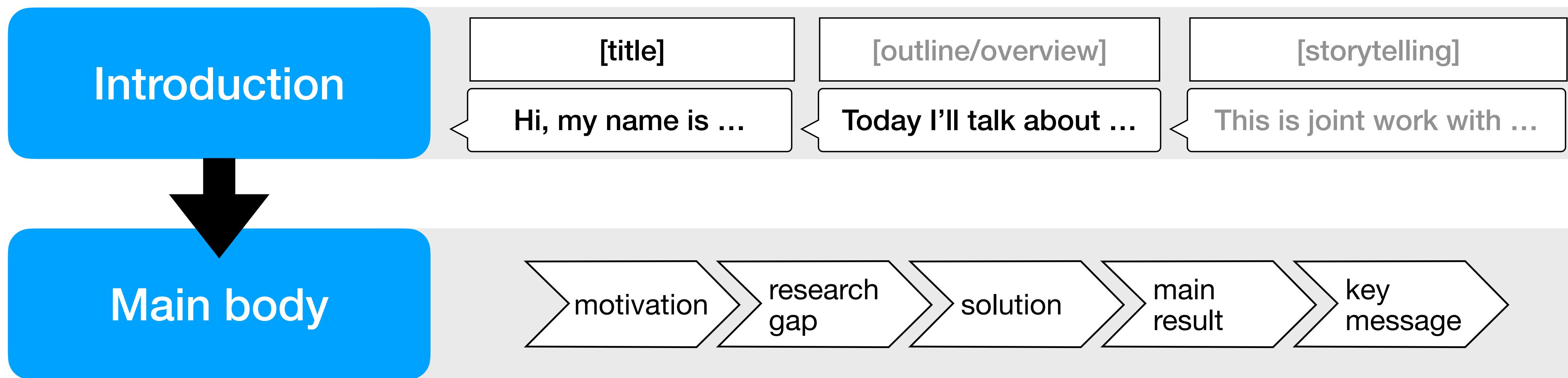
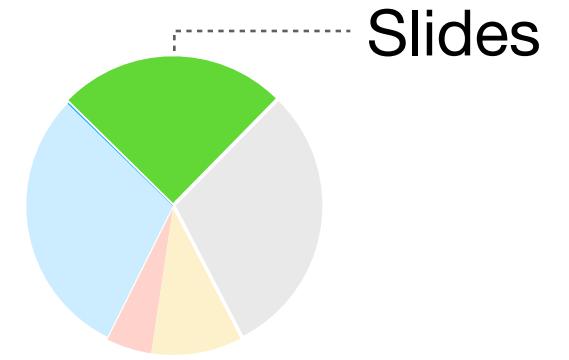
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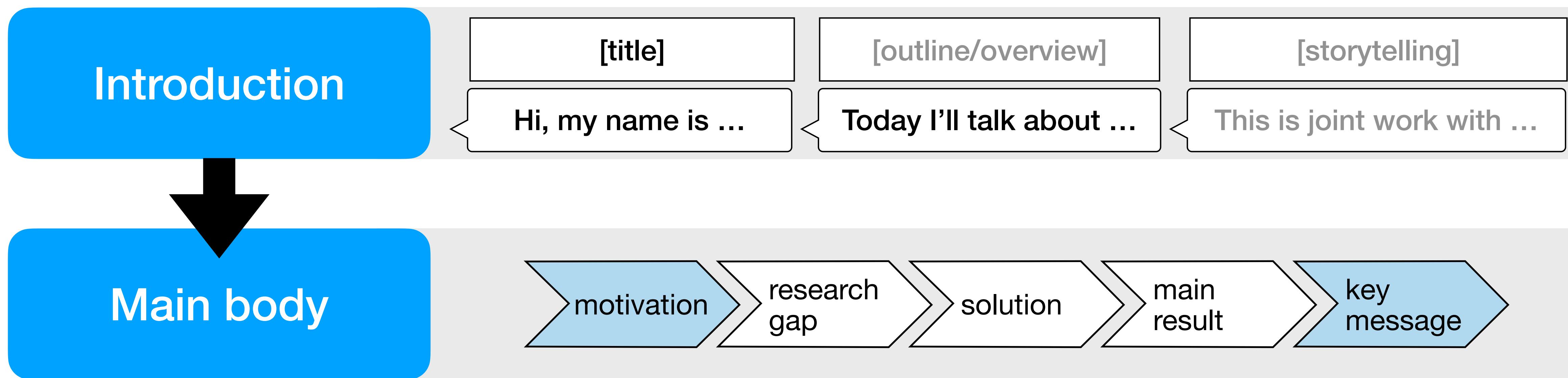
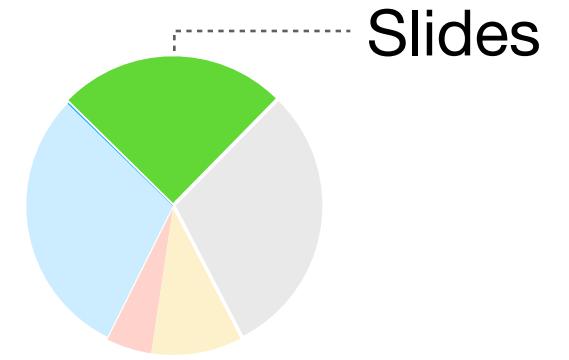
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... while working on your slides



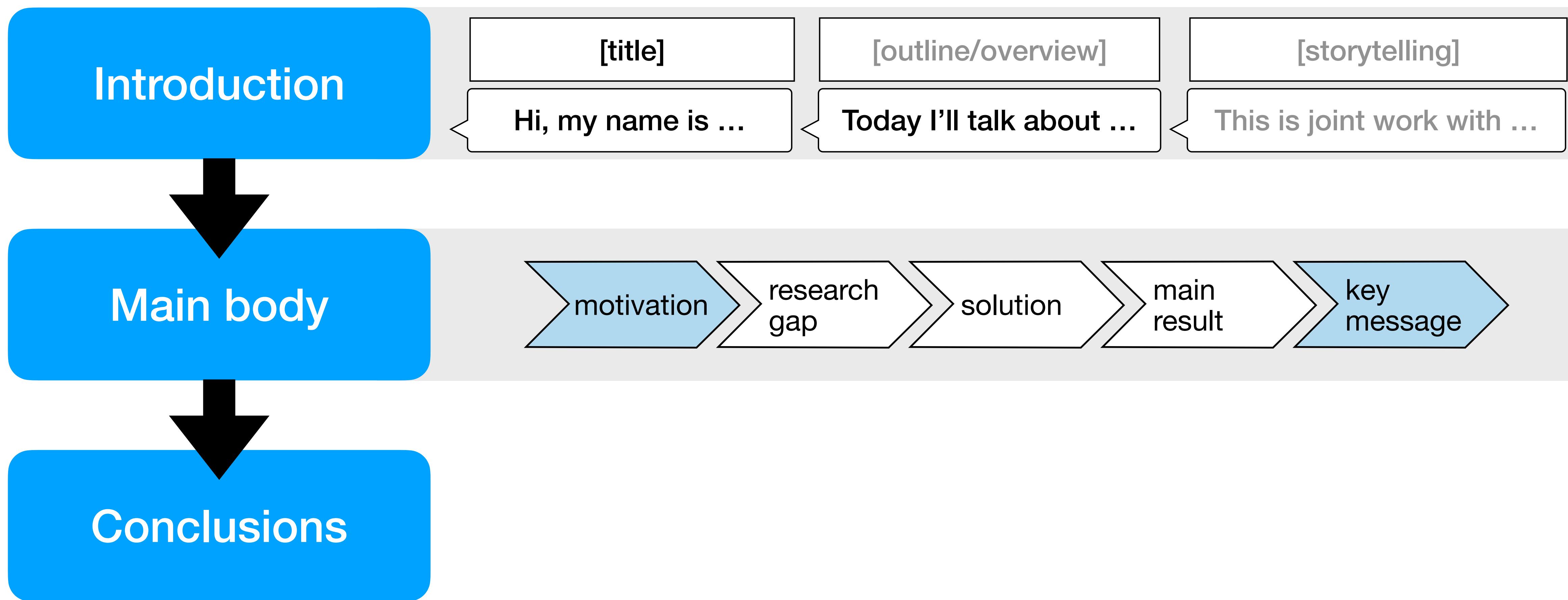
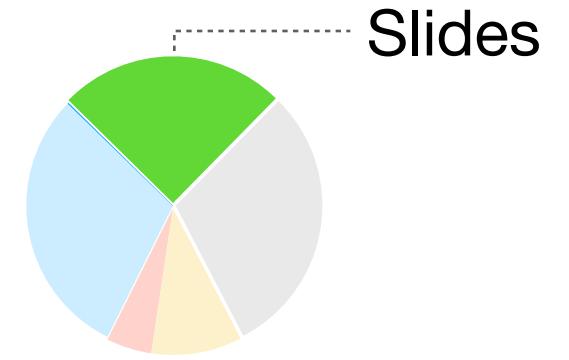
Content, structure, and visuals

... while working on your slides



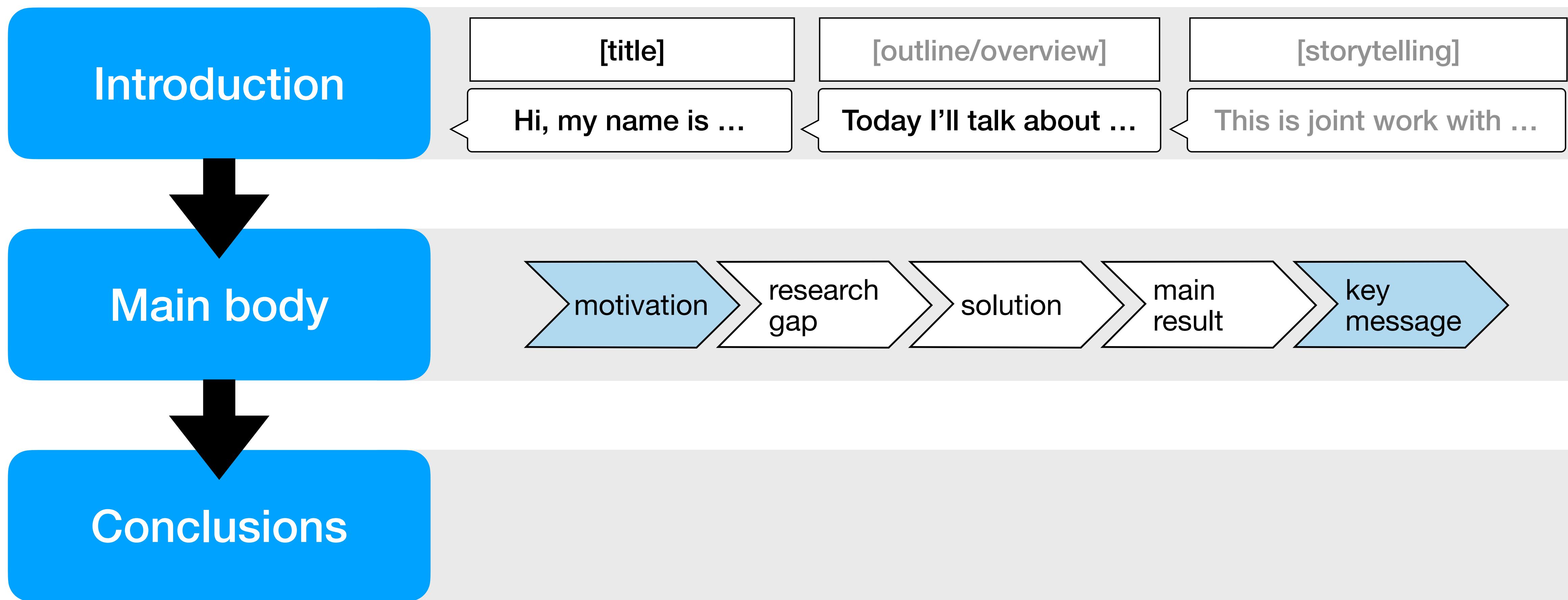
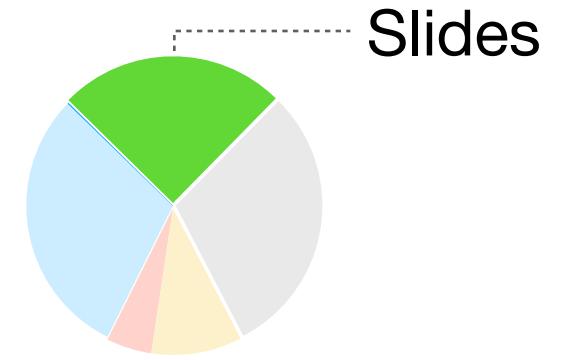
Content, structure, and visuals

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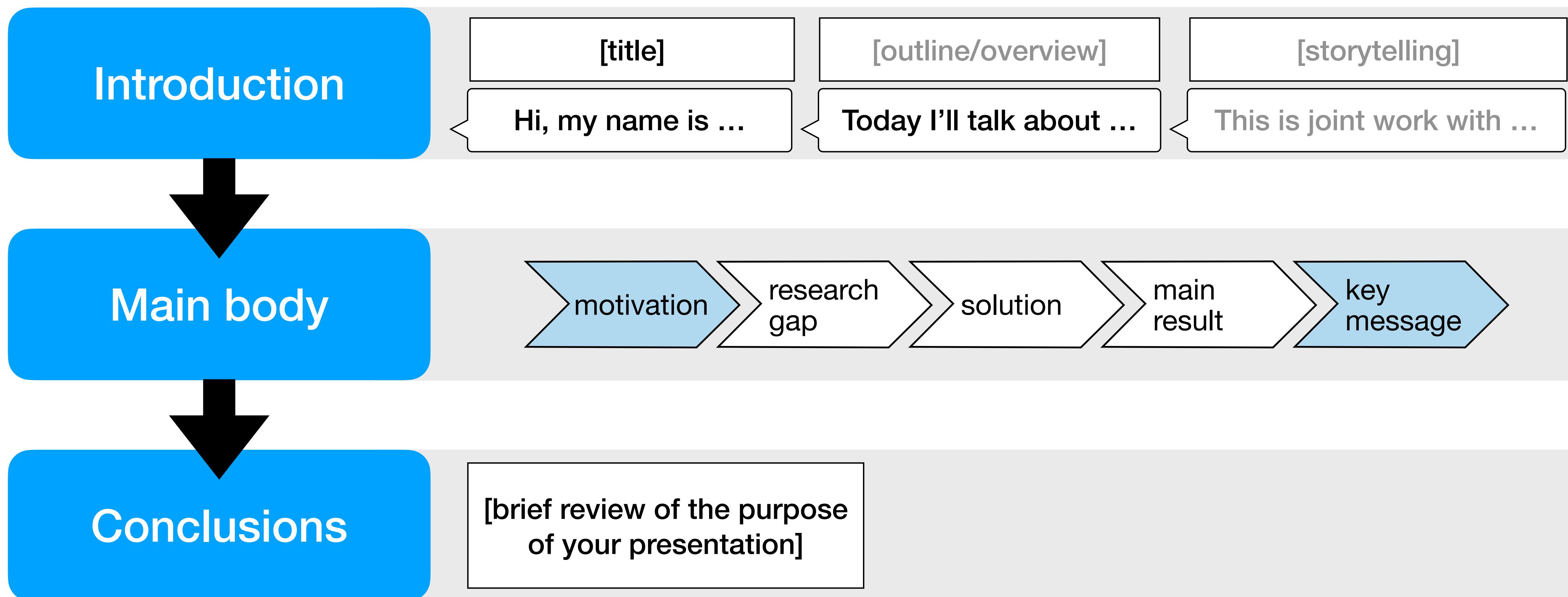
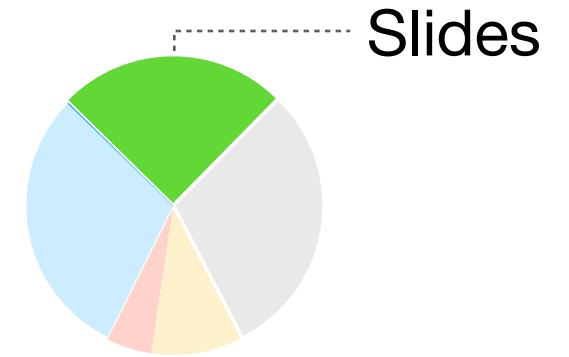
Content, structure, and visuals

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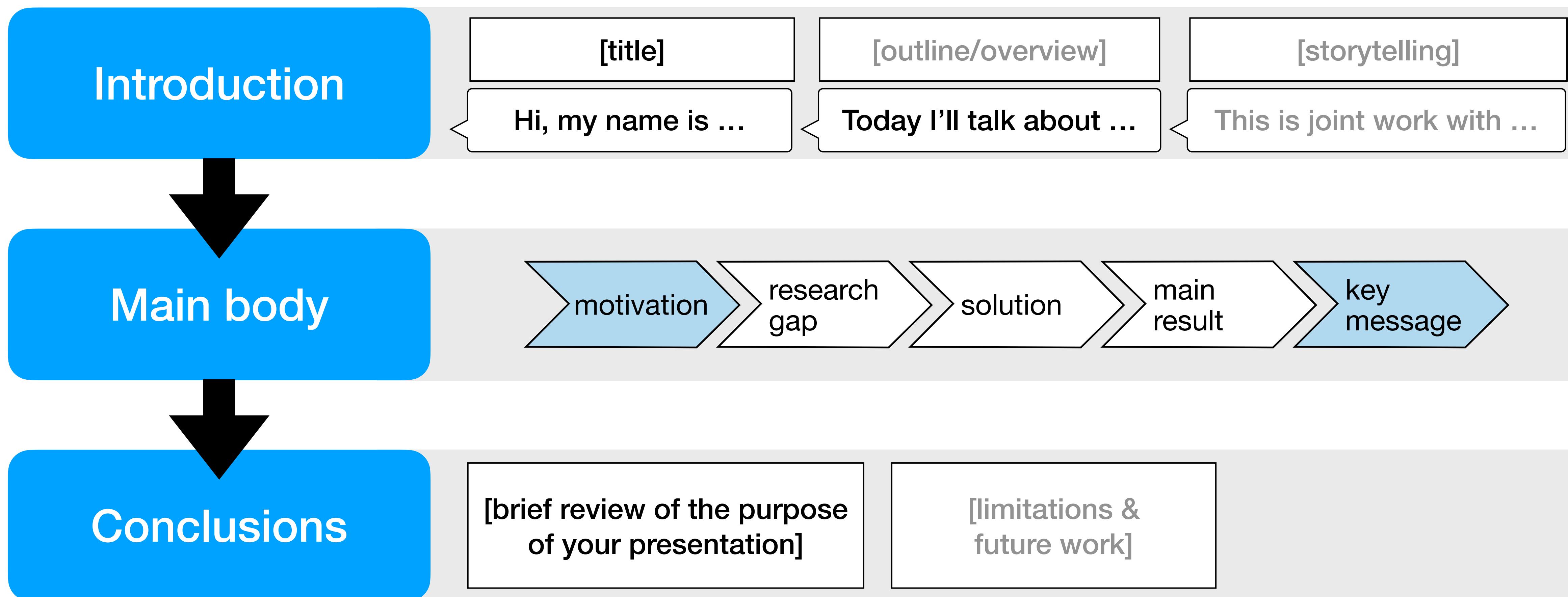
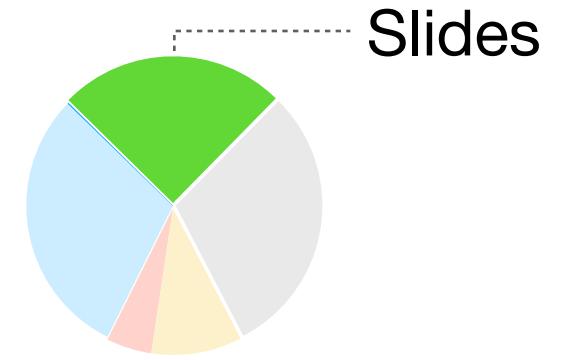
Content, structure, and visuals

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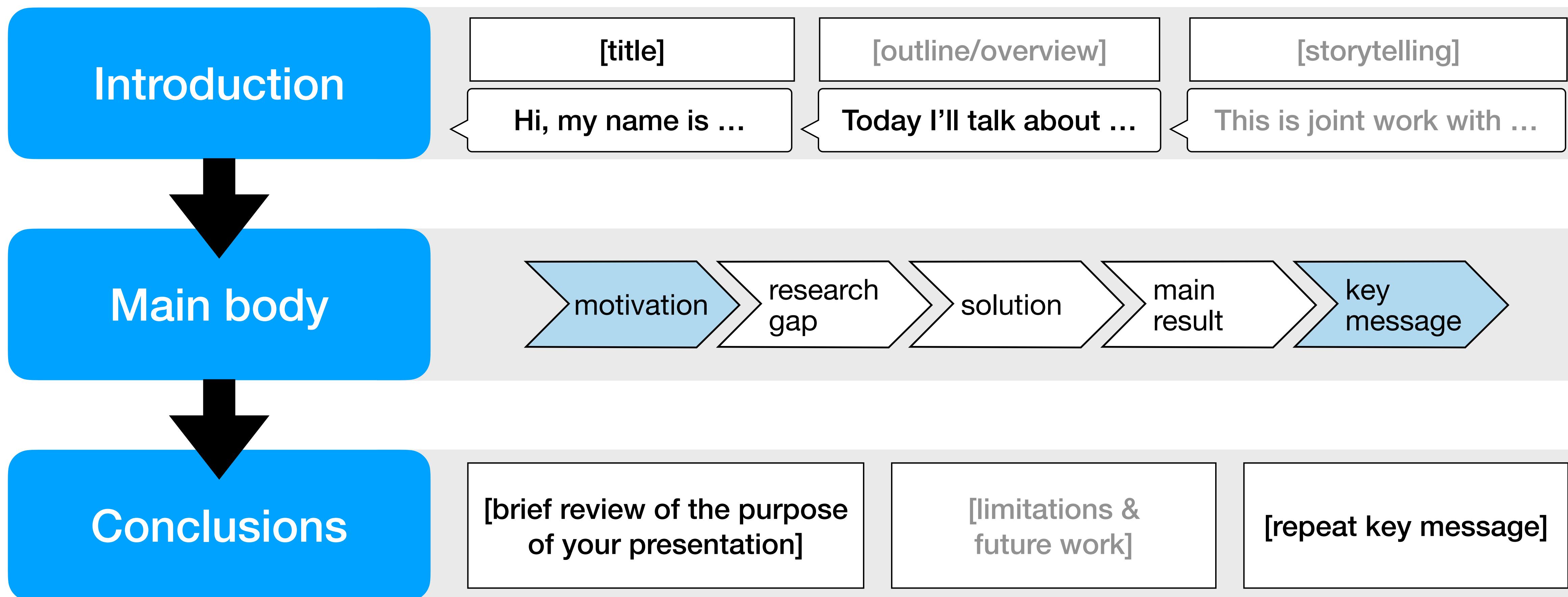
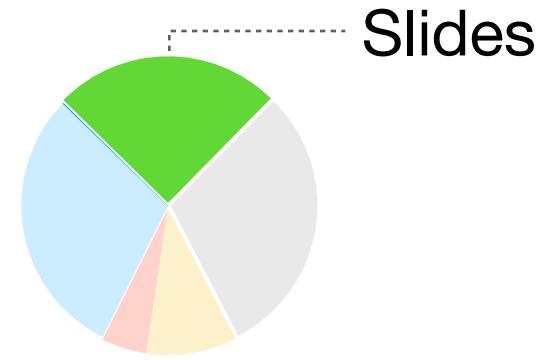
Content, structure, and visuals

... while working on your slides



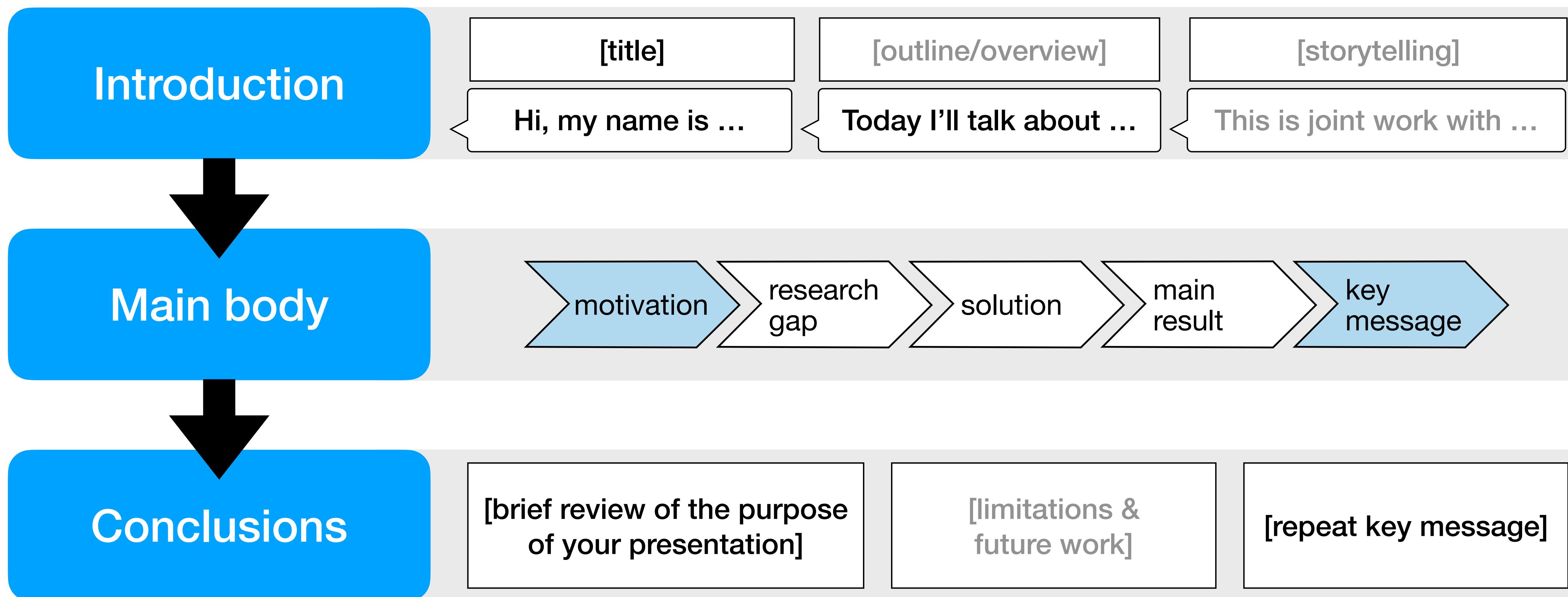
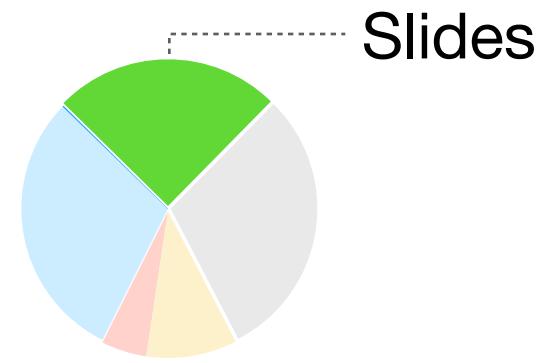
Content, structure, and visuals

... while working on your slides



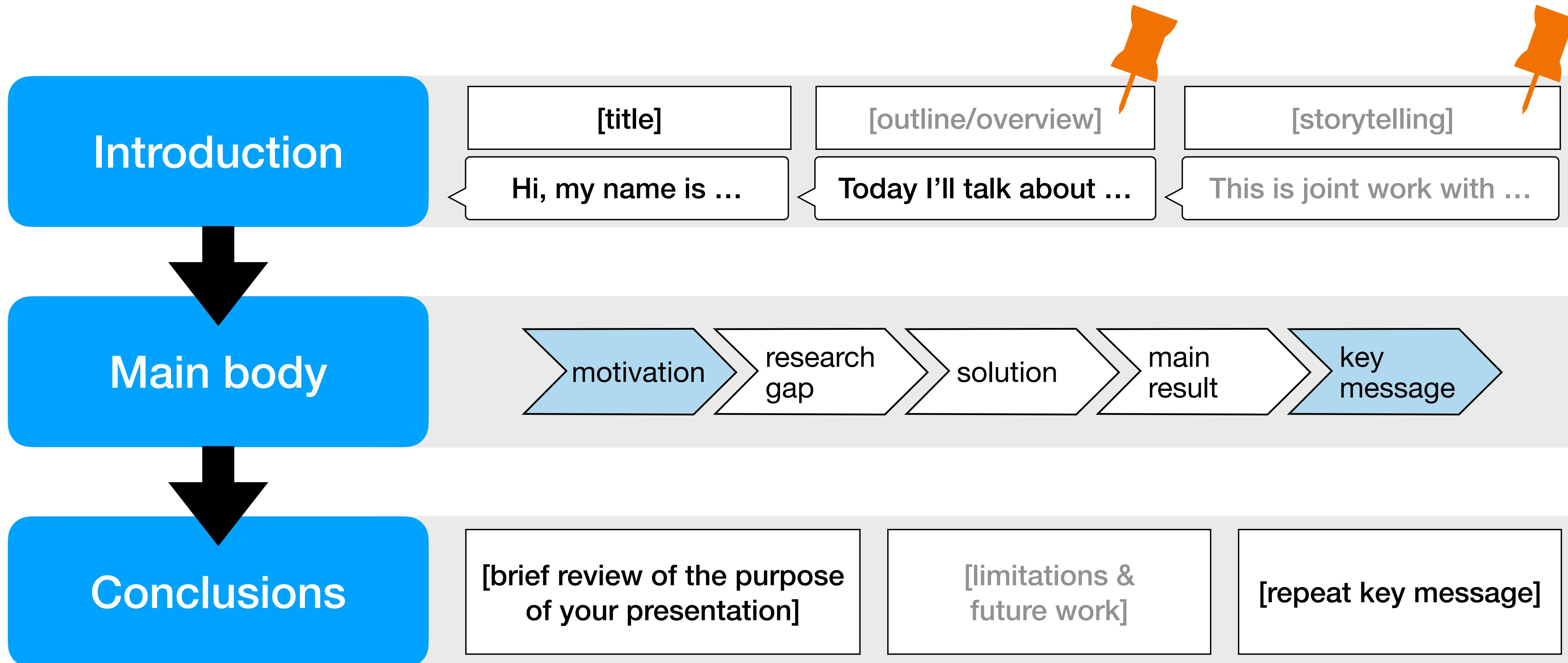
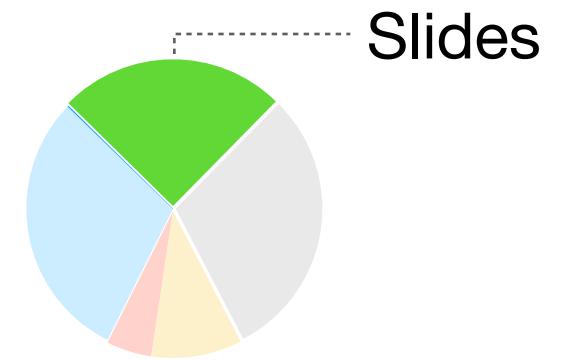
Content, structure, and **visuals**

... while working on your slides



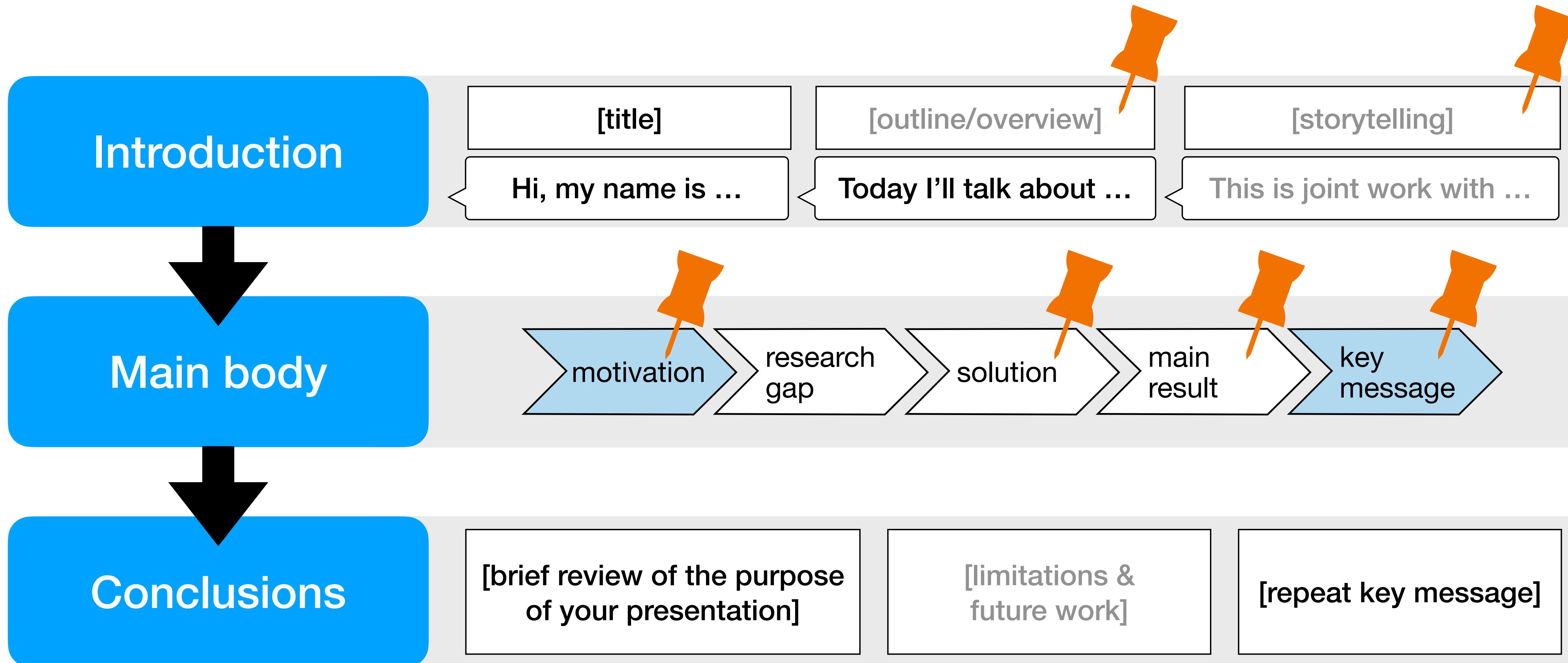
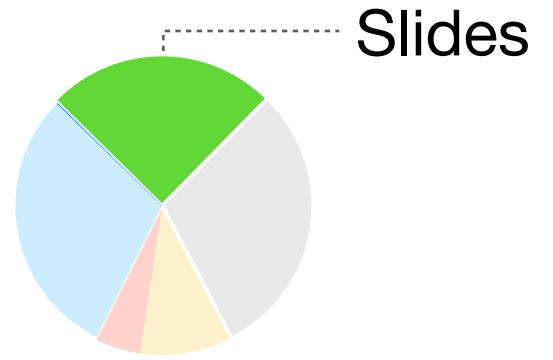
Content, structure, and **visuals**

... while working on your slides



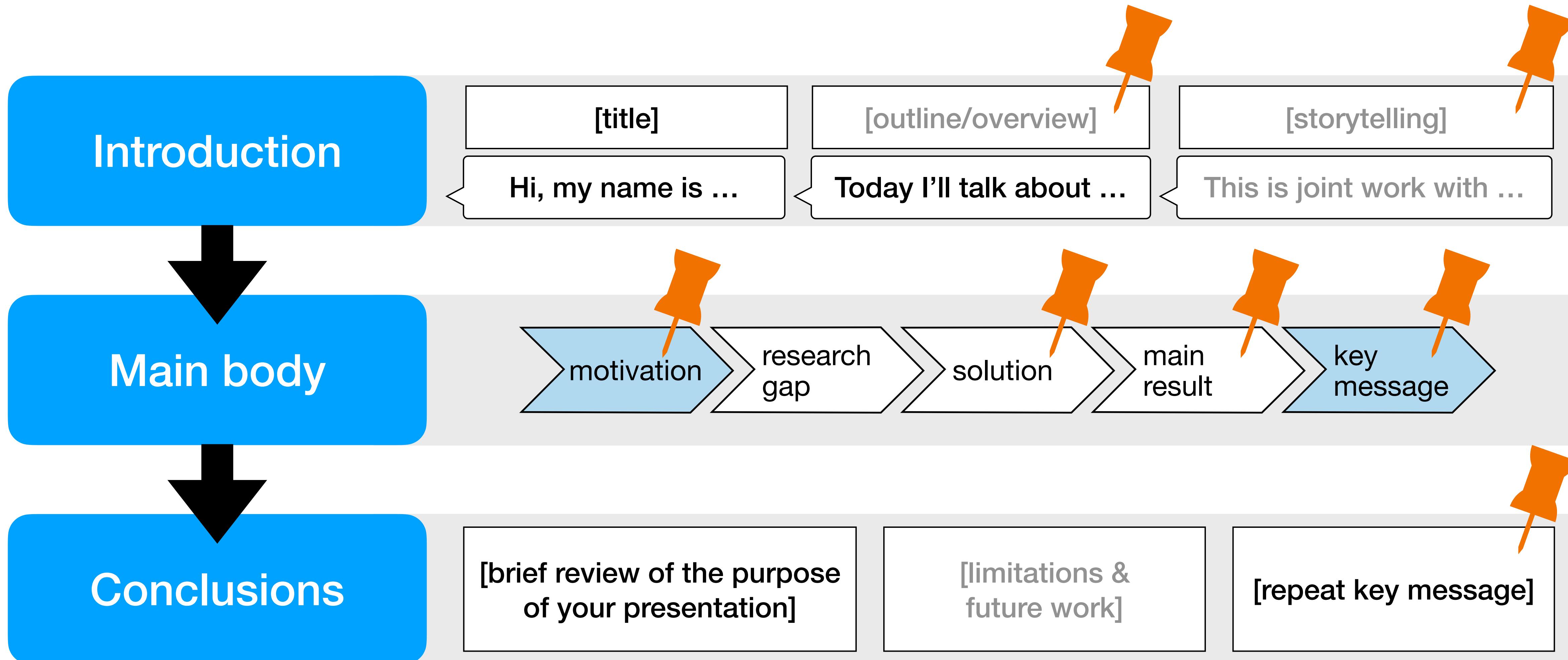
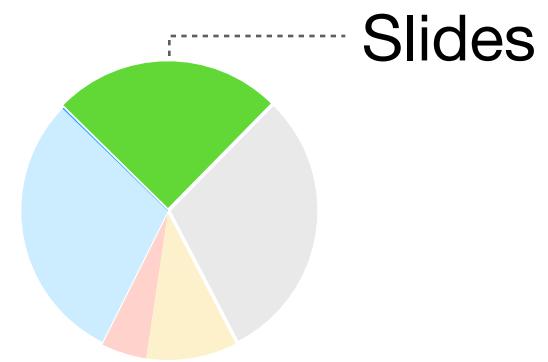
Content, structure, and **visuals**

... while working on your slides



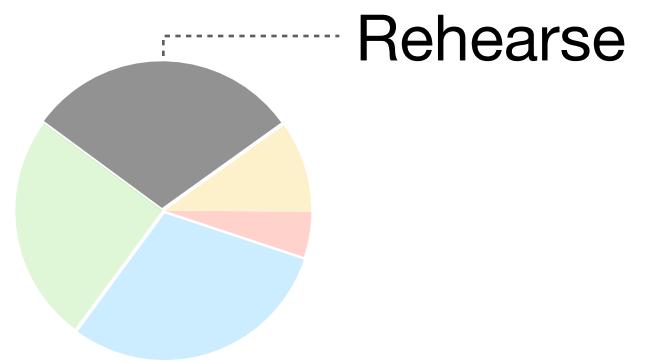
Content, structure, and **visuals**

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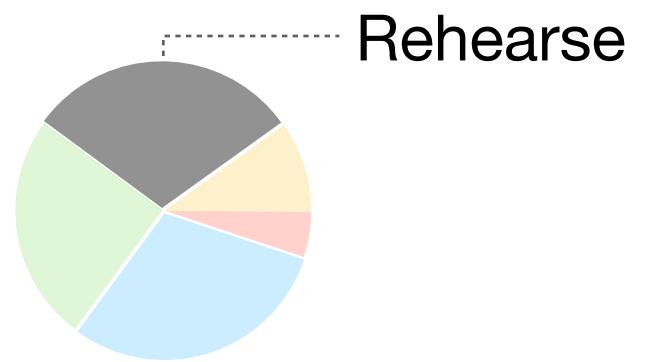
Practice talks

... once your first decent draft of slides is done



Practice talks

... once your first decent draft of slides is done



Select an audience

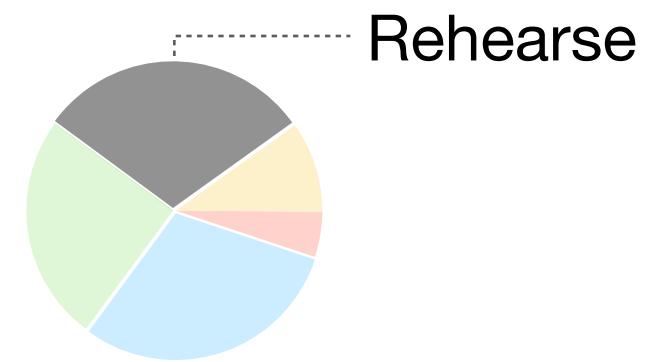
Ask specific people to attend

Don't send an email to the entire department

Don't make your audience too small, too big, or too homogeneous

Practice talks

... once your first decent draft of slides is done



Select an audience

Schedule a practice talk

Ask specific people to attend

Don't send an email to the entire department

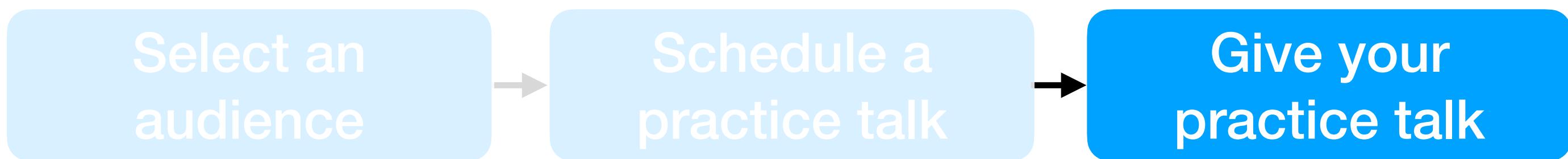
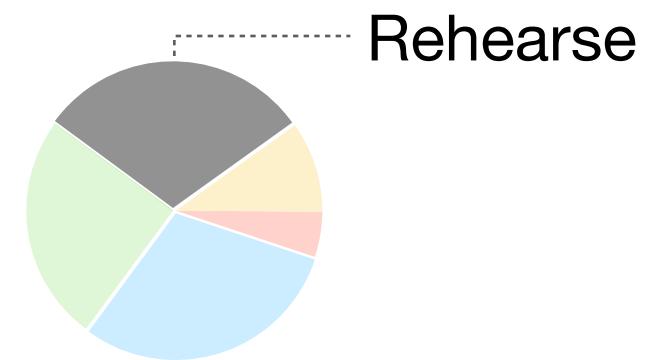
Don't make your audience too small, too big, or too homogeneous

The feedback session will be at least twice as long as the talk itself, or even longer

Give people advance warning (~48h min)

Practice talks

... once your first decent draft of slides is done



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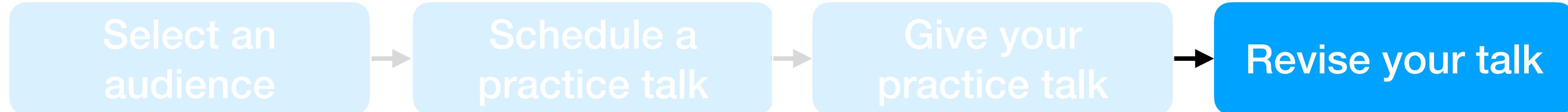
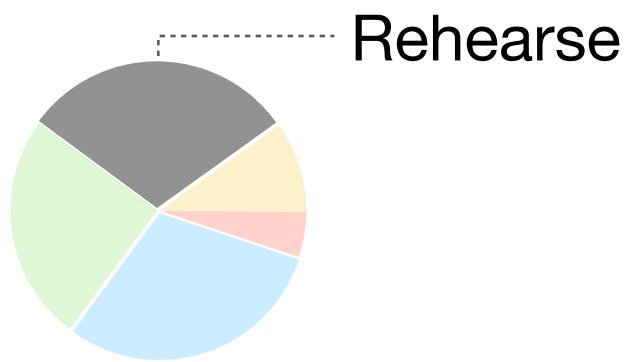
Give numbers to your slides

Consider videotaping the session

After the talk take technical questions, and then ask for feedback

Practice talks

... once your first decent draft of slides is done



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Address the feedback you received

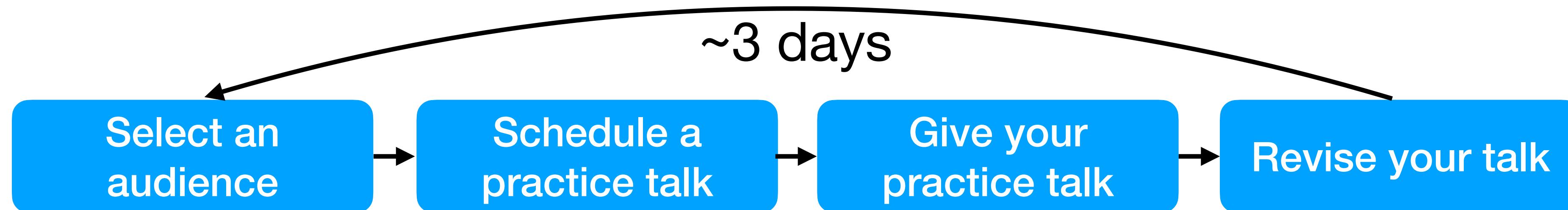
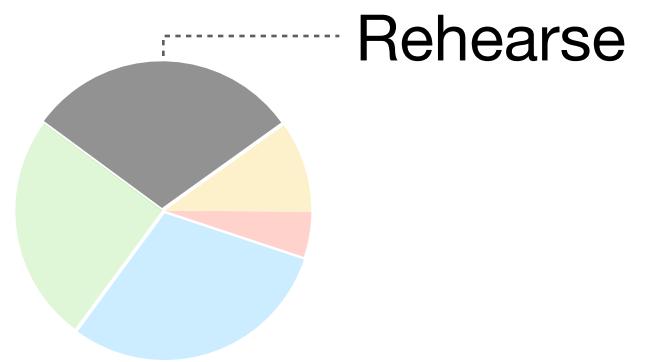
Make your slides more presentable

Don't focus too much on design

Rehearse on your own

Practice talks

... once your first decent draft of slides is done



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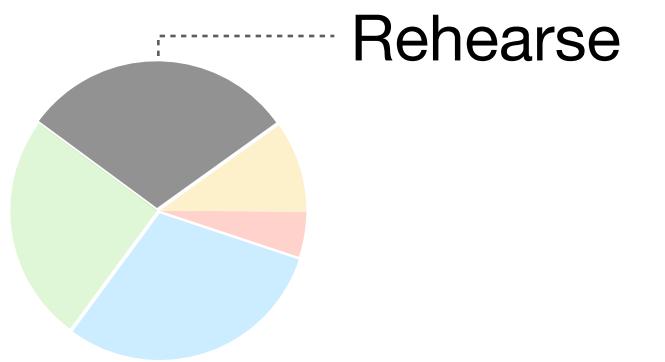
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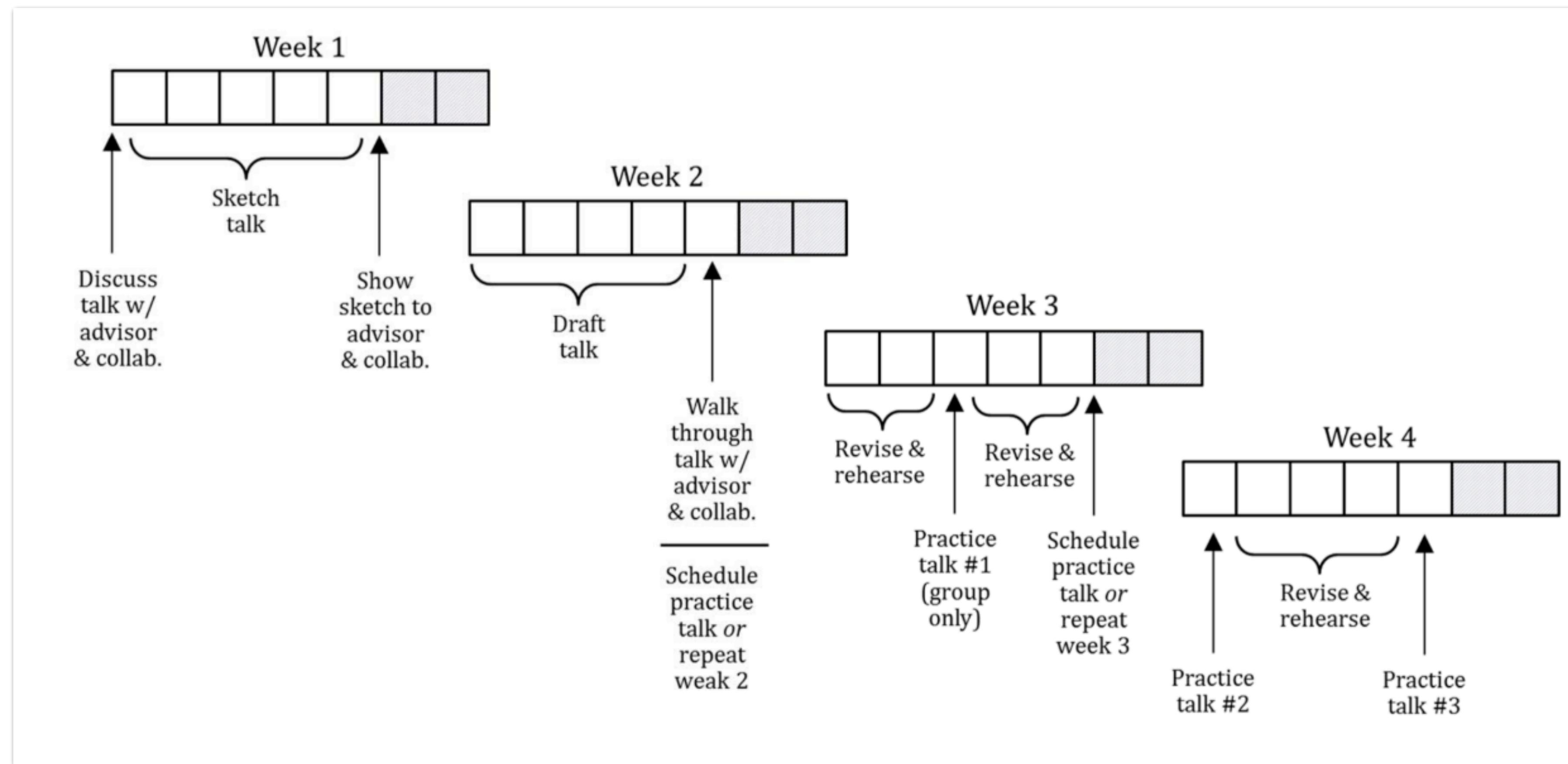
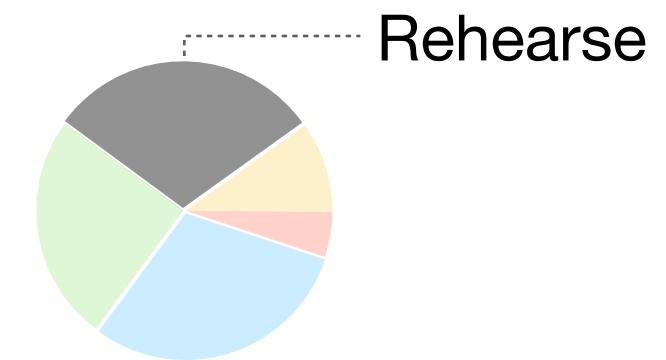
Practice talks

How many do you need to do for a conference talk?



Practice talks

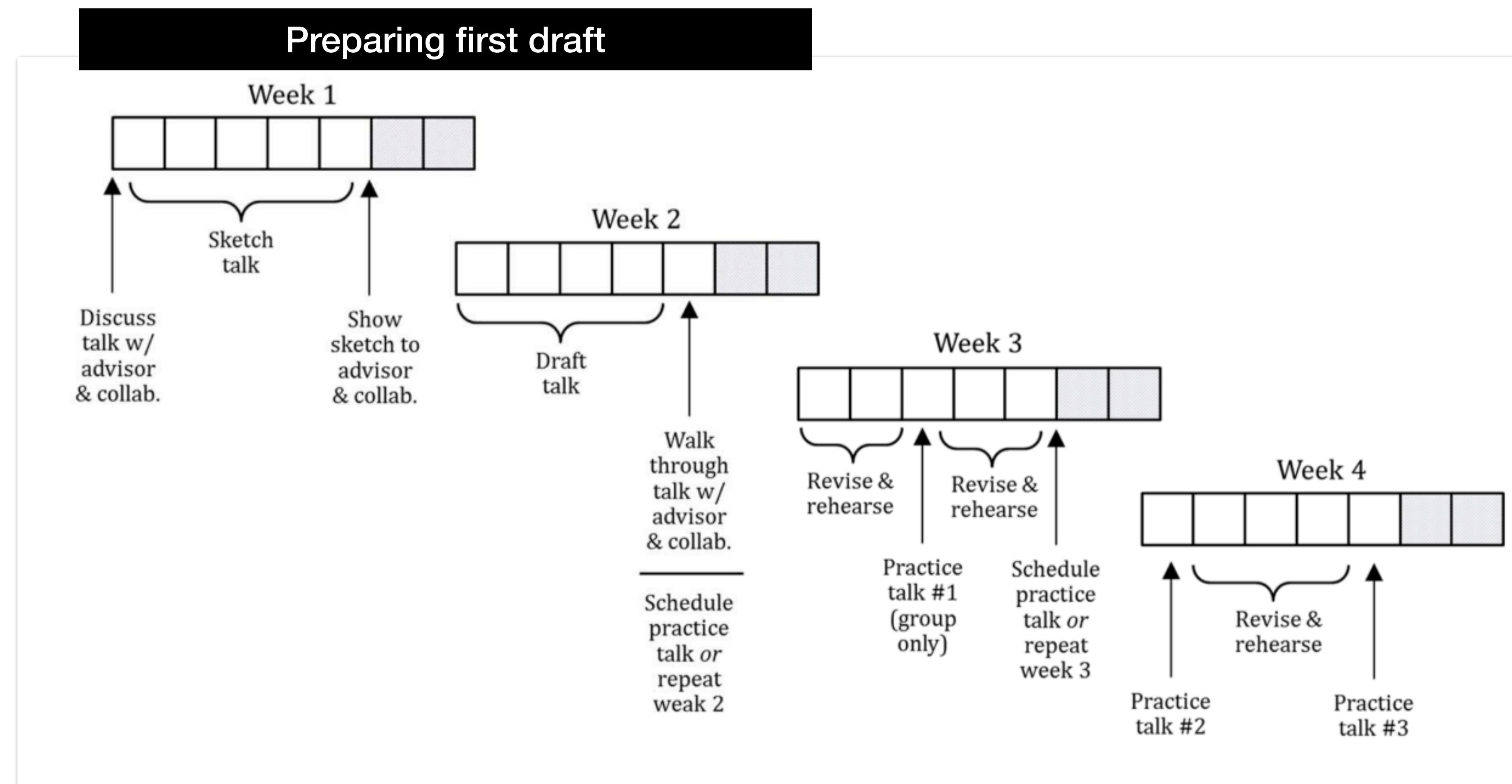
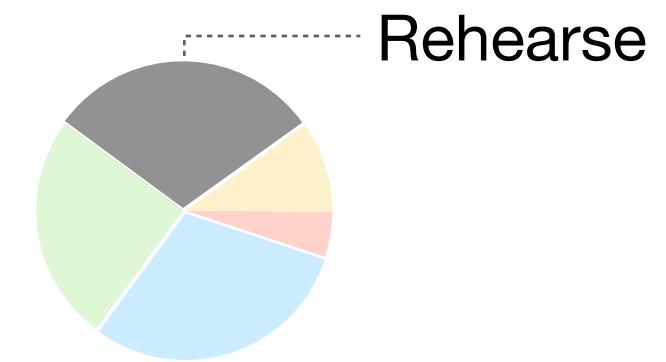
How many do you need to do for a conference talk?



Source: Preparing and Giving Conference Talks by Rose Hoberman (MPI-SWS)

Practice talks

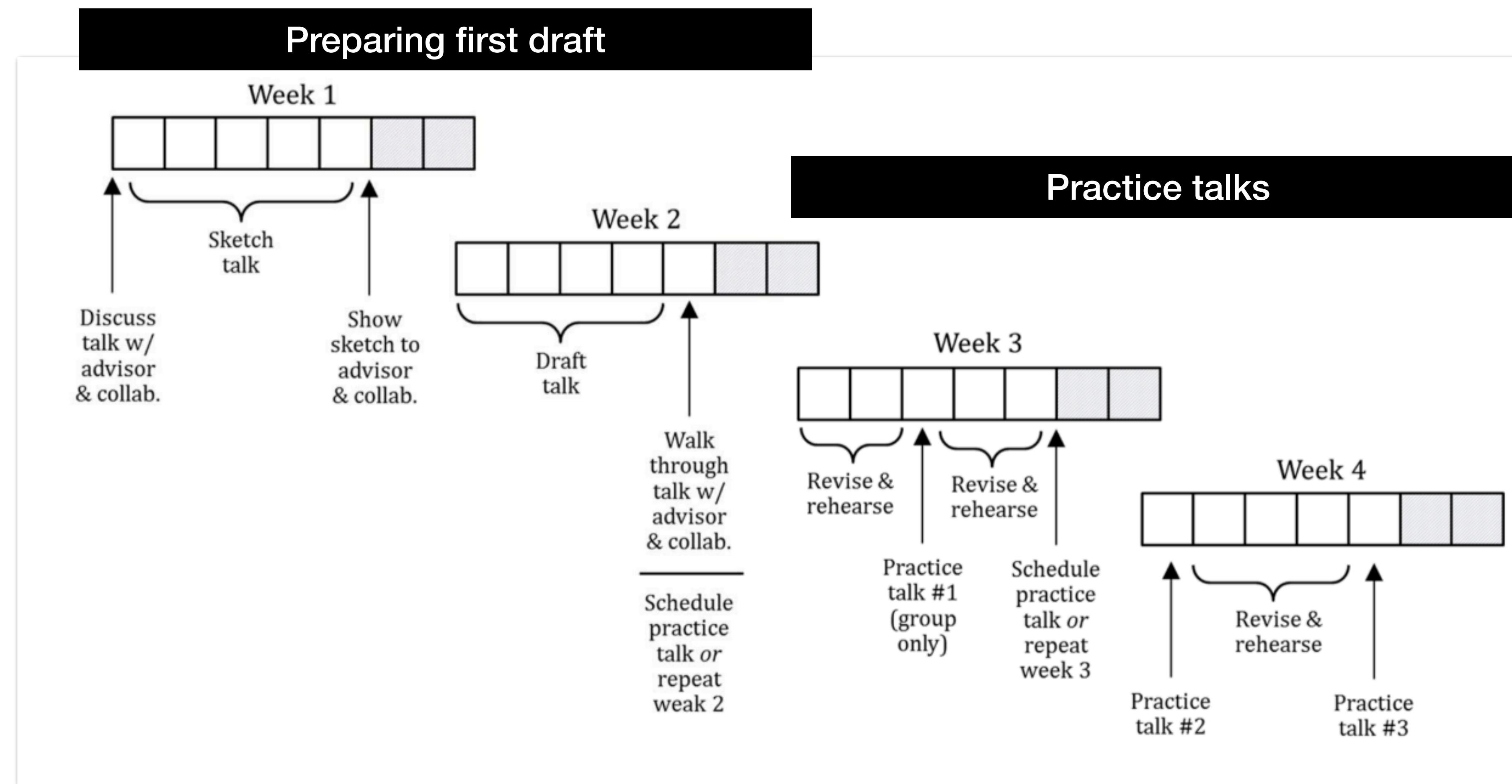
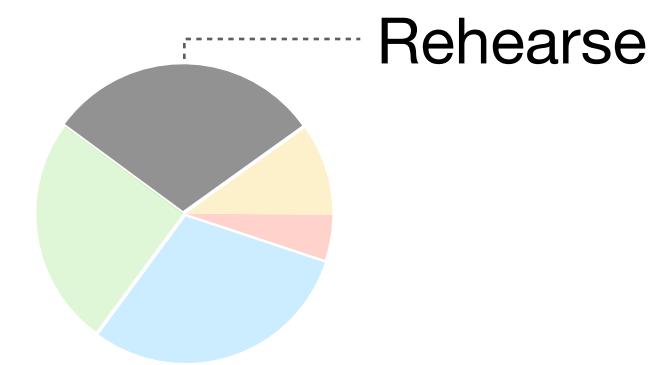
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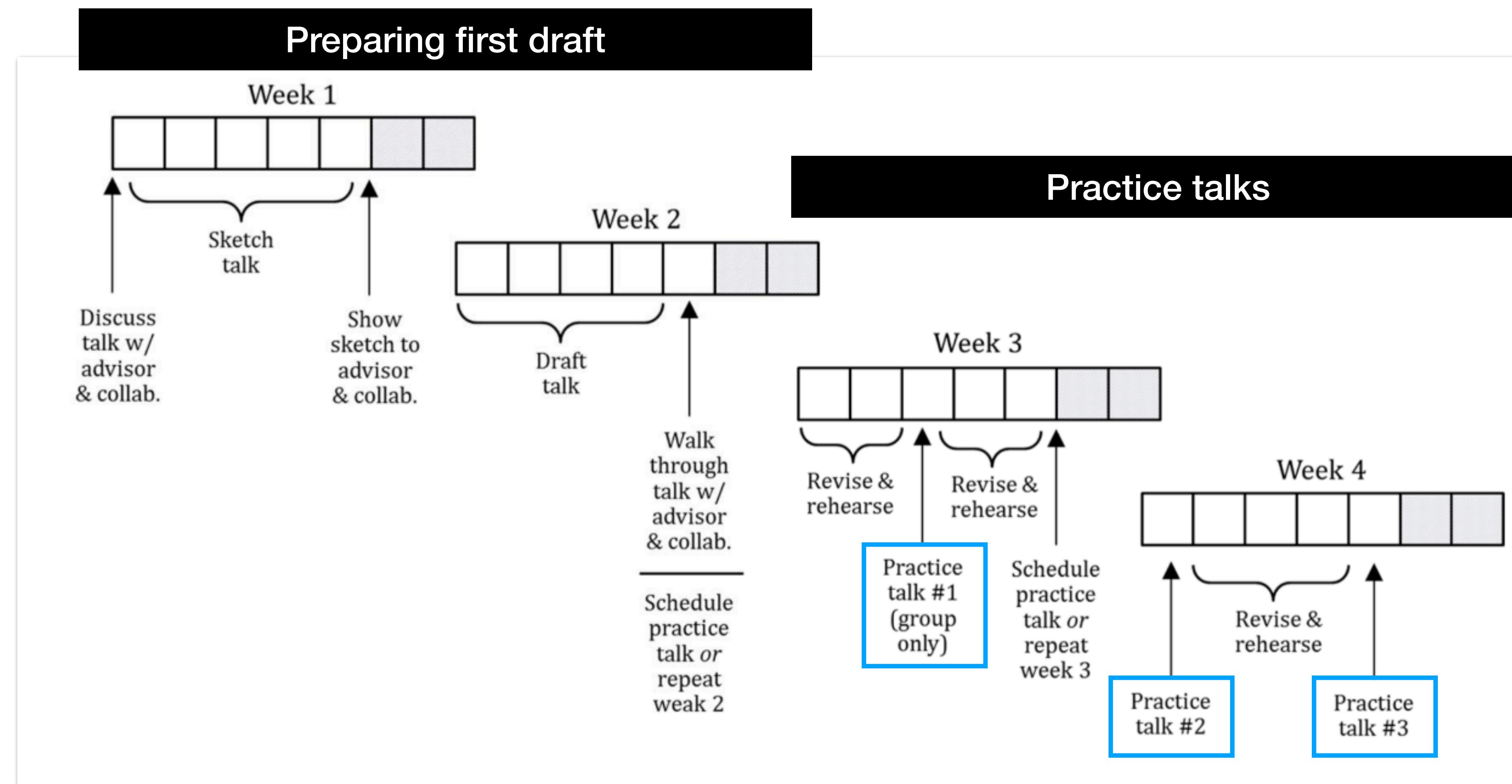
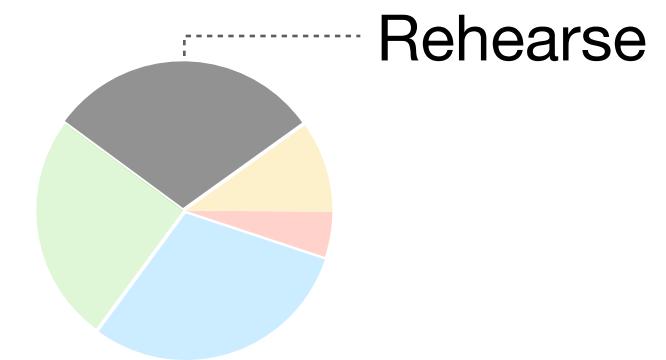
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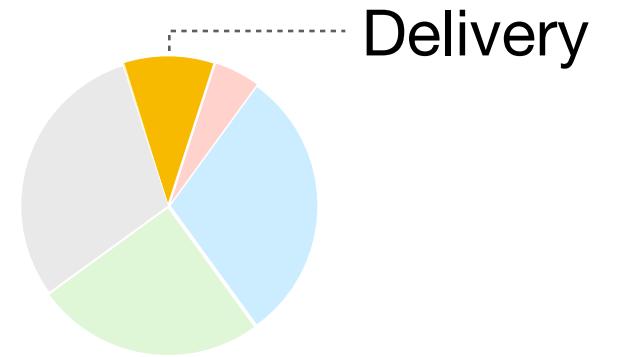
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Source: Preparing and Giving Conference Talks by Rose Hoberman (MPI-SWS)

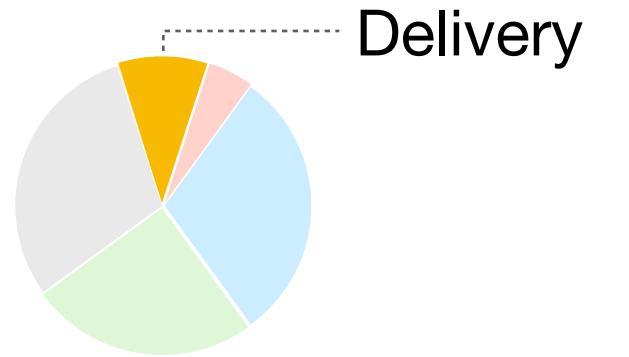
Delivery

... your talk is ready, now what? (At the conference)



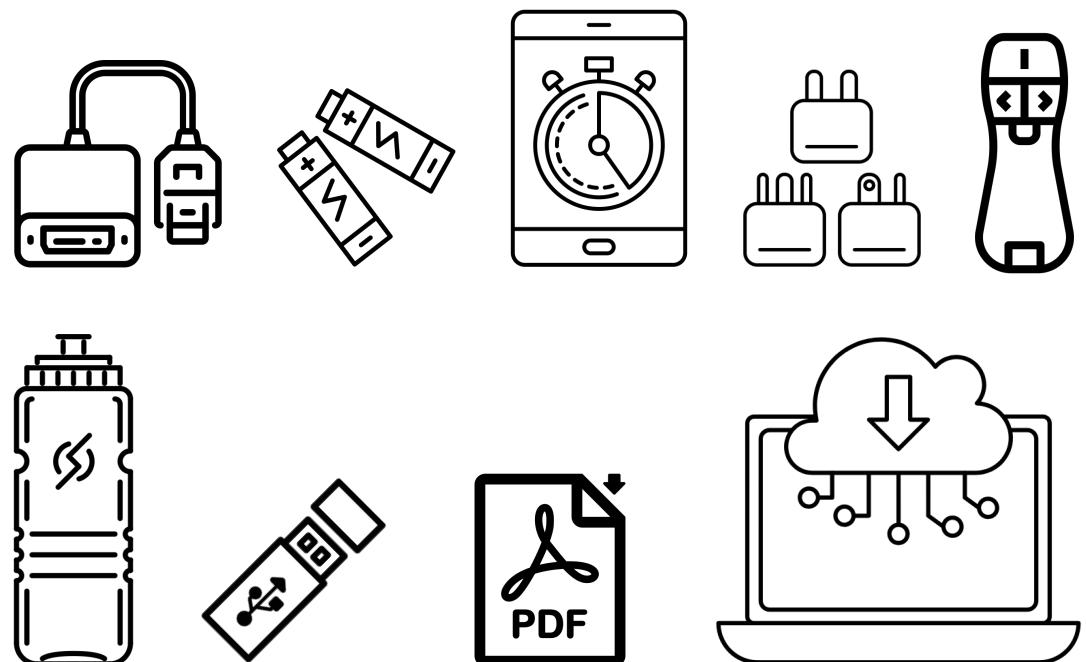
Delivery

... your talk is ready, now what? (At the conference)



Before
you leave home

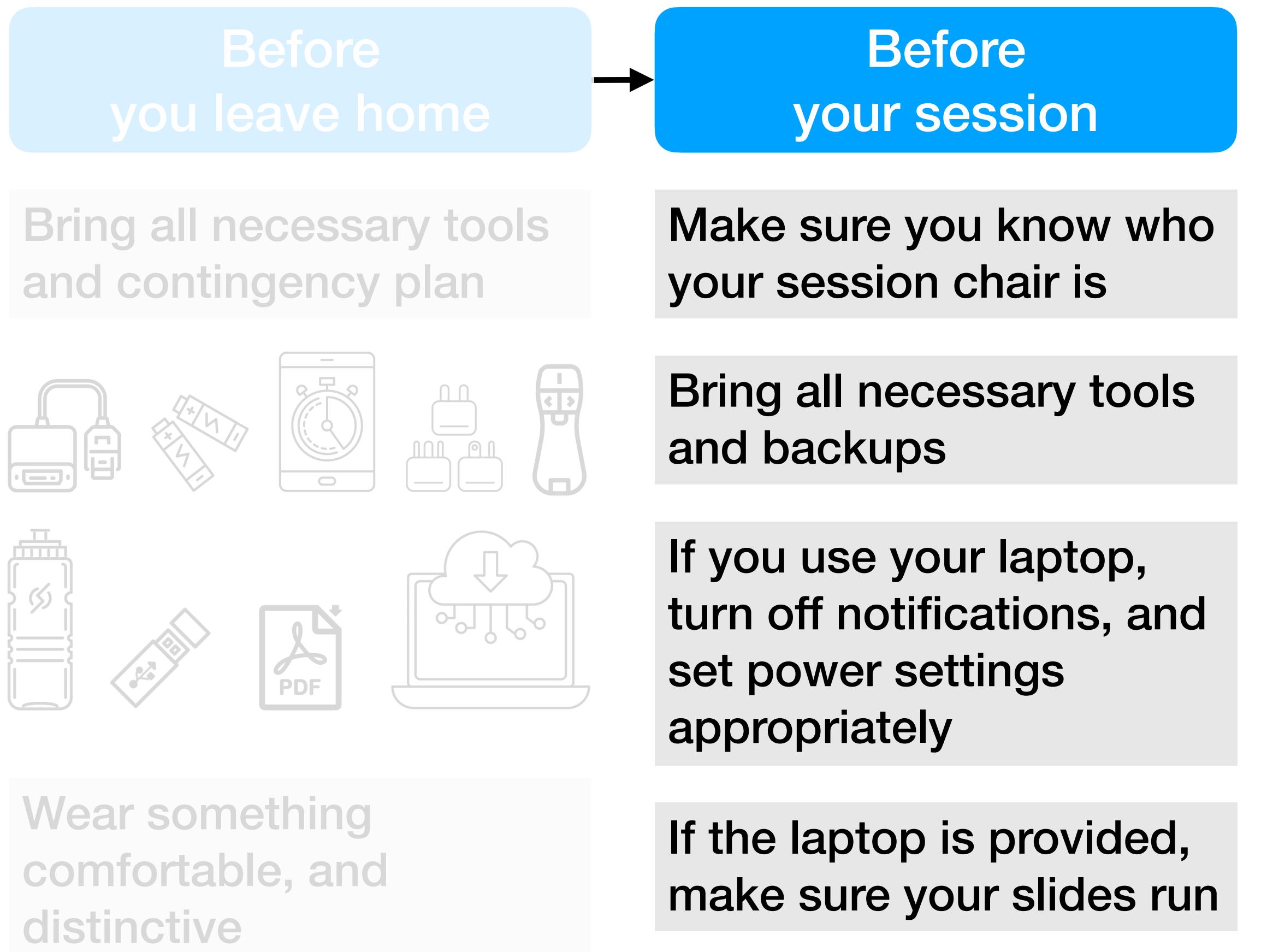
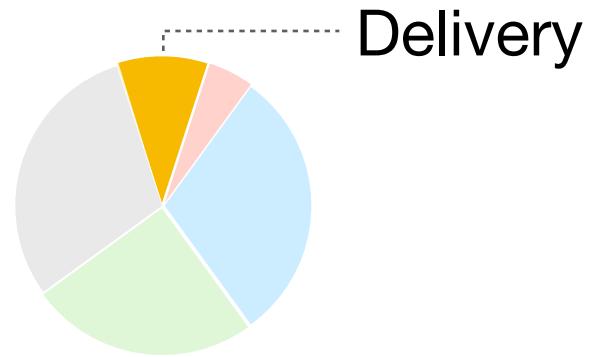
Bring all necessary tools
and contingency plan



Wear something
comfortable, and
distinctive

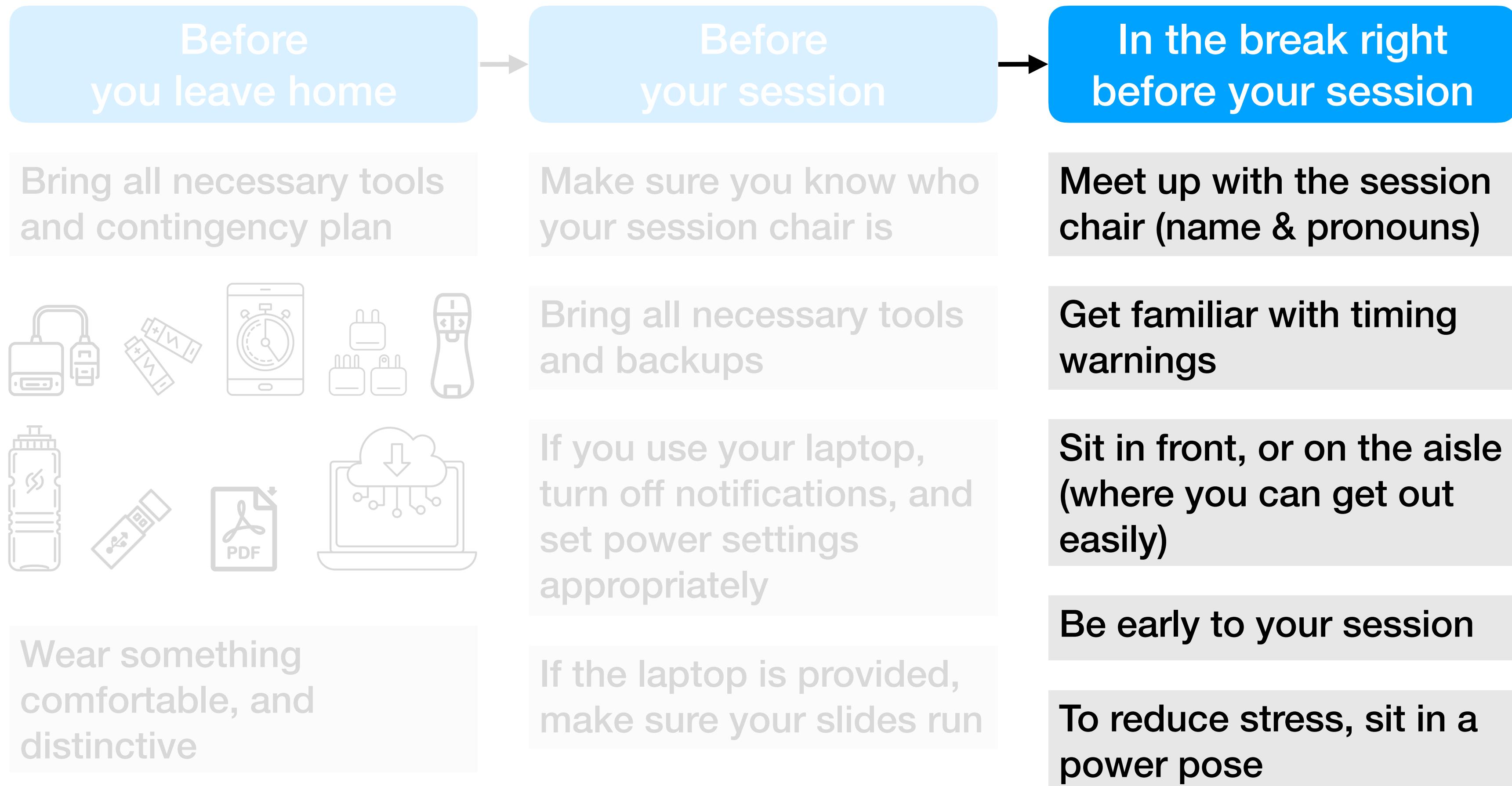
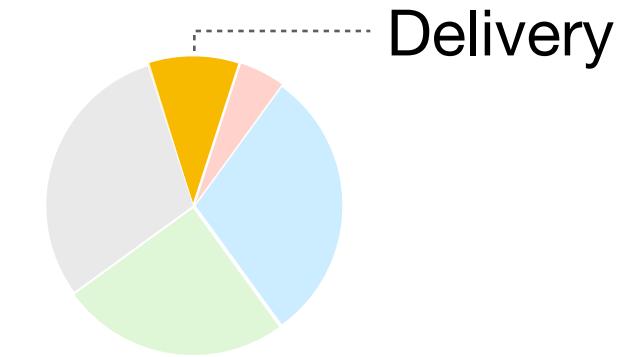
Delivery

... your talk is ready, now what? (At the conference)



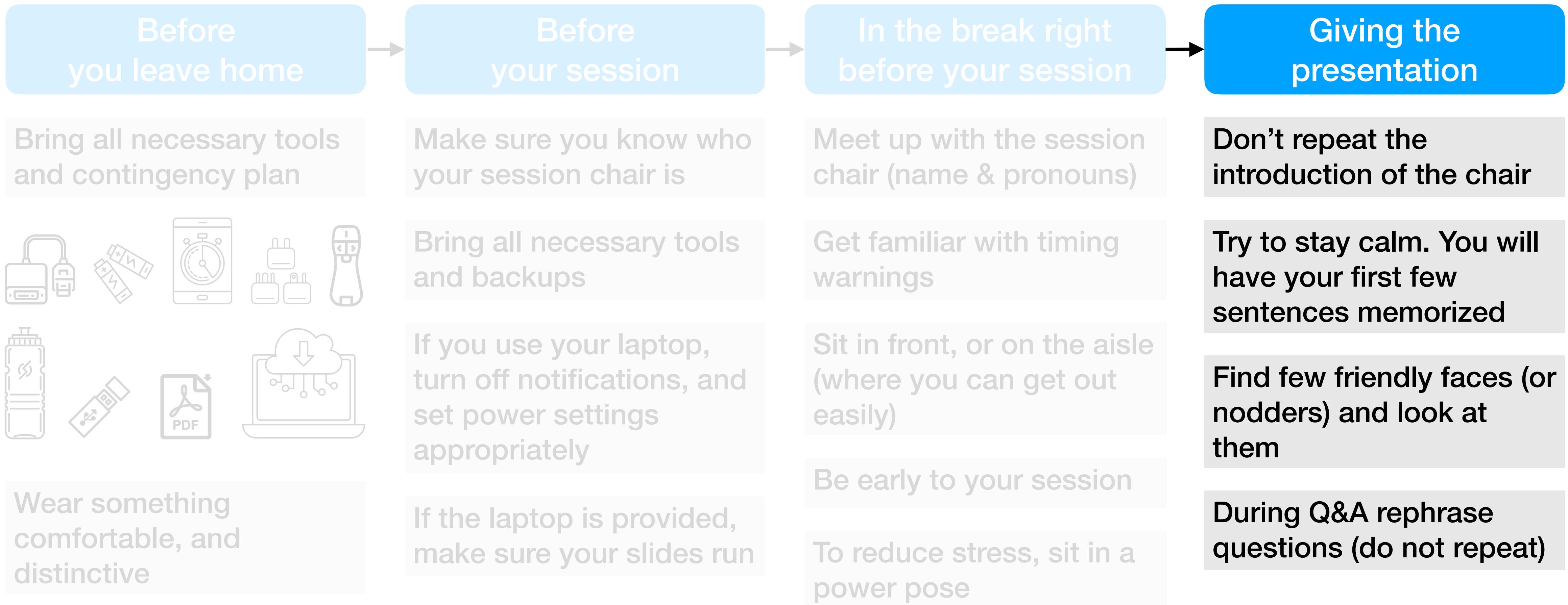
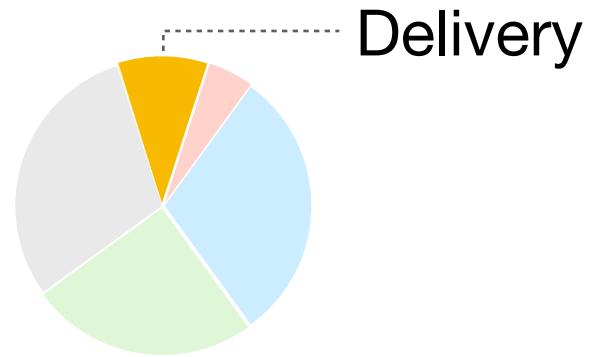
Delivery

... your talk is ready, now what? (At the conference)



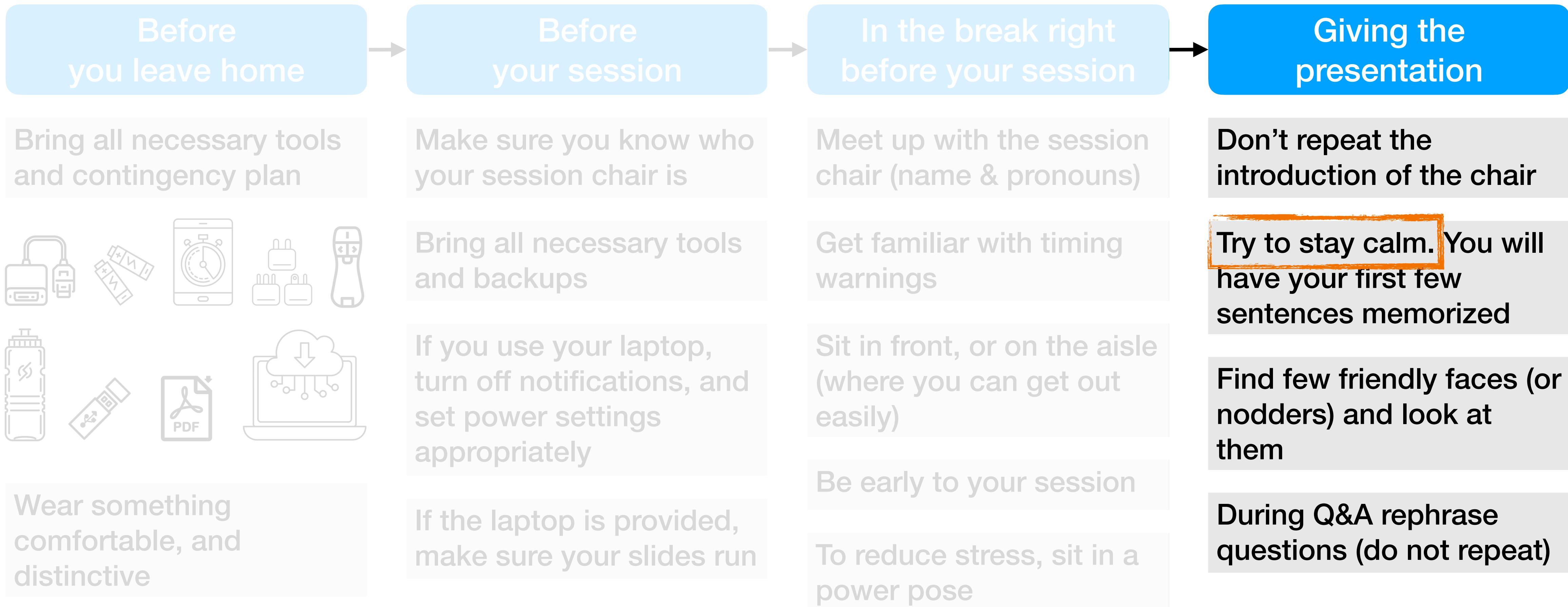
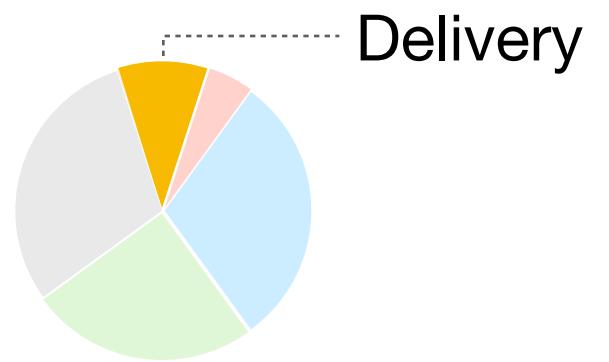
Delivery

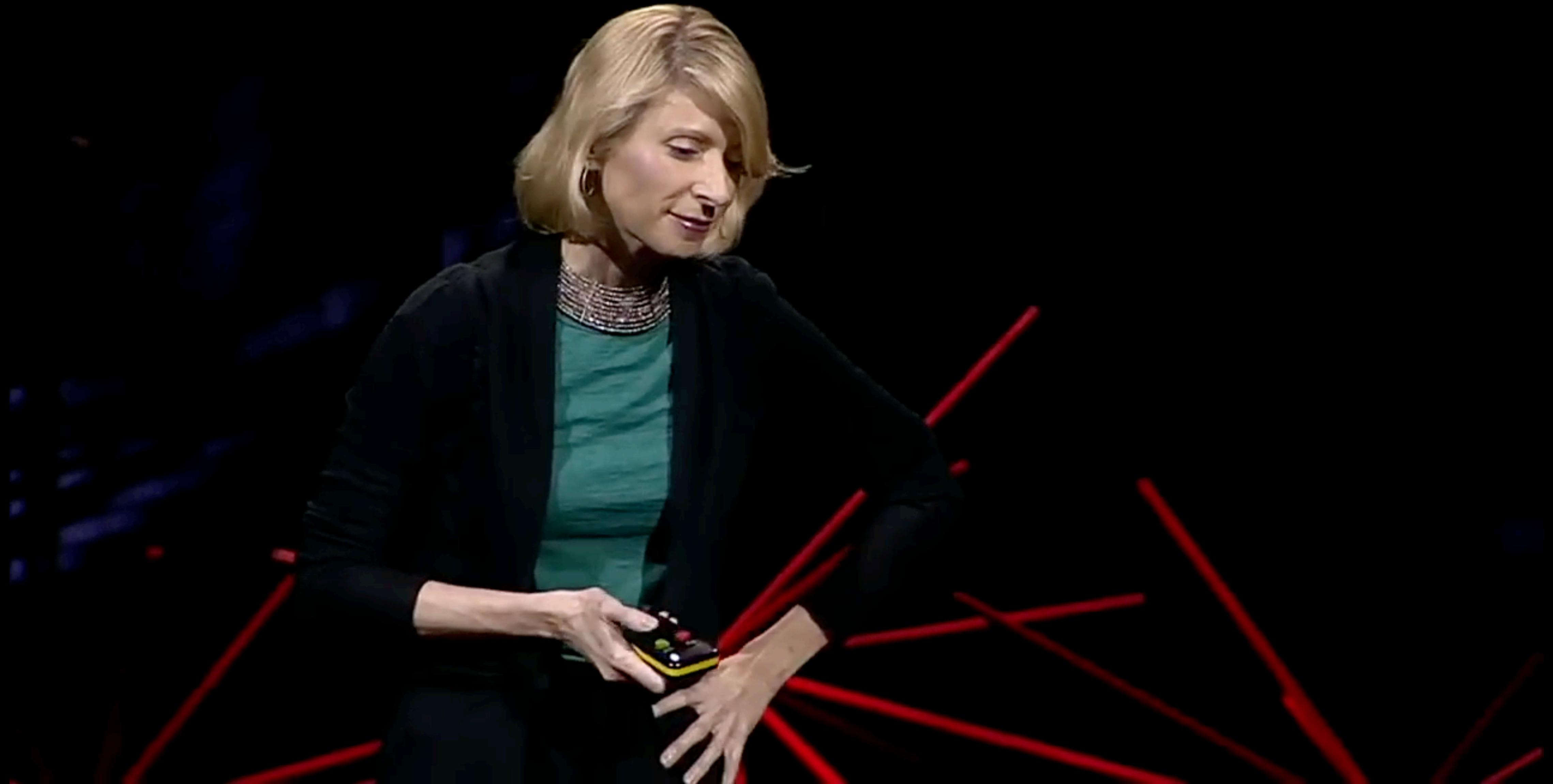
... your talk is ready, now what? (At the conference)



Delivery

... your talk is ready, now what? (At the conference)

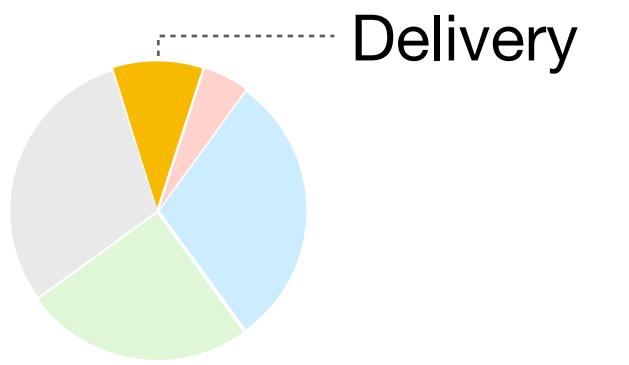




Your body language shapes who you are - Amy Cuddy | TED-Ed
<https://ed.ted.com/lessons/your-body-language-shapes-who-you-are-amy-cuddy>

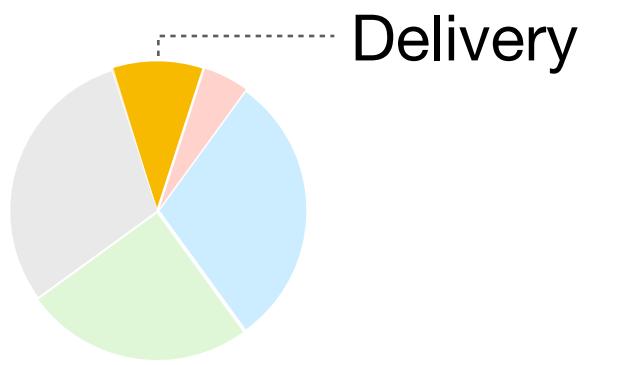
A note about anxiety

... anxiety is normal



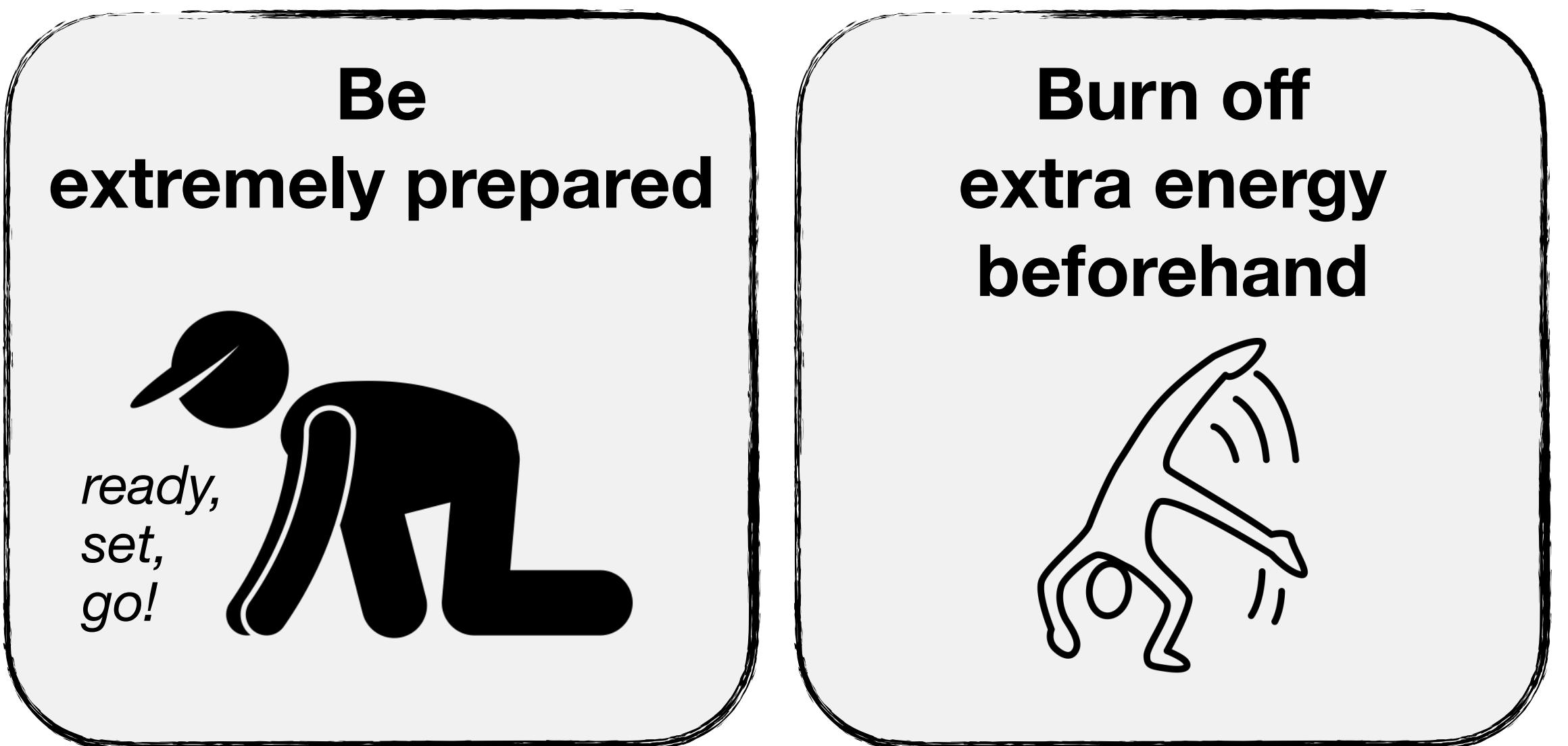
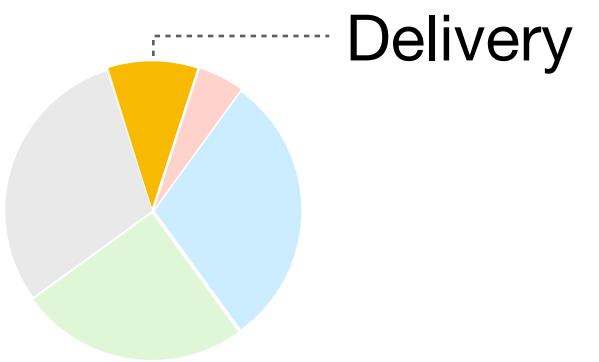
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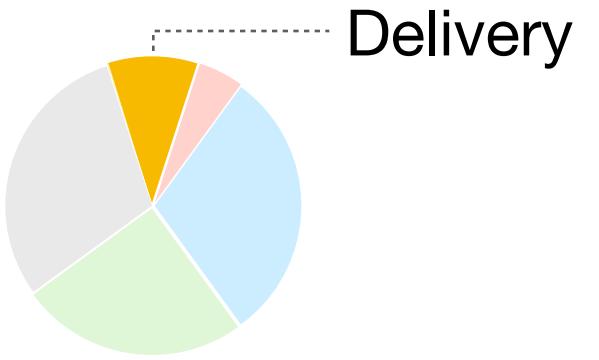
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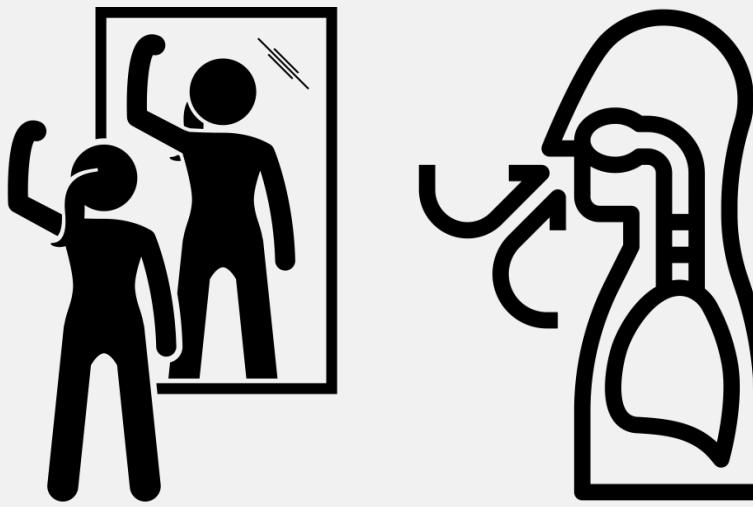
**Be
extremely prepared**



**Burn off
extra energy
beforehand**

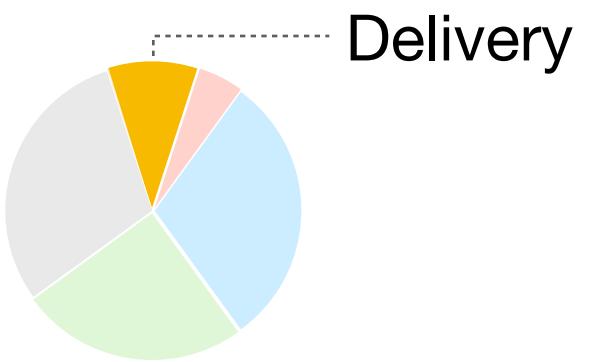


**Use body
language to relax**



A note about anxiety

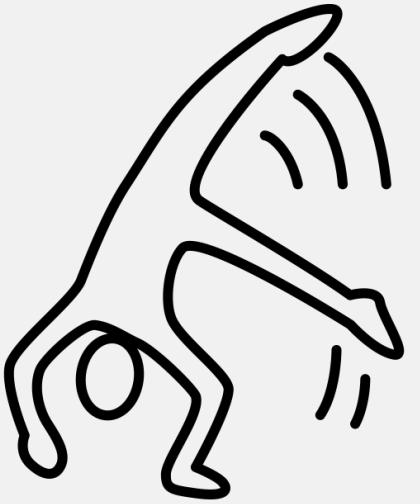
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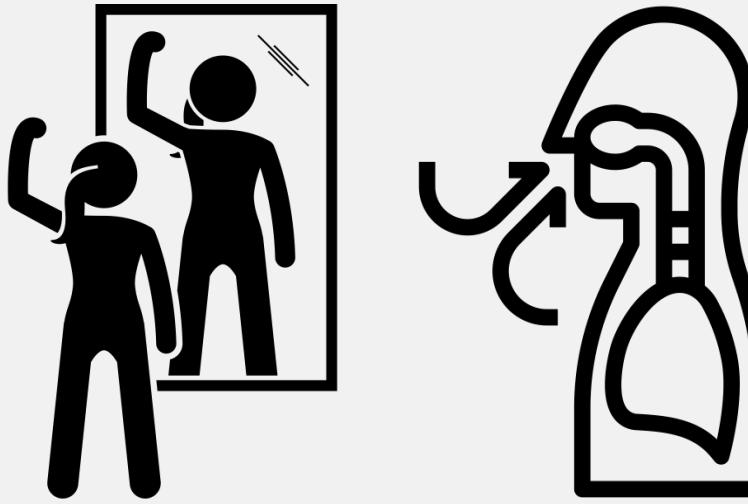
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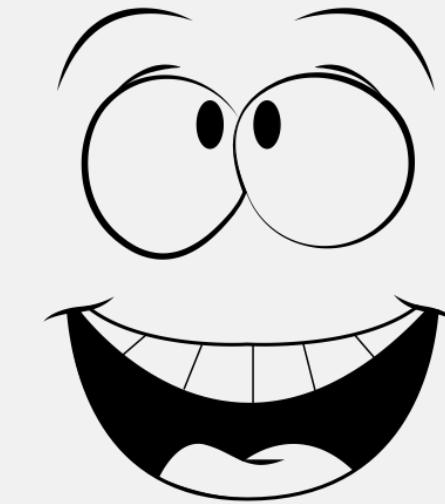
**Burn off
extra energy
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**Use body
language to relax**

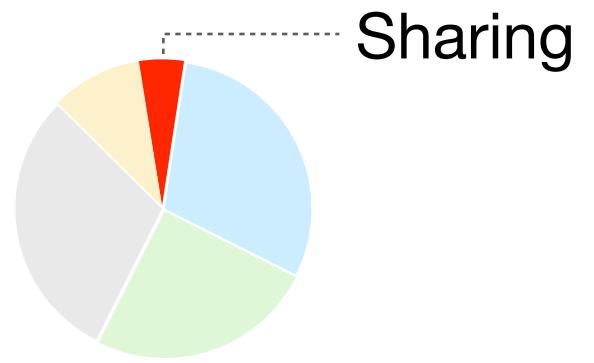


**Build
rapport with the
audience**



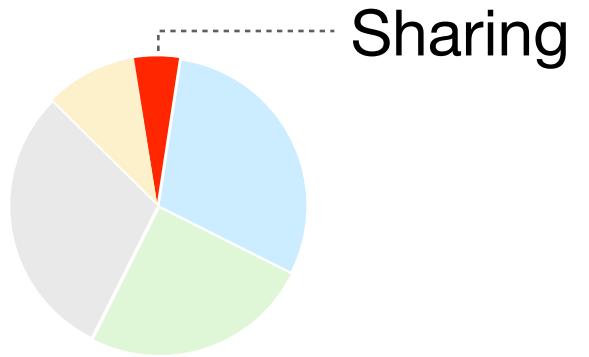
Sharing

... before and after giving your talk

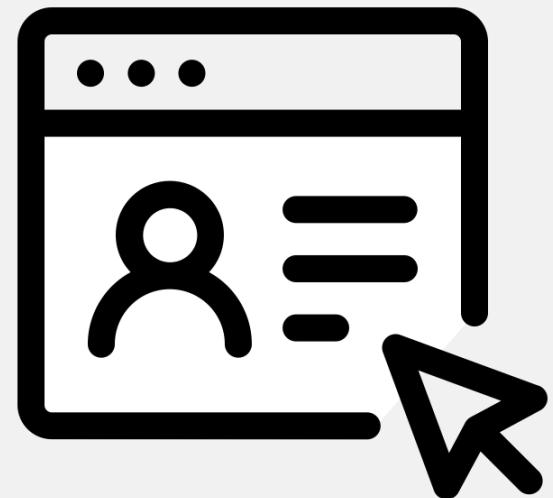


Sharing

... before and after giving your talk

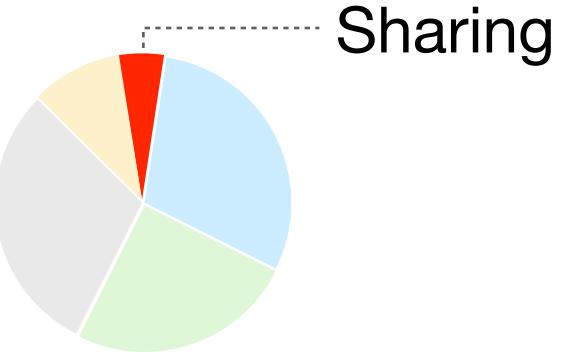


**Create /
Update your
personal website**

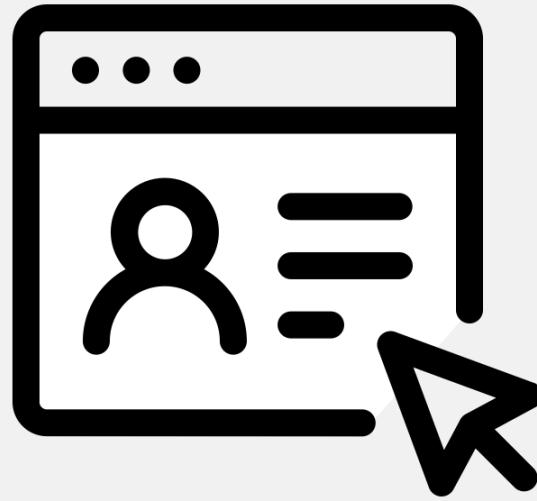


Sharing

... before and after giving your talk



**Create /
Update your
personal website**

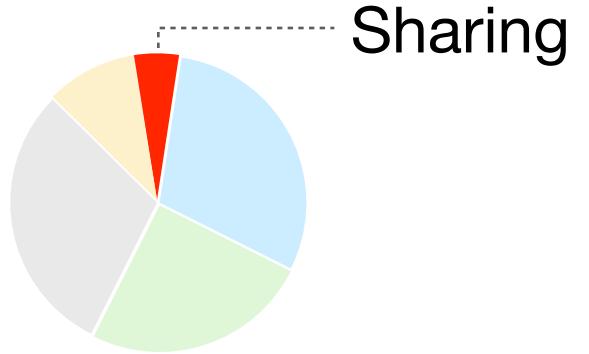


**Announce
your #talk in social
media**



Sharing

... before and after giving your talk



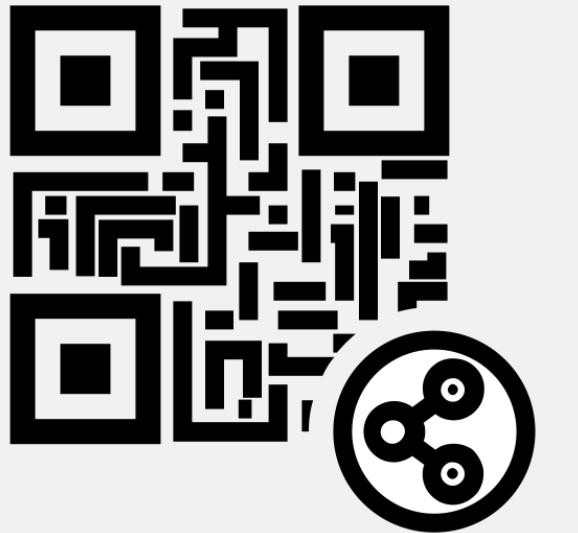
Create /
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personal website



Announce
your #talk in social
media

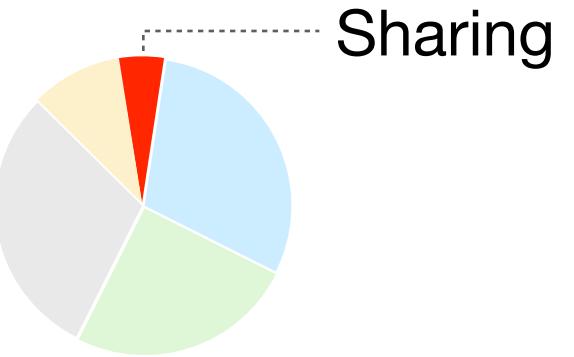


Share
preprint & slides



Sharing

... before and after giving your talk



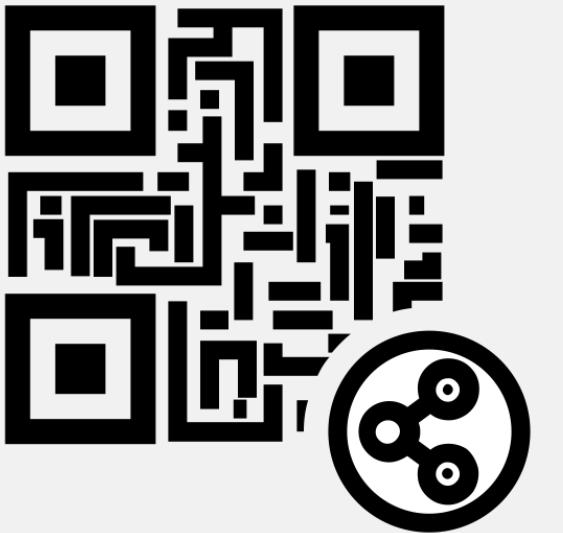
Create /
Update your
personal website



Announce
your #talk in social
media



Share
preprint & slides



Make sure
you're accessible
and easy to spot



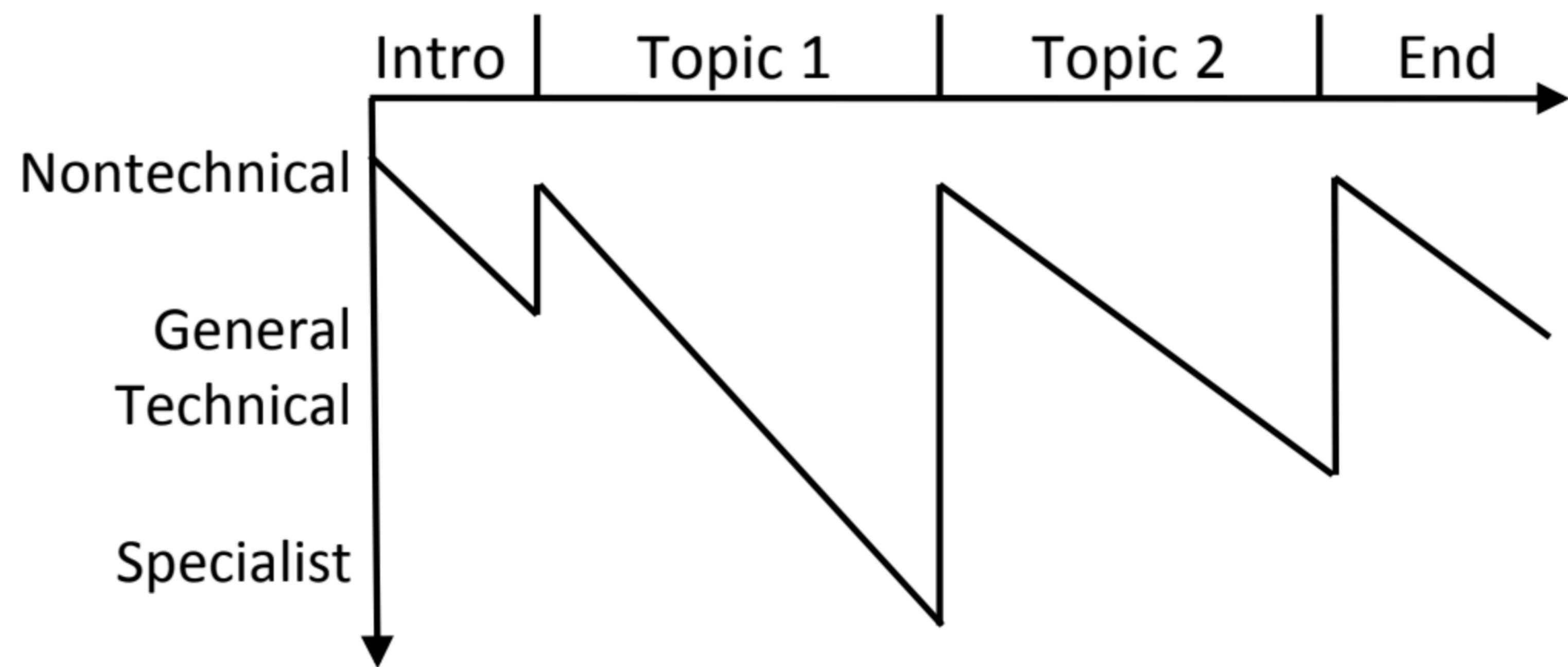
Do's and Don'ts

Part II



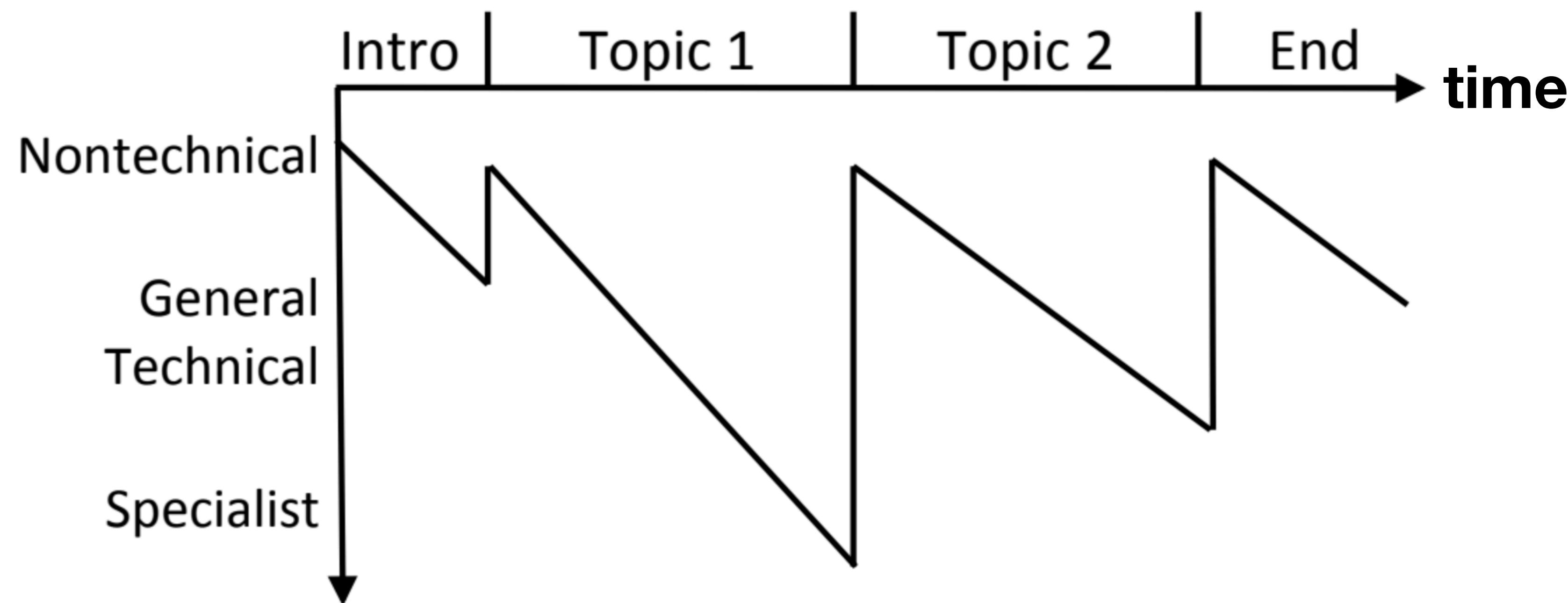
Consider depth when planning your talk

Do #1



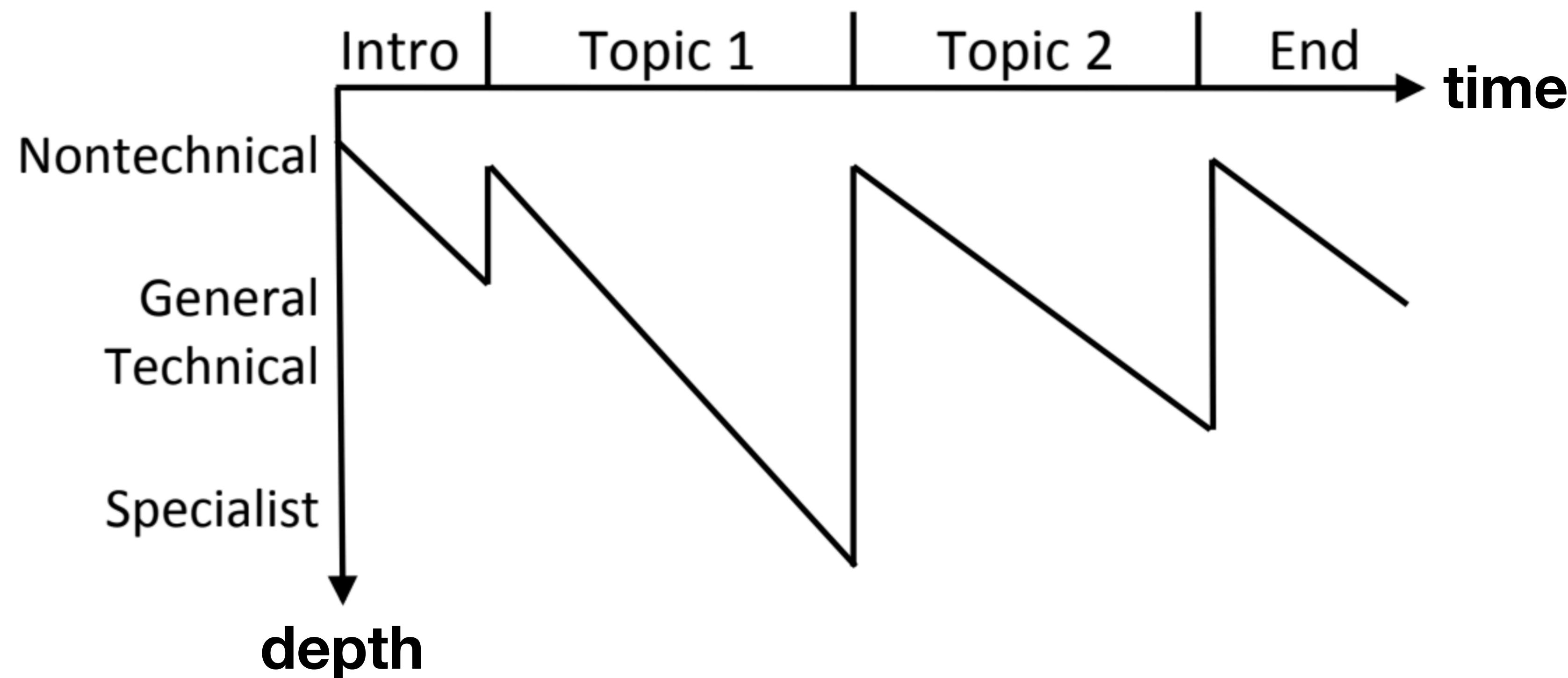
Consider depth when planning your talk

Do #1



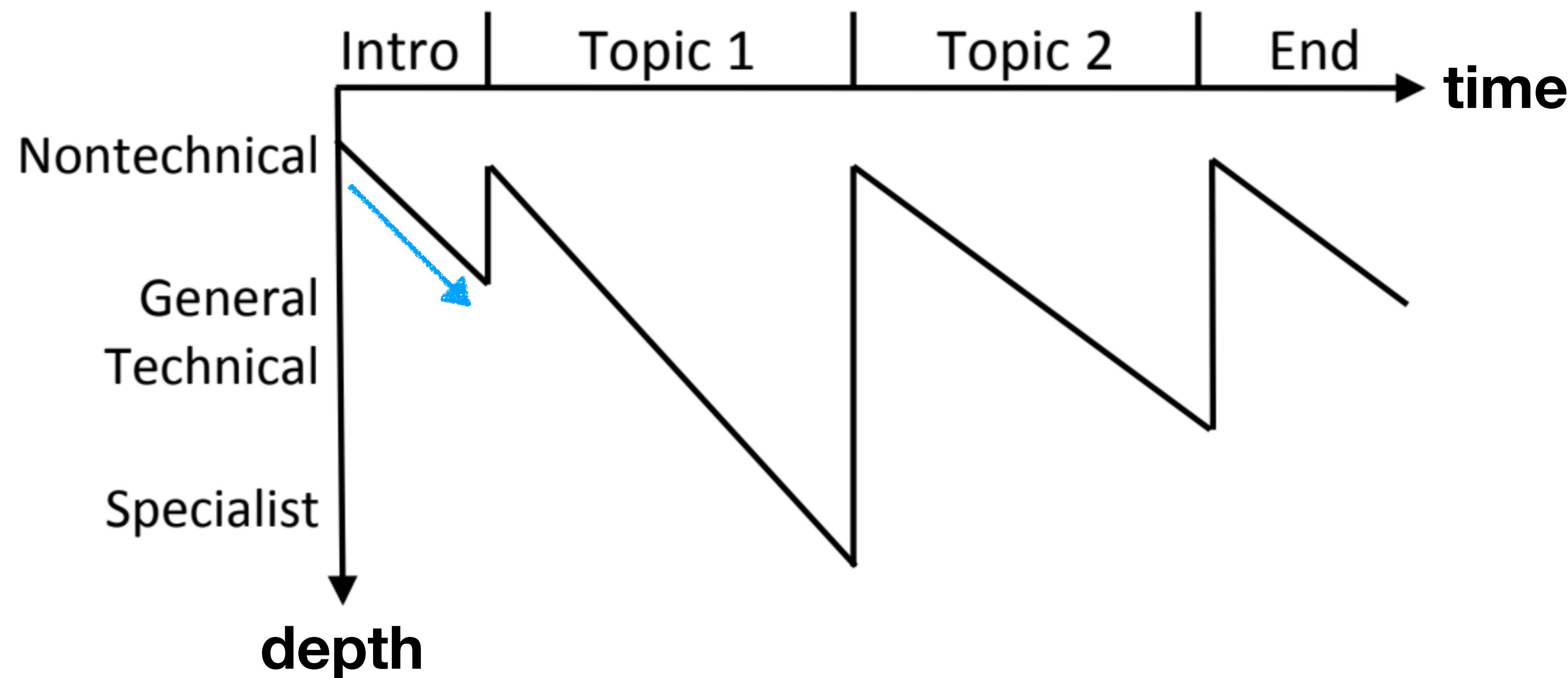
Consider depth when planning your talk

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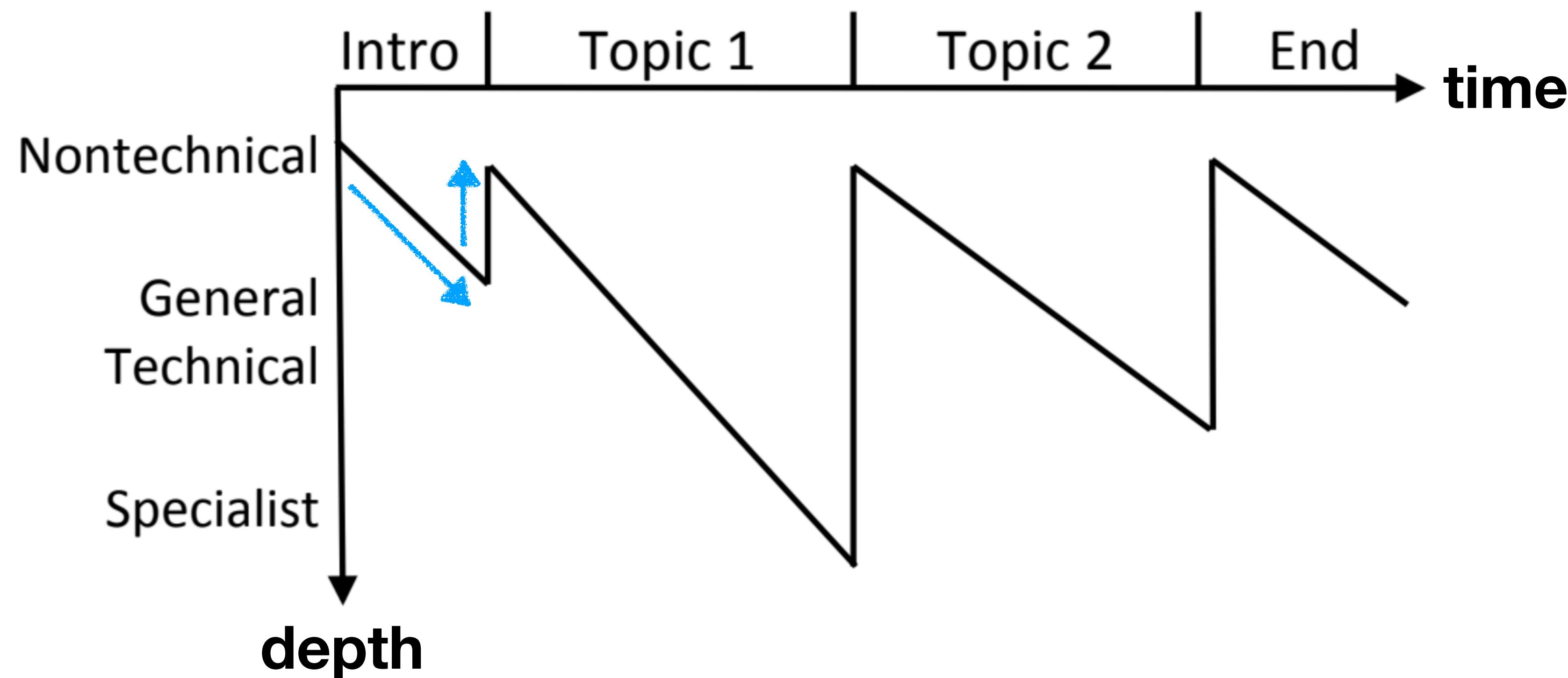
Consider depth when planning your talk

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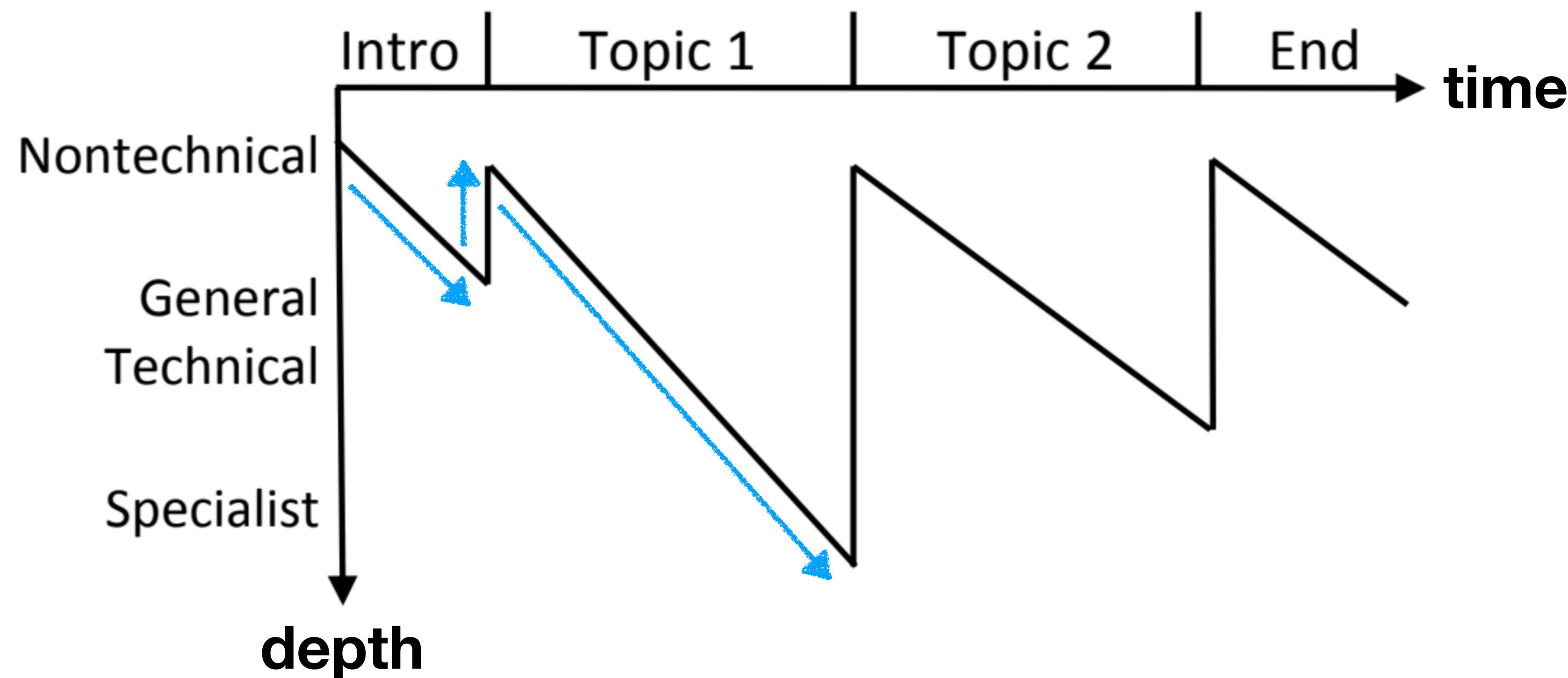
Consider depth when planning your talk

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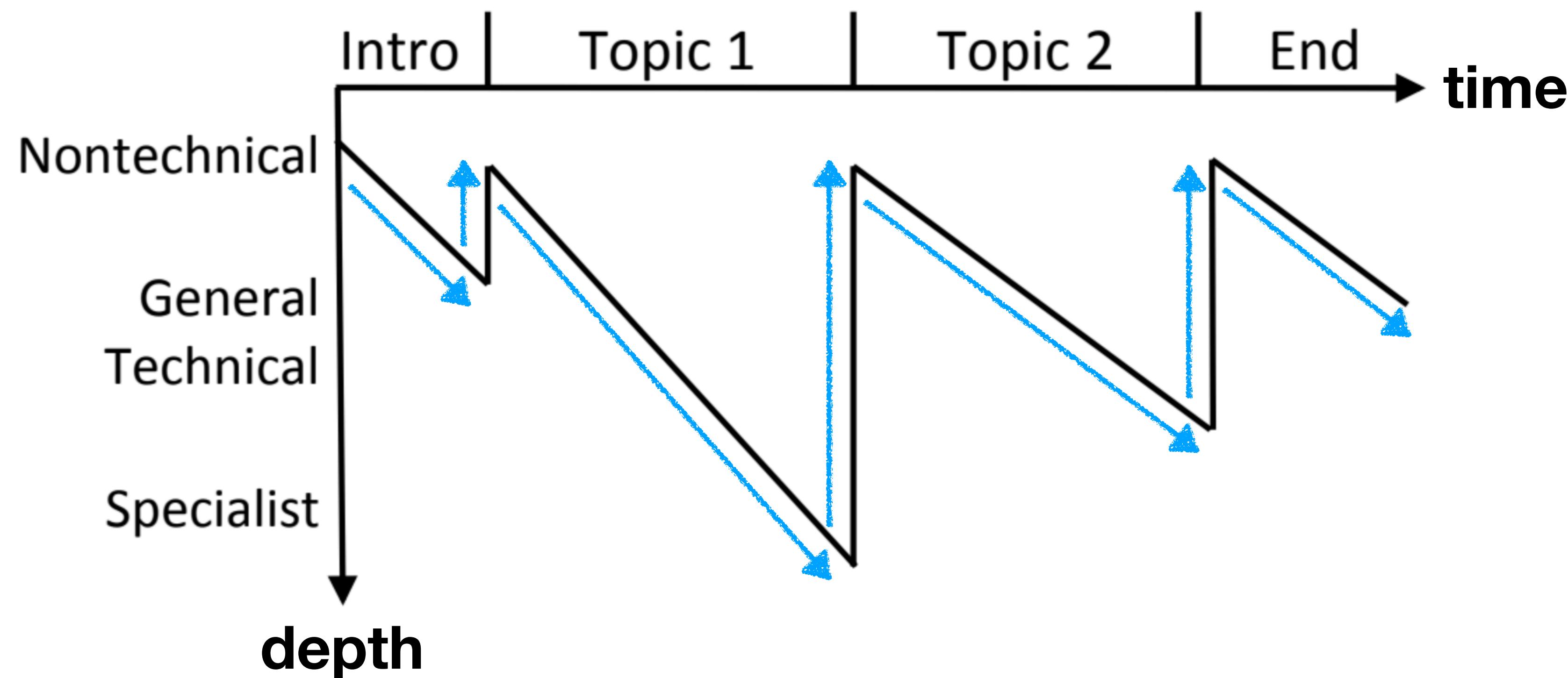
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Do #1



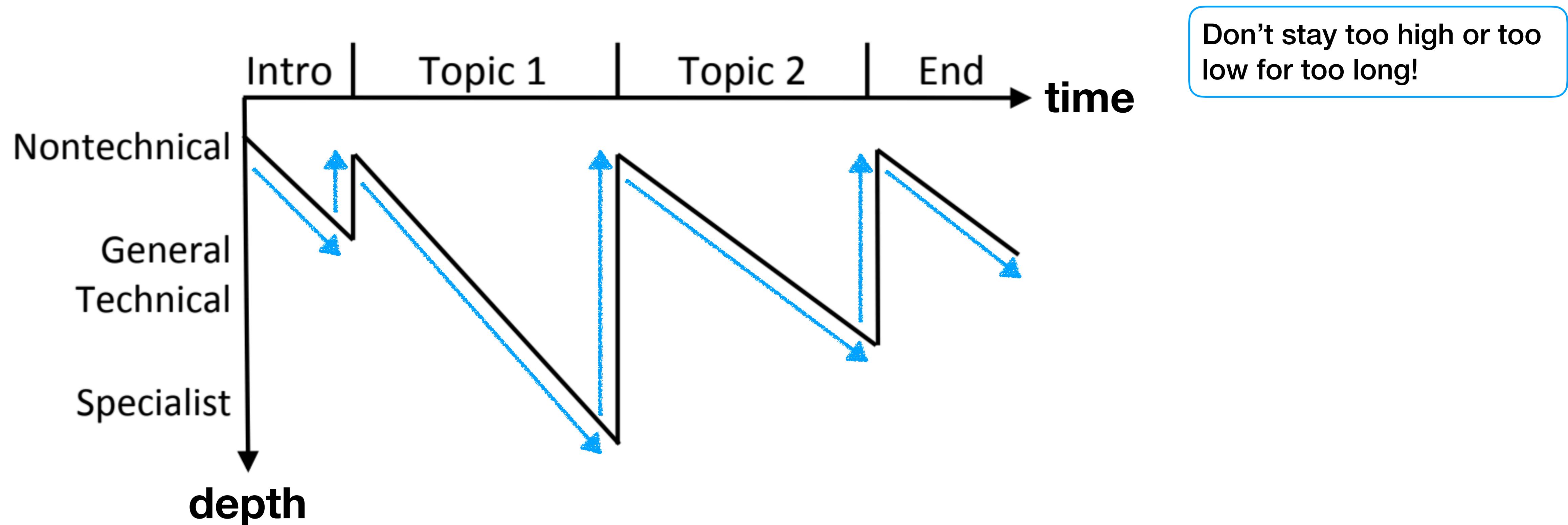
Consider depth when planning your talk

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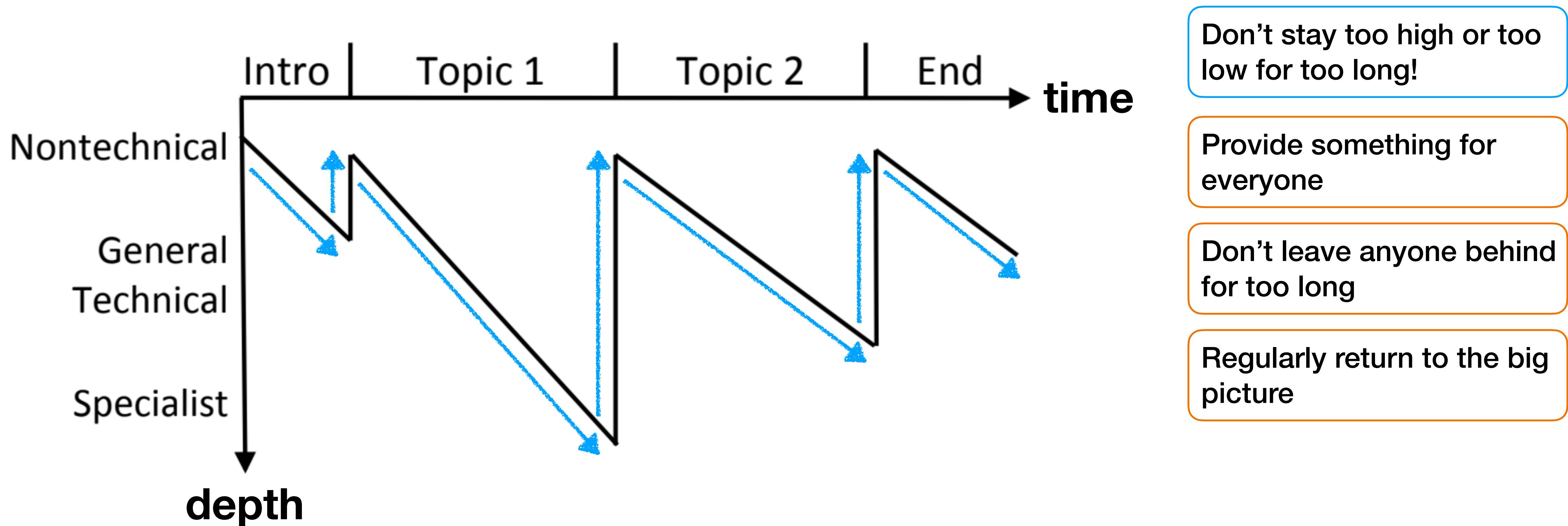
Consider depth when planning your talk

Do #1



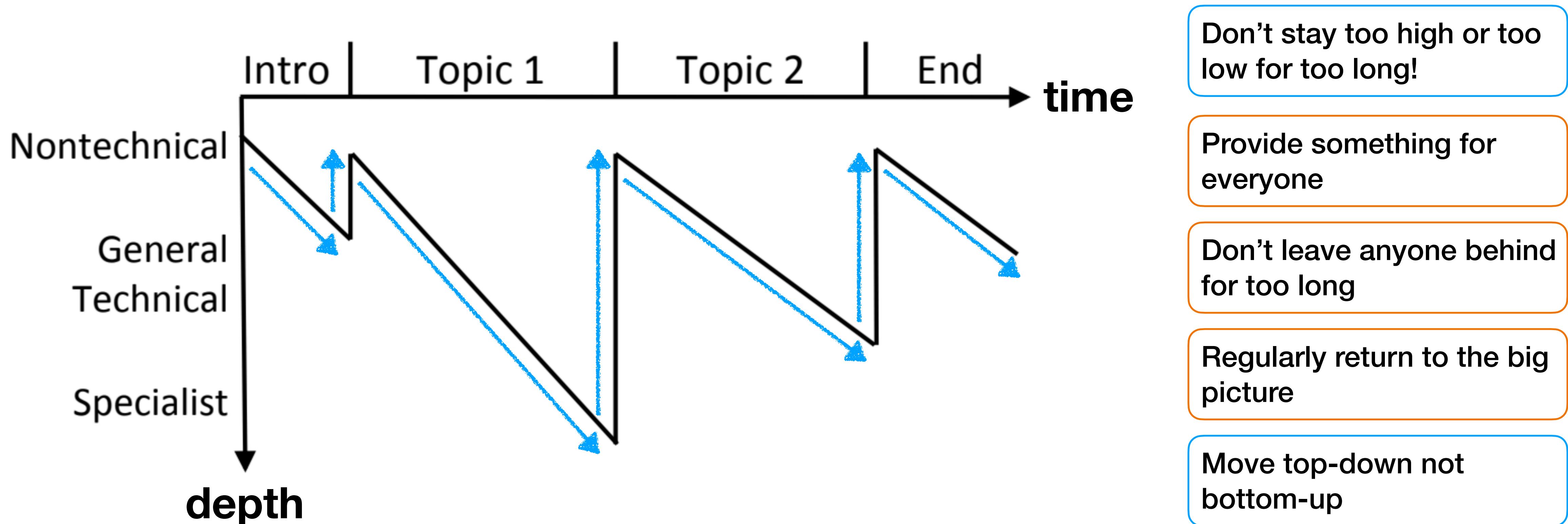
Consider depth when planning your talk

Do #1



Consider depth when planning your talk

Do #1



Think top-down not bottom-up

Do #2

Example

- Take two wheels and attach them to a metal rod to form an axle
- Then take two of these axles and attach them both to a steel base, to form a frame
- Add an engine and attach it to the axles
- ...
- This is a car: a wheeled, self-powered motor vehicle that can transport passengers



Think top-down not bottom-up

Do #2

Example

- Take two wheels and attach them to a metal rod to form an axle
- Then take two of these axles and attach them both to a steel base, to form a frame
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specialist

nontechnical

Think top-down not bottom-up

Do #2

Example

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- Then take two of these axles and attach them both to a steel base, to form a frame
- Add an engine and attach it to the axles
- ...
- This is a car: a wheeled, self-powered motor vehicle that can transport passengers

specialist

bottom-up

nontechnical

Explain *why* before *what*

Do #3

Explain *why* before *what*

Do #3

Wrong

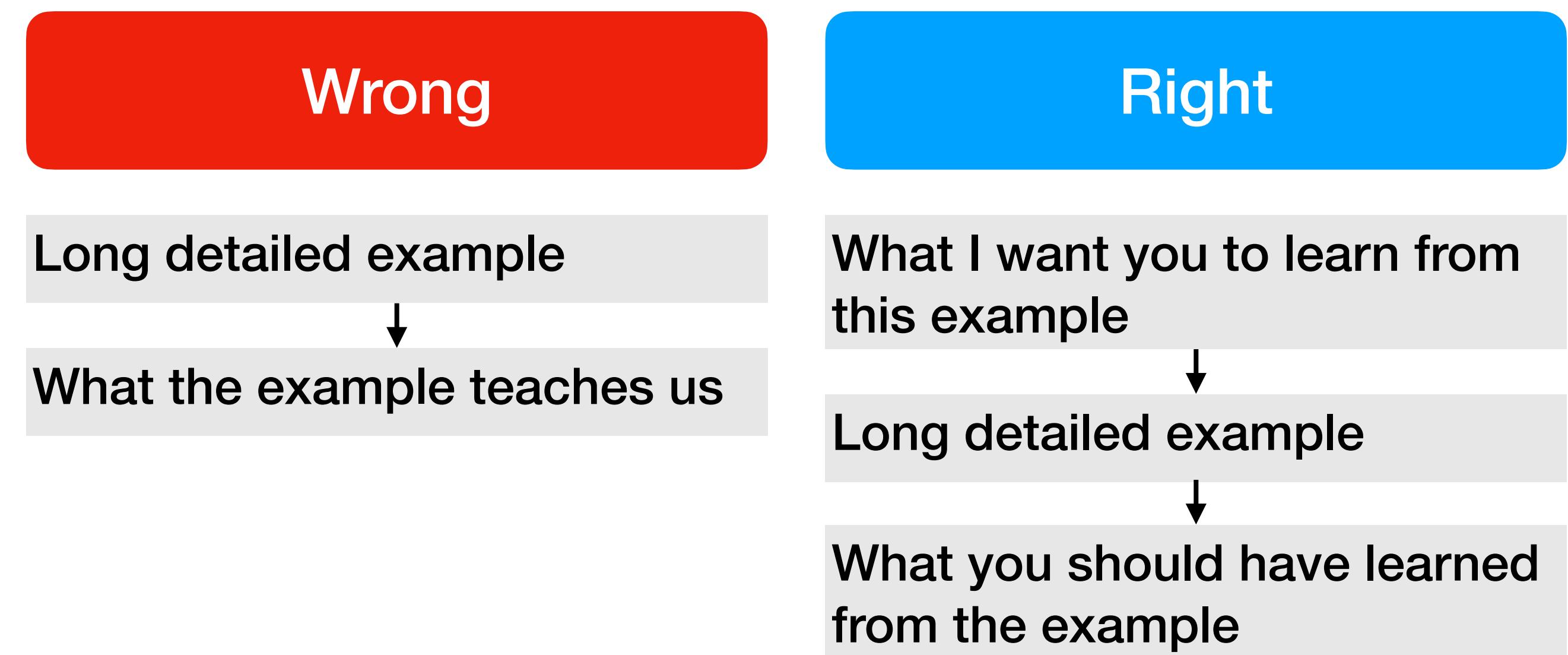
Long detailed example



What the example teaches us

Explain *why* before *what*

Do #3



Explain so *what* before *what*

Do #4

Explain so *what* before *what*

Do #4

What = Information

So what = A message

Explain so *what* before *what*

Do #4

Example 1: wrong

What = Information

So what = A message

“The XYZ protocol is an application of zero-knowledge proofs. XYZ works by ...”

Explain so *what* before *what*

Do #4

What = Information

So what = A message

Example 1: wrong

“The XYZ protocol is an application of zero-knowledge proofs. XYZ works by ...”

Example 2: right

“Zero-knowledge proofs are already being used successfully in real-world applications. For example, the XYZ protocol uses a zero-knowledge proofs to ...”

Explain so *what* before *what*

Do #4

What = Information

So what = A message

Example 1: wrong

“The XYZ protocol is an application of zero-knowledge proofs. XYZ works by ...”

Example 2: right

“Zero-knowledge proofs are already being used successfully in real-world applications. For example, the XYZ protocol uses a zero-knowledge proofs to ...”

Convey a **message** in every slide!

Make smooth transitions between slides

Do #5

Make smooth transitions between slides

Do #5

Audience has limited memory

They can't look back

They can't look ahead

They're thinking only about what you just told them

Each slide must flow from the previous slide

Make smooth transitions between slides

Do #5

Audience has limited memory

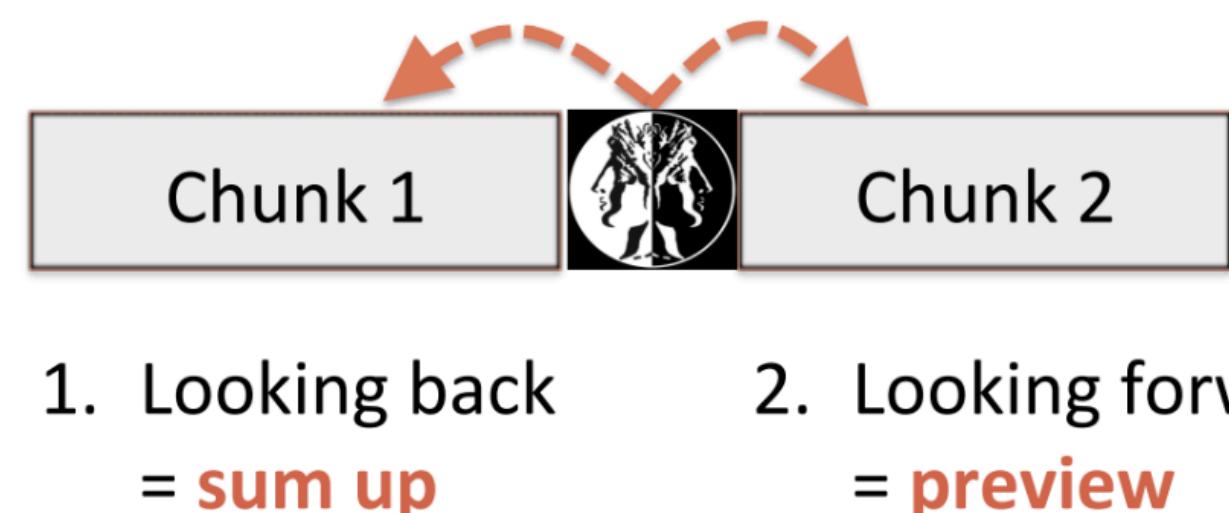
They can't look back

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Each slide must flow from the previous slide

A transition connects old and new



Make smooth transitions between slides

Do #5

Audience has limited memory

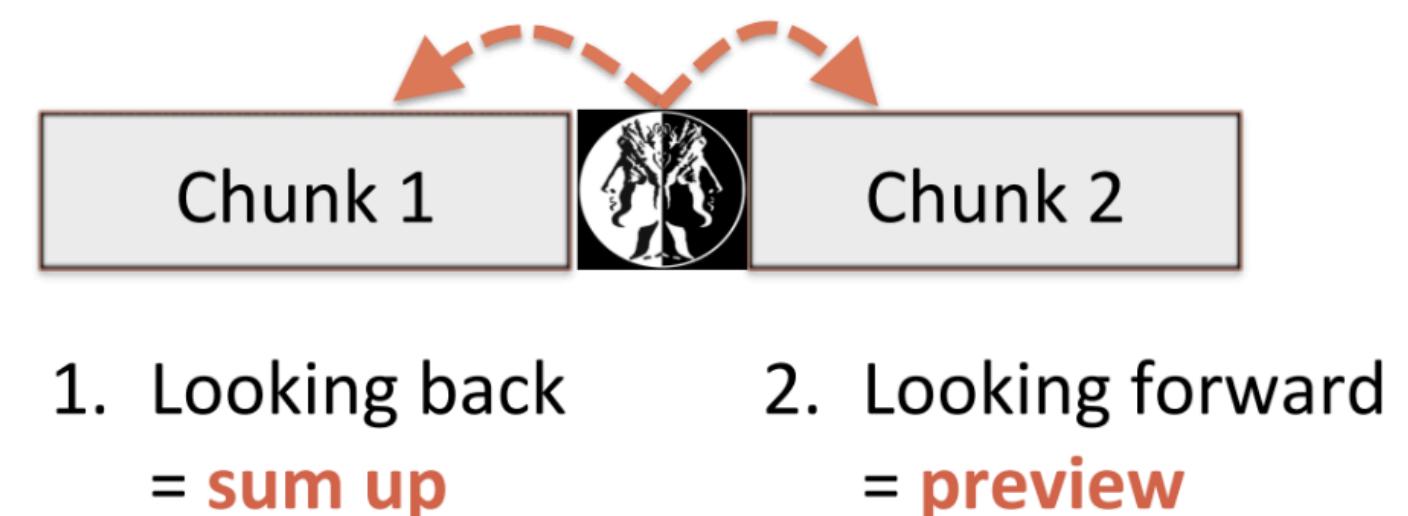
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A transition connects old and new



Sum up:

“As this experiment shows, a global lock creates a bottleneck and in practice leads to not only high worst case latencies, but poor average latencies.”

Make smooth transitions between slides

Do #5

Audience has limited memory

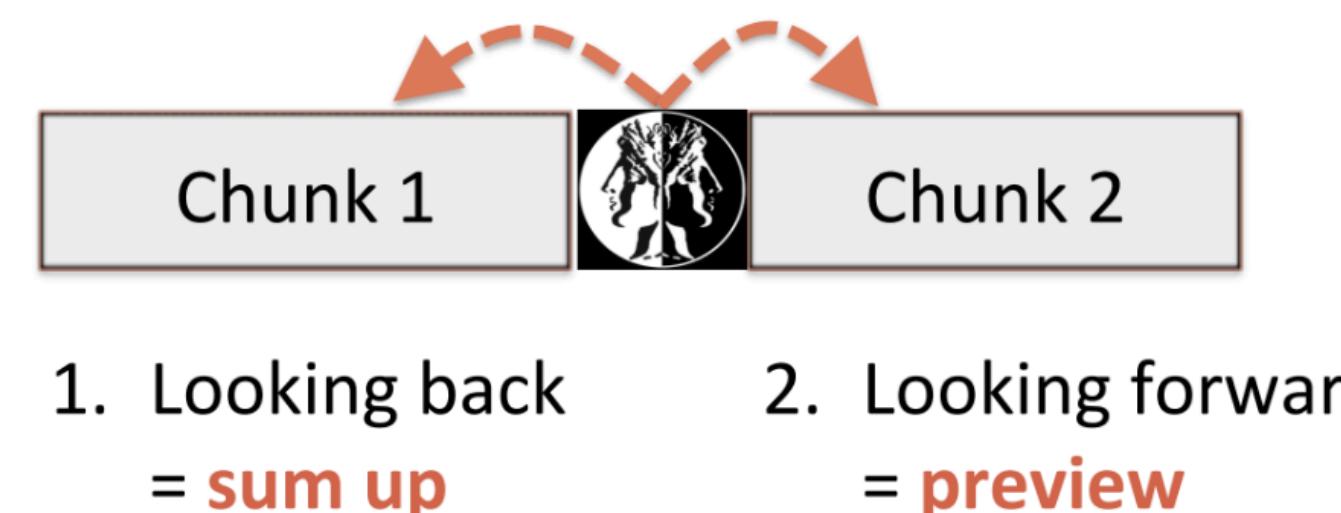
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Each slide must flow from the previous slide

A transition connects old and new



Sum up:

“As this experiment shows, a global lock creates a bottleneck and in practice leads to not only high worst case latencies, but poor average latencies.”

Link forward:

“Instead of using a global lock, what if we were to use fine-grained locks <click> on each ...”

Use strong, precise language

Do #6

Use strong, precise language

Do #6

Don't apologize

*This figure didn't come
out as I had hope ...*

*I'm sorry, it looks like I
don't have time for this*

...

Use strong, precise language

Do #6

Don't apologize

This figure didn't come out as I had hope ...

I'm sorry, it looks like I don't have time for this ...

Don't hedge

*Our throughput is **kind of** better than before ...*

*This is, **like**, a significant improvement ...*

Use strong, precise language

Do #6

Don't apologize

This figure didn't come out as I had hope ...

I'm sorry, it looks like I don't have time for this ...

Don't hedge

*Our throughput is **kind of** better than before ...*

*This is, **like**, a significant improvement ...*

Don't be vague

*This **stuff** does result in a slight delay, but ...*

*The work **over there** relies on ...*

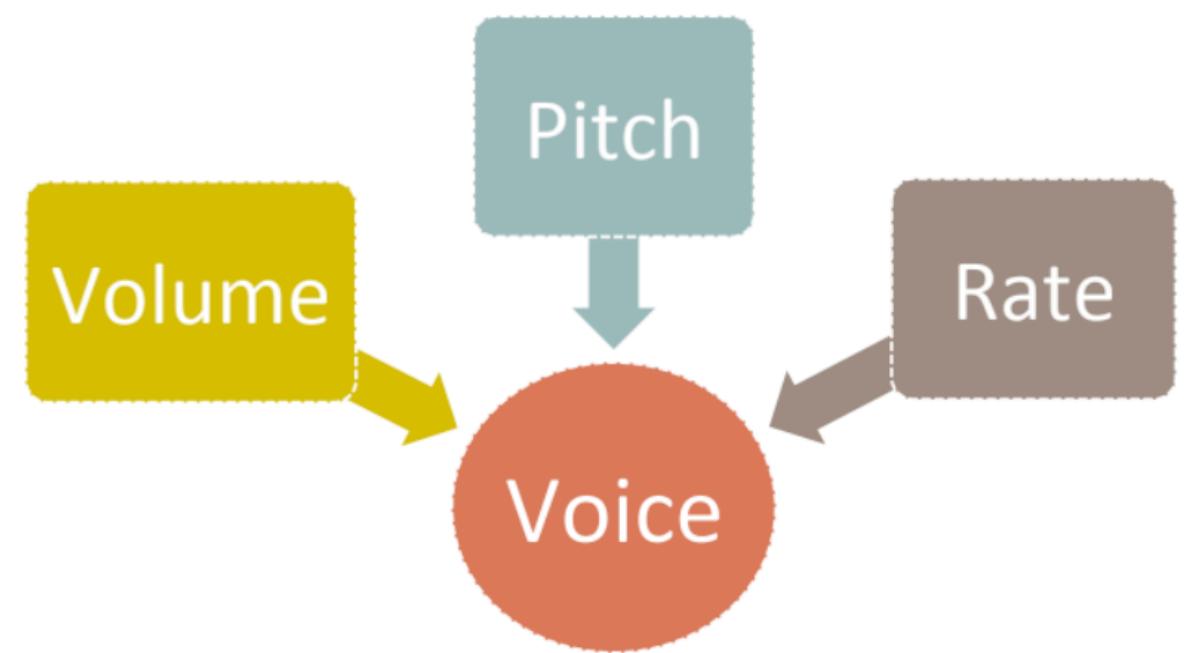
Optimize your vocal delivery

Do #7

Optimize your vocal delivery

Do #7

Vary your voice according to the importance and the difficulty of material

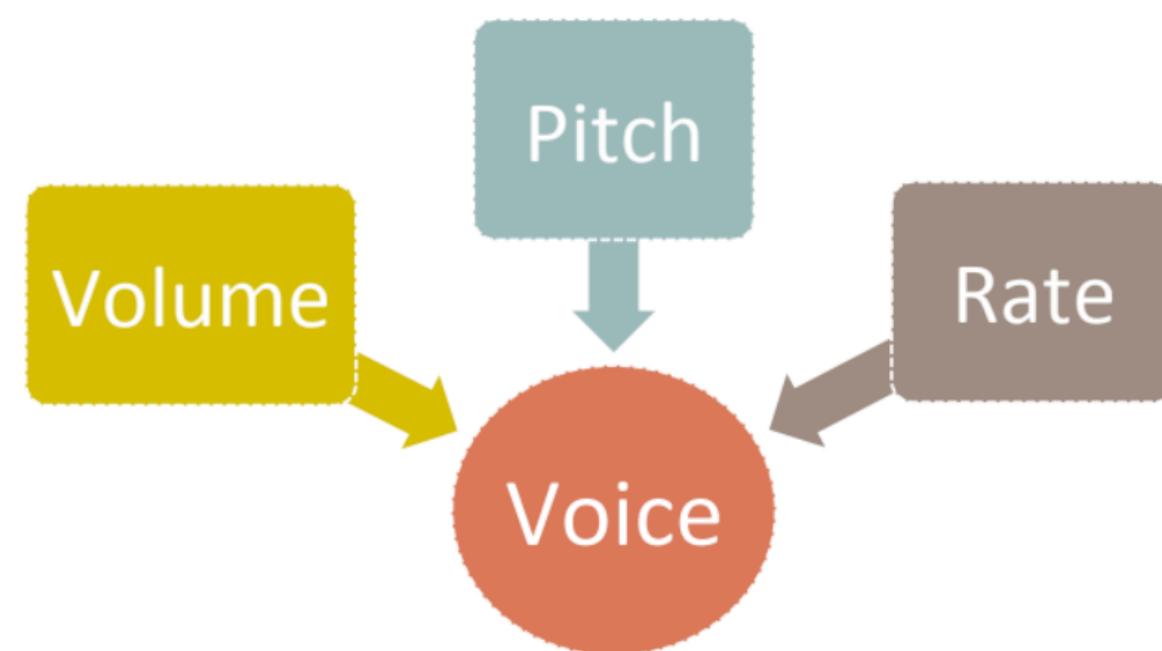


Think about these **explicitly** when **rehearsing!**

Optimize your vocal delivery

Do #7

Vary your voice according to the importance and the difficulty of material



Think about these **explicitly** when **rehearsing!**

- Conversational style, but a bit heightened!
- Use inflection for emphasis



That's **precisely** what we want.



But that's not what **we** really want.

Know where you're going to stand

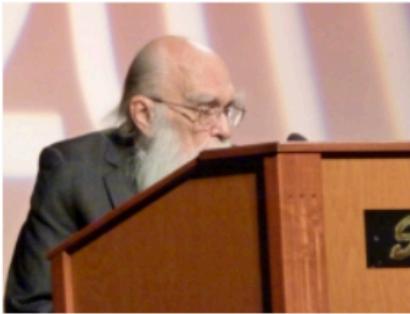
Do #8

Know where you're going to stand

Do #8

- Don't hide behind podium
 - Especially if you're short
 - Audience should see your hands
 - Get a remote!

- Get close to the screen, but don't block it
 - Will you be pointing?
 - If so, with which hand?
 - Don't turn your back



Optimize your visual delivery

Do #9

Optimize your visual delivery

Do #9

- Stand tall and straight, but not stiff
 - Set feet hip-width apart
 - Balance weight evenly on both legs
 - Face audience squarely



- Stay put, and don't distract
 - Avoid meaningless movement
 - Don't shift weight, rock back and forth, or kick
 - When not gesturing, keep hands at your side

Practice: surf the bus!

Optimize your visual delivery

Do #9

- Stand tall and straight, but not stiff
 - Set feet hip-width apart
 - Balance weight evenly on both legs
 - Face audience squarely



- Stay put, and don't distract
 - Avoid meaningless movement
 - Don't shift weight, rock back and forth, or kick
 - When not gesturing, keep hands at your side

Practice: surf the bus!

- Make large, deliberate **gestures**
 - Use upper arms and shoulders too!
- Convey emotion with your **face**
 - Concern, surprise, enthusiasm
- Make almost-constant **eye contact**
 - Look at everyone, but one at a time



Show your enthusiasm

Do #10

Show your enthusiasm

Do #10

Great speakers are invariably
passionate speakers.



If you don't even seem interested in
your material, why should the
audience?

Show your enthusiasm

Do #10

Great speakers are invariably passionate speakers.

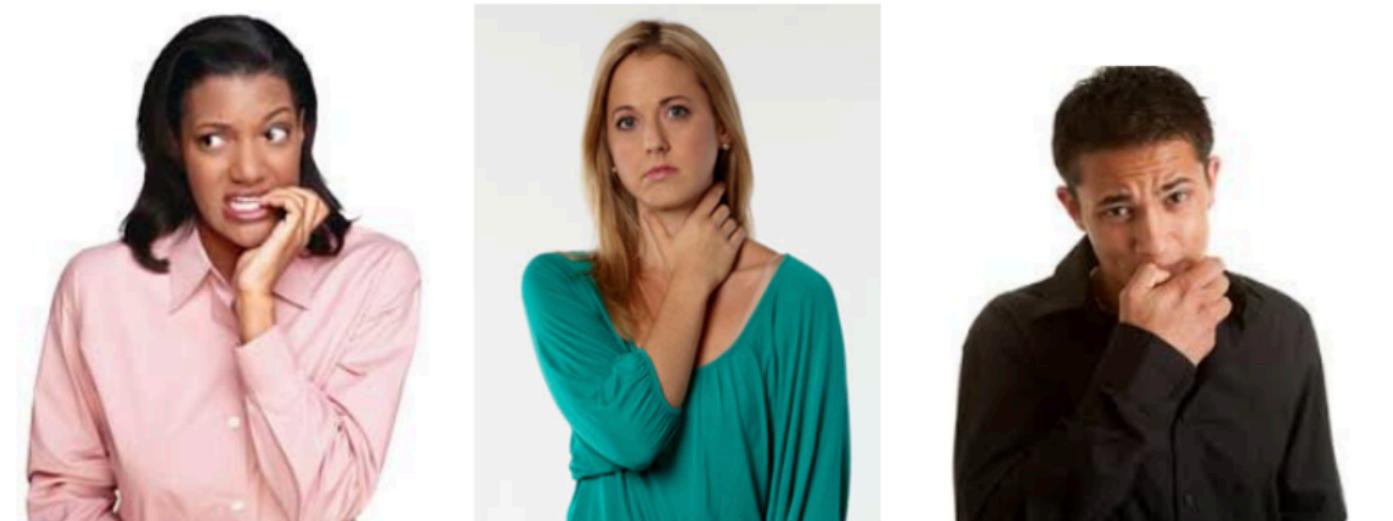


If you don't even seem interested in your material, why should the audience?

- Maintain an open, not a **closed** posture



- Keep **hands off** of face and neck



Practice, practice, practice!

Do #11

Practice, practice, practice!

Do #11

Practice from day 1

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Practice, practice, practice!

Do #11

Practice from day 1

Do at least 2 practice talks
(the more the better)

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Do at least 2 practice talks
(the more the better)

Record your rehearsals

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Do at least 2 practice talks
(the more the better)

Record your rehearsals

Rehearsing is not memorizing

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Do at least 2 practice talks
(the more the better)

Record your rehearsals

Rehearsing is not memorizing

Rehearse as realistic as possible (equipment, room, remote, projector, etc.)

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Do at least 2 practice talks
(the more the better)

Record your rehearsals

Rehearsing is not memorizing

Rehearse as realistic as possible (equipment, room, remote, projector, etc.)

In the shower

Practice, practice, practice!

Do #11

Practice from day 1

While figuring out your story

While designing the slides

While tweaking slides

Write a script

Do at least 2 practice talks
(the more the better)

Record your rehearsals

Rehearsing is not memorizing

Rehearse as realistic as
possible (equipment, room,
remote, projector, etc.)

In the shower

On the bus

Design inclusive slides

Do #12

Design inclusive slides

Do #12

Use appropriate palette of colors for color blind people

Design inclusive slides

Do #12

Use appropriate palette of colors for color blind people

Use large fonts

Design inclusive slides

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Use appropriate palette of colors for color blind people

Use large fonts

Use formal font types (avoid comics sans)

Design inclusive slides

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Use formal font types (avoid comics sans)

Do not show everything at once. Use animations

Design inclusive slides

Do #12

Use appropriate palette of colors for color blind people

Use large fonts

Use formal font types (avoid comics sans)

Do not show everything at once. Use animations

Avoid unnecessary or too flashy animations

Design inclusive slides

Do #12

Use appropriate palette of colors for color blind people

Not too much text (a diagram/figure tells more than 1000 words)

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Design inclusive slides

Do #12

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One or two equations are ok, as long as you explain them step by step

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Use visual cues (especially for zoom presentations)

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DO NOT c&p figures or tables from the paper!!!

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DO NOT c&p figures or tables from the paper!!!

Your last slide, should **NOT** be only “thank you”

Design inclusive slides

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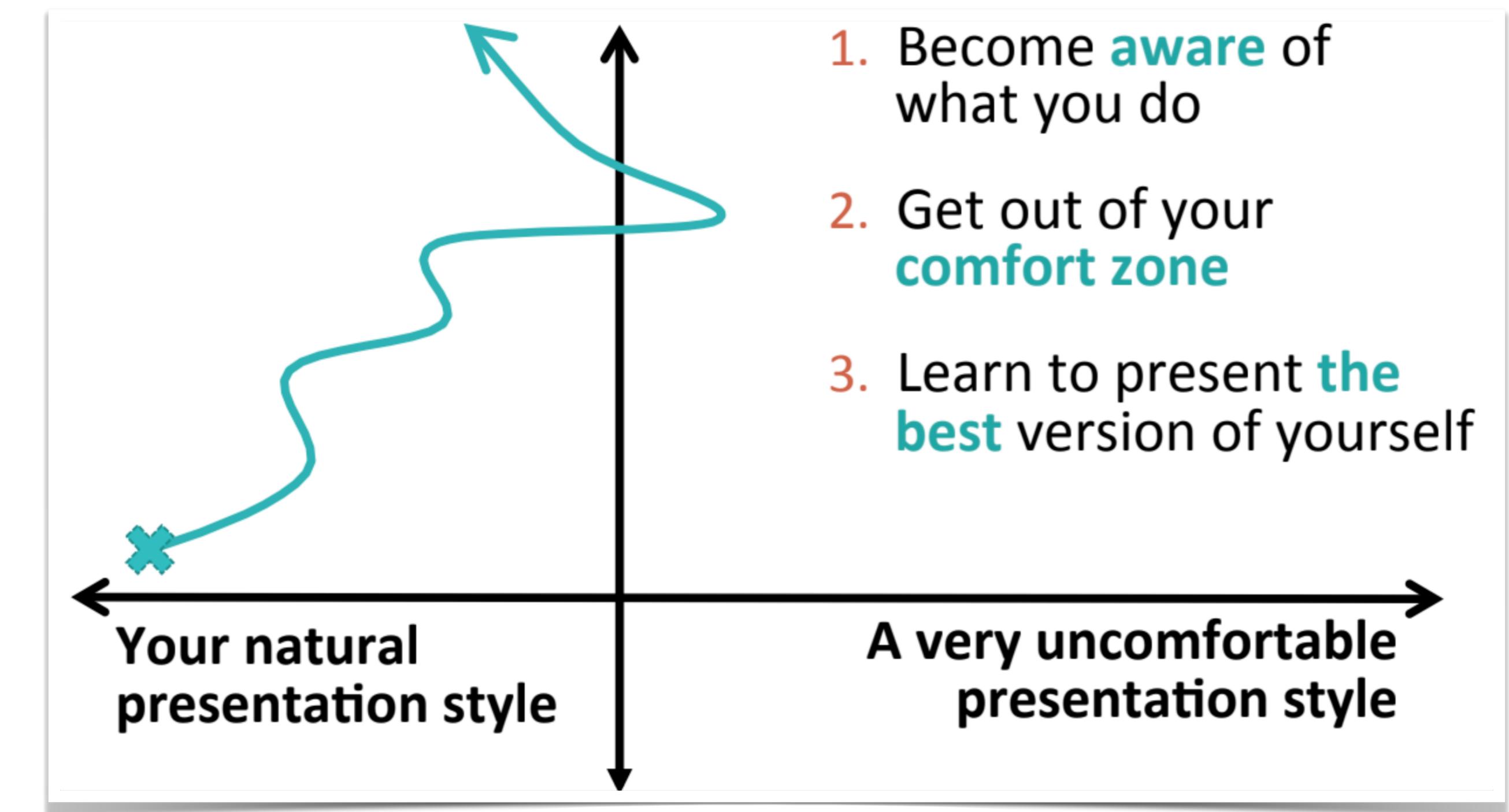
DO NOT c&p figures or tables from the paper!!!

Your last slide, should **NOT** be only “thank you”

Your last slide, should contain the take-home message, contact info & links.

**In your next
talks strive to ...**

In your next talks strive to ...



Time to practice

Part III



Time to practice

5 min prep + 2 min talk

- * Give us your bio in 2 minutes
 - * Where you were born
 - * ...
 - * How you ended up at CEU

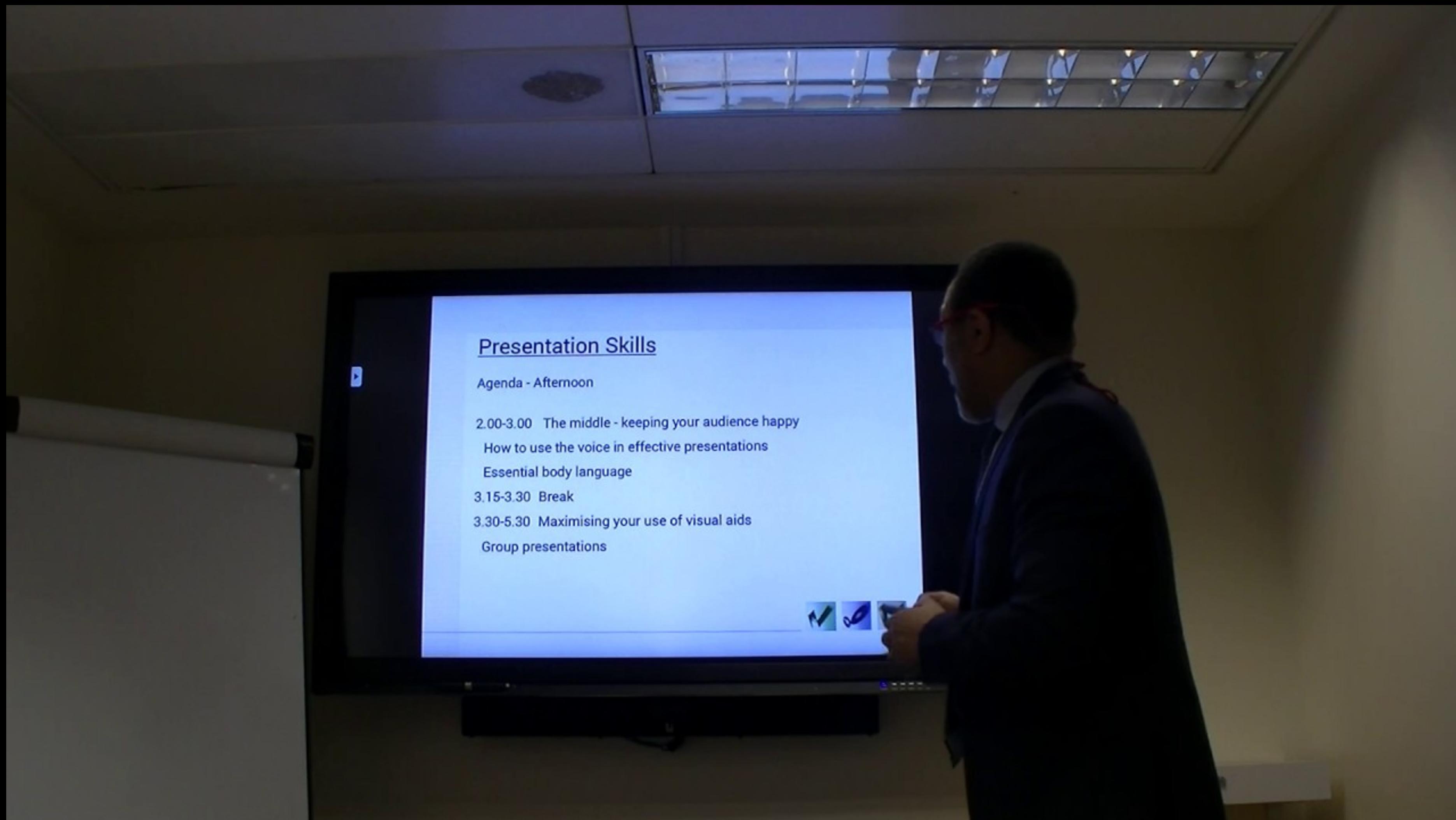
- * Pay attention to your delivery
 - * Stand with weight on both feet
 - * Keep hands at side if not gesturing
 - * Convey enthusiasm
 - * Avoid filler words (um, like, you know, right ...)

Time to judge

Part IV



How many mistakes do you spot?



Presentation Skills - Poor Presentation Example - Warren Wint | Total Success@Youtube
<https://www.youtube.com/watch?v=87C0rN0JU40>

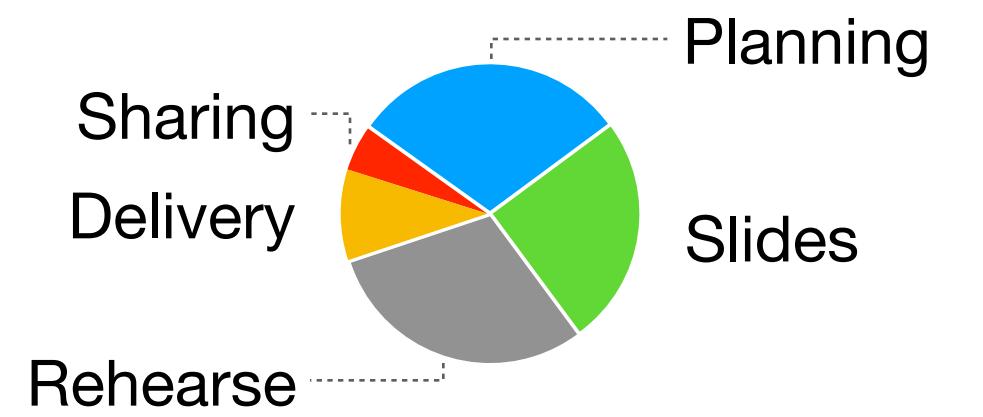
Do you see the difference?



LAURIER
WILFRID LAURIER UNIVERSITY

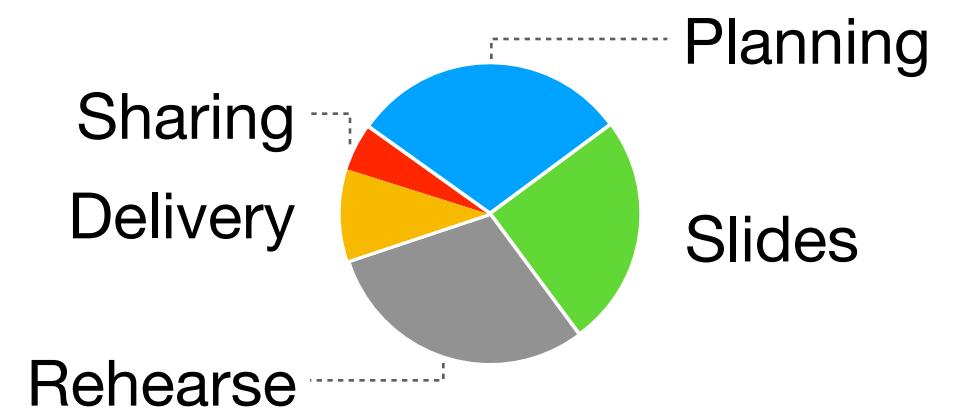
Take-home message

... What we learned today



Take-home message

... What we learned today

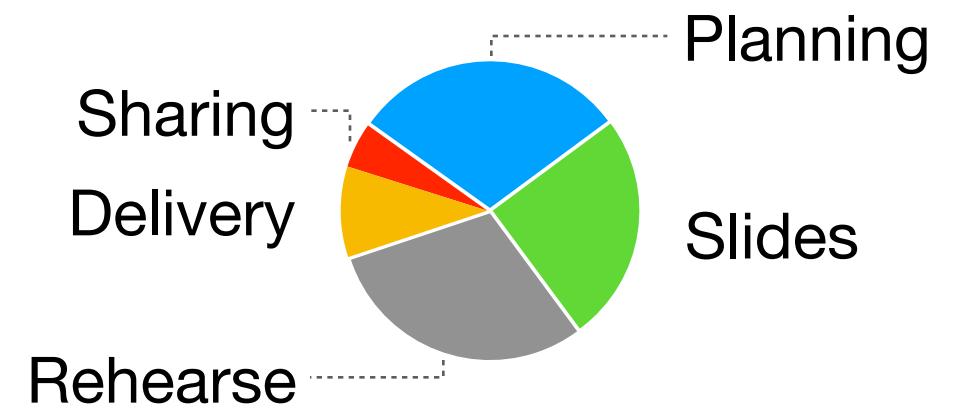


1

Start preparing your talk as early as possible

Take-home message

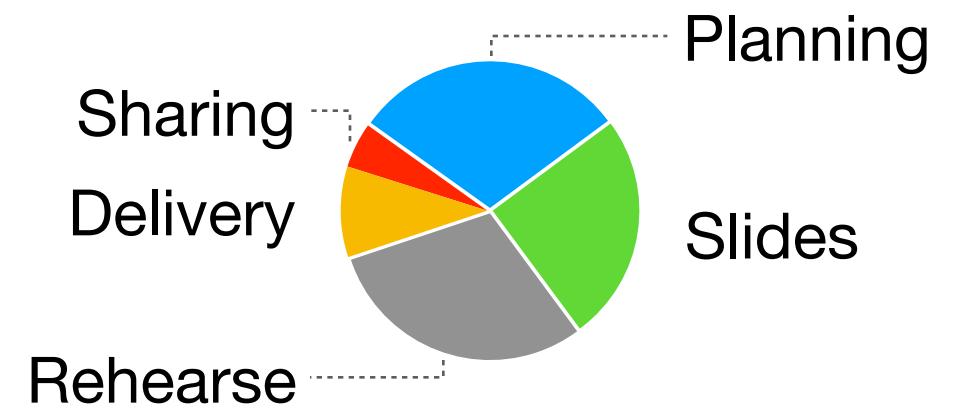
... What we learned today



- 1 Start preparing your talk as early as possible
- 2 Give your talk a simple, clear structure

Take-home message

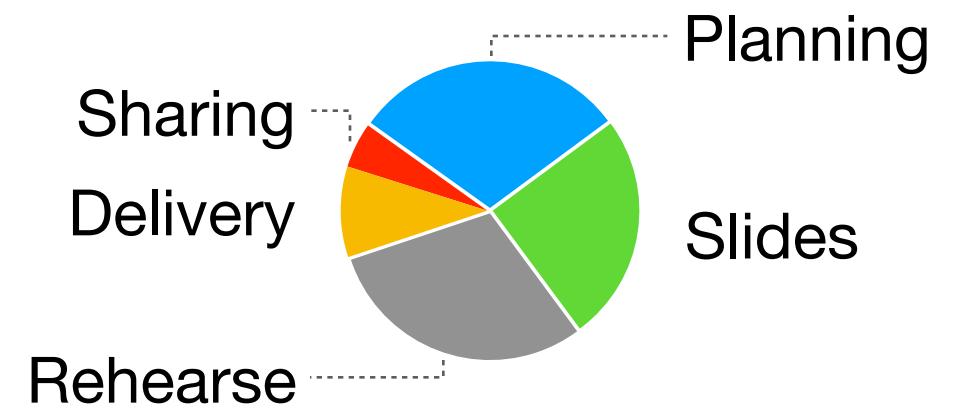
... What we learned today



- 1 Start preparing your talk as early as possible
- 2 Give your talk a simple, clear structure
- 3 Present info top-down not bottom-up & *why* before *what*

Take-home message

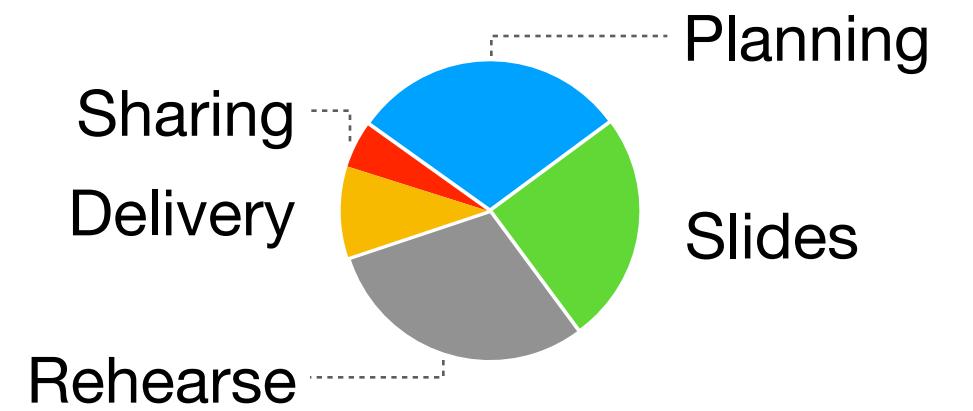
... What we learned today



- 1 Start preparing your talk as early as possible
- 2 Give your talk a simple, clear structure
- 3 Present info top-down not bottom-up & *why* before *what*
- 4 Rehearse alone and with audience until you nail the speech

Take-home message

... What we learned today

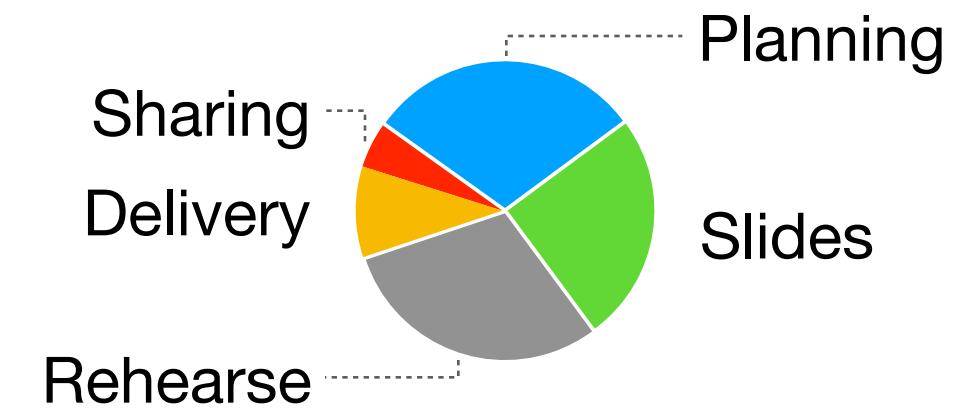


- 1 Start preparing your talk as early as possible
- 2 Give your talk a simple, clear structure
- 3 Present info top-down not bottom-up & *why* before *what*
- 4 Rehearse alone and with audience until you nail the speech
- 5 How you say it, is as important as what you say

Take-home message

... What we learned today

Thank you!



- 1 Start preparing your talk as early as possible
- 2 Give your talk a simple, clear structure
- 3 Present info top-down not bottom-up & *why* before *what*
- 4 Rehearse alone and with audience until you nail the speech
- 5 How you say it, is as important as what you say