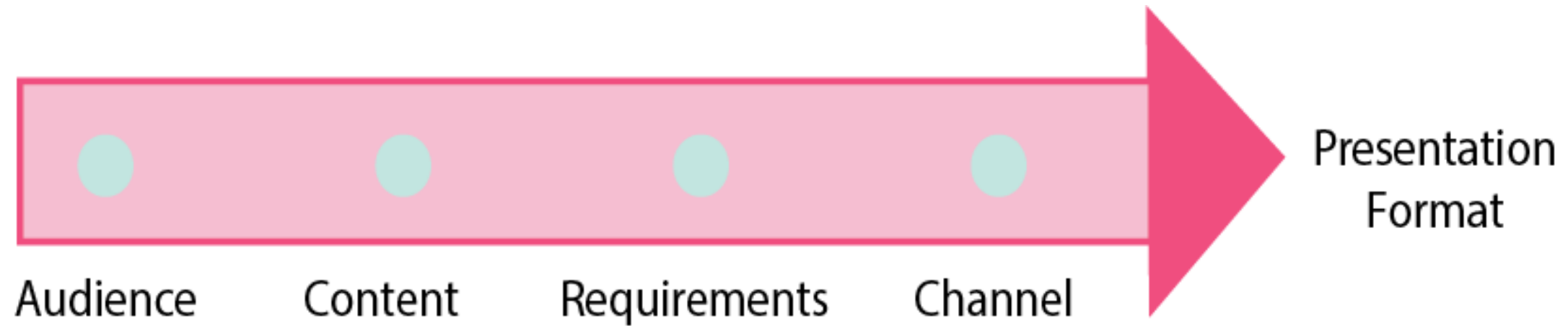# Planning an oral presentation

DATA COMMUNICATION CONCEPTS

Hadrien Lacroix
Curriculum Manager

datacamp

Presentation strategy

Chapter 4

How to build a compelling oral presentation?

- Plan and build presentation slides

- Avoid common mistakes

- Present effectively

Plan a presentation

- Before building slides: **Plan!**

- Presentation structure
  - Purpose
  - Audience
  - Message

[1] Schwabish J. Better Presentations. Columbia University Press. 2017.

Purpose

What type of presentation?

- **Informative**
  - Current number of negative and positive ratings and words associated with negative reviews

Purpose

What type of presentation?

- Informative

- **Instructional**
  - How to build the model for sentiment analysis

Purpose

What type of presentation?

- Informative

- Instructional

- **Persuasive**
  - Follow-up actions to revert the current situation of high number of negative ratings

Audience

- **Who is the audience?**
  - Technical colleagues

  - Managers or executive team

  - Customer

Audience

- Who is the audience?

- **How big is the audience?**
  - Small meeting
    - Meeting with 10 members of the financial team

  - Conference or large meeting
    - Meeting with 100 employees from the software development department

  - Workshop
    - Technical workshop for 30 customer's IT employees

Message

What is the central message?

- After one week: 90% forgotten

- ==> What do we want to stick?

- **Opening statement**
  - Capture audience's attention
    - Negative ratings scare customers away from our website

Message

What is the central message?

- Open statement

- **Central message**
  - One sentence
    - Delayed shipping is the main cause of negative reviews and immediate actions are needed to revert the situation.

Message

What is the central message?

- Open statement

- Central message

- **Closing statement**
    - Sums up presentation and strengthens central message
        - There is a decrease in sales. Negative reviews have been increasing. Delayed shipping is causing negative ratings. Actions are needed to revert situation.

Structure

- **Introduction**
  - Provide background information
  - Catch audience attention
  - Glimpse of presentation content

Structure

- Introduction

- **Methods, analysis and model outputs**

Structure

- Introduction

- Methods, analysis and model outputs

- **Conclusions and takeaways**
  - Refers back to the introduction

  - Contains call-to-action statement or/and next steps

Outline

- Graphs and visuals

- Sections (five or less smaller parts)
  1. Reason for analysis

  2. Exploratory analysis

  3. Sentiment analysis

  4. Conclusions

  5. Follow-up actions

Keep time in mind!

- How long do you have?

Let's practice!

DATA COMMUNICATION CONCEPTS

Building presentation slides

DATA COMMUNICATION CONCEPTS

Hadrien Lacroix
Curriculum Manager

From planning to building

- Slides
    - Support story
    - Short, dynamic

From planning to building

- Slides
  - Support story

  - Refined slides

  - **Slide count or timing = bad metric**

From planning to building

- Slides
  - Support story

  - Refined slides

  - Slide count or timing = bad metric

  - **One message per slide**

[1] https://www.slidecow.com/blog/how-many-slides

Color

- Convey meaning

- Readability

Low-contrast	High-contrast
Current ratings and words associated with reviews	**Current ratings and words associated with reviews**
Current ratings and words associated with reviews	**Current ratings and words associated with reviews**

Color

- No more than **3 colors**

- Good **contrast** between words and background

- **Inclusive**
  - Color deficiency

  - Example: green and red

Fonts

- Serif vs sans-serif

- Context

- Support

- Size

Serif	Sans-serif
Current ratings and words associated with reviews	Current ratings and words associated with reviews

Fonts

- Several fonts

- Spacing of letters and lines

- **Bold**, italic and sizes

For **positive reviews**, some of the words that appear frequently do not have a particular connotation and can be interpreted as **neutral**.

Text slide

- Too much text
  - Audience reads instead of listening

> **Current ratings and words associated with reviews**
>
> For positive reviews, some of the words that appear frequently do not have a particular connotation and can be interpreted as neutral. On the other hand, other words, even though less frequent, could be explained to be in reviews with a positive sense, such as "good", "great", "best" and "liked". On the contrary, negative reviews showed mostly negative words such as "delayed" and "disappointed".

[1] Schwabish, J. Better Presentations . Columbia University Press. 2017.

Text slide

- **Main points**
  - Don't dual purpose the slide deck

Current ratings and words associated with reviews

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"

- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

Text slide

- Less text

- **Headline**
  - Highlight main point

  - Specific and concise

  - Big size

Current ratings and words associated with reviews

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"

- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

Text slide

- Less text

- Headline

- **Layering approach**
  - Breaks complex slide into smaller points

Current ratings and words associated with reviews

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"

- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

Text slide

- Less text

- Headline

- **Layering approach**
  - Breaks complex slide into smaller points

  - Present each point on its own

Current ratings and words associated with reviews

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"

- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

Text slide

- Less text

- Headline

- **Layering approach**
  - Breaks complex slide into smaller points

  - Present each point on its own

  - Displayed together

Current ratings and words associated with reviews

- Positive reviews:
  - Frequent neutral words.
  - Less frequent positive
  - "good", "great", "best" and "liked"

- Negative reviews
  - Frequently negative words
  - "delayed" and "disappointed"

Visualization slide
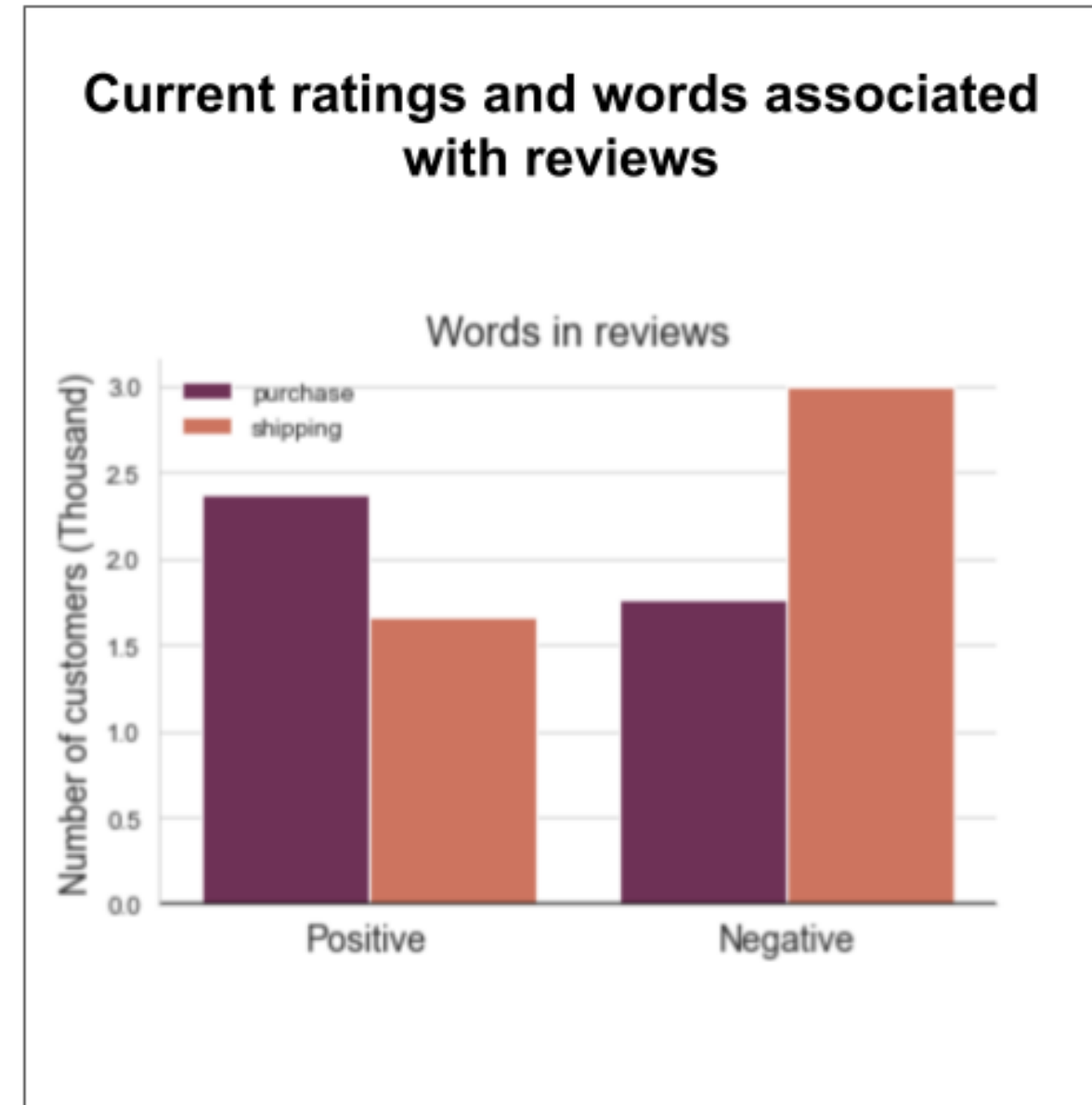
- **Replace many sentences**

Visualization slide

- Replace many sentences

- **Use layering and highlighting**

Visualization slide

- Replace many sentences

- Use layering and highlighting

- **Headline (if needed)**

Current ratings and words associated with reviews

Visualization slide
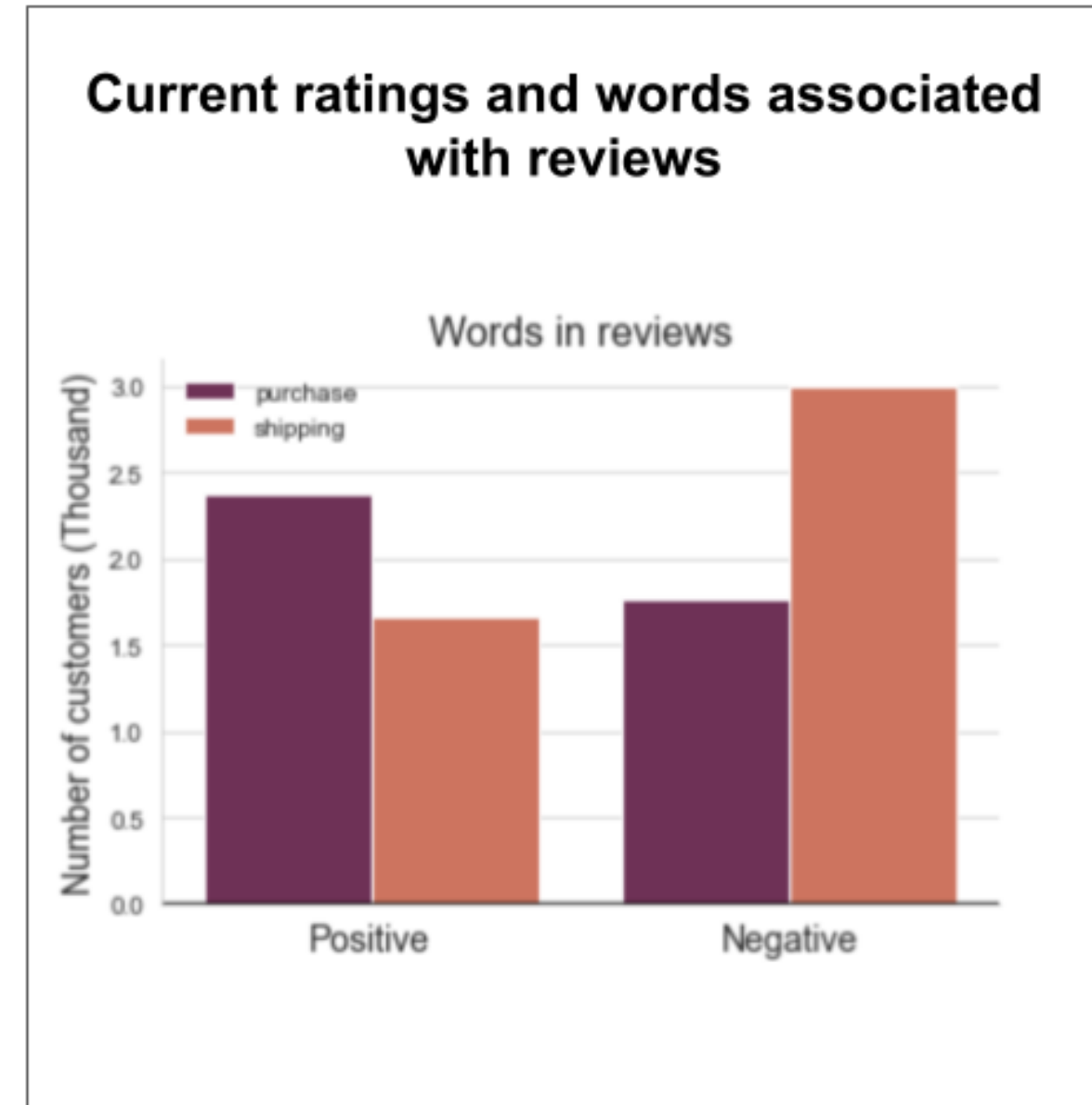
- Replace many sentences

- Use layering and highlighting

- Headline (If needed)

- **One or two full-size graphs**
  - One message per slide

  - No overcrowding

Current ratings and words associated with reviews

Let's practice!

DATA COMMUNICATION CONCEPTS

Delivering the presentation

DATA COMMUNICATION CONCEPTS

Hadrien Lacroix
Curriculum Manager

Recap

- Before building slides: **plan!**

- **Build** slides that support story

Practice

- Write script

- Don't memorize

- Become familiar with content

- Anticipate follow-up questions

Practice

- Prepare

- **Rehearsal**
  - Stand up

  - Use the slides

  - Speak out loud

  - Detect distracting patterns (um, so, like, basically, actually)

  - Find linking statements

  - Answer to Q&A

DATA COMMUNICATION CONCEPTS

Deliver the presentation

- **Be aware of emotions**
    - Confidence vs. unsure

Deliver the presentation

- Short attention span

- Talk **to** audience (not _at_ them)

- Develop a relationship

Deliver the presentation

- Be aware of emotions

- Talk to audience

- **Timing**
  - Use allocated time

Deliver the presentation

- Be aware of emotions

- Talk to audience

- Timing

- **Pace**

Deliver the presentation

- Be aware of emotions

- Talk to audience

- Timing

- Pace

- **Open up for questions**
  - During or at the end of the presentation

An effective oral presentation

- Talk to the audience

- Less is more

- Consistent and persistent take-home message

- Practice

- Prepare to answer follow-up questions

Let's practice!

DATA COMMUNICATION CONCEPTS

Avoiding common errors

DATA COMMUNICATION CONCEPTS

Hadrien Lacroix
Curriculum Manager

Recap

- Plan

- Prepare and practice

- Deliver

Length

- Ineffectively long presentations

- Attention span

- Around 20 minutes

- Leave time for Q&A

Purpose

- State the purpose at the beginning

- Better understanding

- Better story impact

Guide audience

- Sequence of information

- Keep audience's attention

- Do not leave all findings to the end

Audience involvement

- **Engage** and **involve** audience

Audience involvement

- Engage and involve audience

- **Strong introduction**
  - *Good morning! My name is Hadrien, and I'm here today to present how negative ratings are impacting the company profits.*

Audience involvement

- Engage and involve audience

- Strong introduction

- **State key assumptions**

Audience involvement

- Engage and involve audience

- Strong introduction

- State key assumptions

- **Ask questions**
  - Know answer

  - Hook for next slide

Audience involvement

- Engage and involve audience

- Strong introduction

- State key assumptions

- Ask questions

- **Reiterate** to main idea

Body language

- What matters is the **message**...

- ...but the **speaker** is at the center of the presentation

Body language

- What matters is the message...

- ...but the speaker is at the center of the presentation

- Emphasis by **natural gesture and movements**
  - Move hands or point at slide

  - Smile or make a facial expression

Body language

- What matters is the message...

- ...but the speaker is at the center of the presentation

- Emphasis by natural gesture and movements

- **Attracts attention**
  - Posture can convey confidence

Body language

- What matters is the message...

- ...but the speaker is at the center of the presentation

- Emphasis by natural gesture and movements

- Attracts attention

- **Supports message**

Voice tonality

- **Use different voice tonalities**

Voice tonality

- Use different voice tonalities
  - **Speed**
    - **Fast**: urgency, excitement, and emotion
    - **Slow**: importance, and new ideas introduction

Voice tonality

- Use different voice tonalities
  - Speed

  - **Volume**
    - Live: speak loud

    - Online: check mic

Voice tonality

- Use different voice tonalities
  - Speed

  - Volume

  - **Intonation**

Let's practice!

DATA COMMUNICATION CONCEPTS

Congratulations!

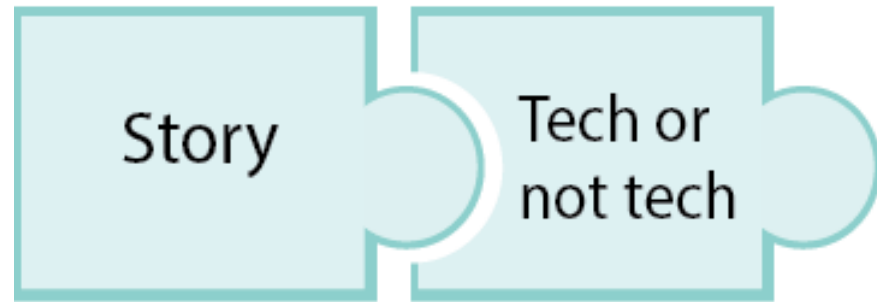## DATA COMMUNICATION CONCEPTS

Hadrien Lacroix
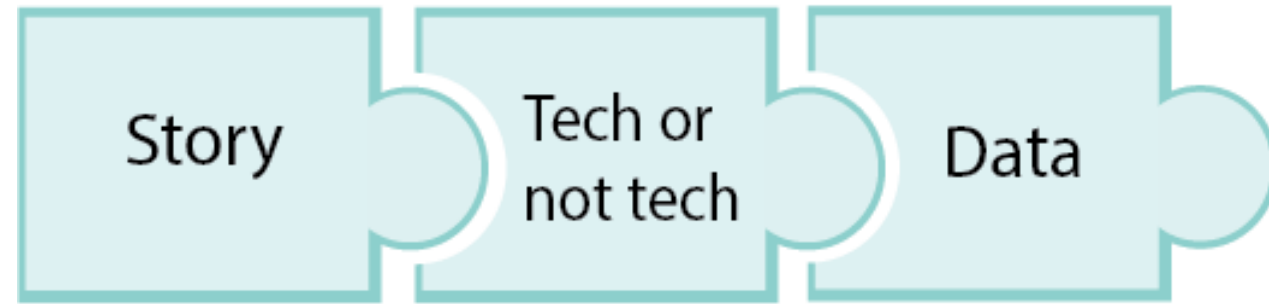Curriculum Manager

What you've learned - chapter 1

- Importance of data storytelling

What you've learned - chapter 1

- Importance of data storytelling

- Translate results for non-technical stakeholders

- Craft stories that impact the decision-making process

What you've learned - chapter 2

- Select right data and statistics

- Audience persona

What you've learned - chapter 2

- Select right data and statistics

- Audience persona

- Choose appropriate visualization

What you've learned - chapter 3

- Types of reports

- How to structure a clear report

- Reproducibility

What you've learned - chapter 4

- Planning and building a presentation

- Importance of practicing and rehearsing

- Best practices and common mistakes when delivering a presentation

Next piece

Congratulations!

DATA COMMUNICATION CONCEPTS