

Key Elements for a Good Presentation

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Outline

- Goals of presentation
- First and foremost: Everyone CAN give good presentations!
- Top importance: Passion and Enthusiasm!
- Good verbal skills
- Good vocal habits
- Good visual behavior
- Good organization
- Tips for PPT & Defense
- Plentiful preparation
- Good delivery
- Conclusions

Goals of Presentation

- Persuade somebody
 - appear convincing
- Convey information
 - be effective

Everyone CAN give good presentations!

Just -

- Be confident
- Practise and improve

Top importance: Passion and Enthusiasm!

You are the first people to care about your presentation!

If you are passionate -

- You will appear convincing.
- Your vocal & visual skills will come naturally.
- Your faults will be overcome and overwhelmed.
- The audience can be attracted.

Good verbal skills

- Accounts for 7% of communication
- Be simple & clear
 - Use simple & unambiguous words and short sentences
 - Do not ramble
 - Stop when necessary or having difficulty

Good vocal habits

- Accounts for 38% of communication
- Speak loudly, in moderate or slow speed
- Play your voice with pitch and tempo
- No “UM” s and “ER” s.

Good visual behavior

- Accounts for 55% of communication
- Most important
 - Appear trustworthy & respectful

Good visual behavior (cont'd)

- Components of visual skills
 - Eyes
 - look forward at audience, don't look too much at computer screen or your notes
 - look at people's faces (not eyes), shift randomly
 - Body
 - Sit or stand with your head up
 - Don't rock, shake or lean too much.
 - Hands
 - Gestures come naturally and match your talk
 - Face
 - Show you are interested and concentrated

Good organization

- Choose appropriate content
 - In different levels of details
 - But only one take-home message
- Arrange logically
- Smooth transition
- Good writing style
 - Simple and clear
 - Each page: 1 idea; 3 sub-concepts; ≤ 6 lines
 - Not necessary complete grammar
 - Readable – Big & color-coordinated
 - Illustrations are very helpful
 - No unduly fancy animation
 - Conclusion: the last chance to convey your information

Tips for PPT

- Use more images/figures than words
- Use only one font (微软雅黑recommended) and simple background (unless you are good at design)
- The font size of the same level of sentences should be the same (unless too crowded)
- The size and contrast should make characters and curves clearly visible at 5X distance of the screen size
- Title of each page should summarize the page well
- Cite briefly

Tips for Defense

- Show the overall structure of your thesis
 - Connection between chapters
- Don't go into too many technical details, highlight instead
 - Contributions of your thesis
 - Difficulties of your research
 - Main ideas of your methods
 - Difference from related works
 - Performance gain
- Differentiate clearly which are others' works and which are yours

Plentiful preparation

- Examine the slides as if you are an audience
- Timing
- Details at the middle
- Spell & grammar check!
- Don't read the slides!
 - Write speech notes and put them beside you
- Anticipate questions
- Rehearsal

Good delivery

- Overcome language barriers
 - Use simple words and sentences only
 - Take the speech notes with you, memorize them if necessary
- Overcome nervousness
 - No one will laugh at you!
 - Don't let the shaking show!
 - Make a fist; hold the lectern
 - Take a deep breath
 - Look at a friendly face
 - Look above people's heads
- Impressive opening and ending
 - Attract attention
 - Humor
 - Repeat the central message of your presentation

Conclusions

Good presentation is possible if you

- believe in this
- are willing to practice and
- pay attention to some skills