### **HOWTO: Presentations**

General guidelines

Prof. Paolo Bientinesi





## Title: A Descriptive Sentence

Subtitle: more details here

Author #1
First name, Last name #2
First name, Last name #3

Affiliation email address

Occasion, Location, Date of the presentation





## Outline

- Type & Structure of the Presentation
- 2 Design of the Slides
- 3 P<sup>3</sup>: Prepare, Practice & Presenting
- Summary

# Type of Presentation

```
Overview
Report
Conference talk
Interview
Lecture
Dissertation defense
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- Time constraint: normally between 20 and 50 mins
- Sometimes constraint also on the # of slides
- The design of a presentation depends entirely on its type, duration and the target audience.

## Contents: Structure

section	contents	
Introduction	$\longrightarrow$	What you are going to say
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Central sections	$\rightarrow$	You say it
Conclusion	$\rightarrow$	What you have said

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- Dividing the talk in sections helps to both organize the talk and create a flow
- Details are one of your enemies → Communicate the main ideas
- Customize your presentation according to the knowledge of the audience

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## Contents: Outline

Yes? No? When?

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## Contents: Outline

Yes? No? When?

As everything else:

It depends on the presentation's type and duration

#### Alternatives:

- No outline
- $\bullet$  Initial outline  $\to$  sections announced by the speaker
- Outline repeated at the beginning of every section

### Contents: Outline

- Introduction
  - What? Why? Importance/relevance?
  - Background: Who? When? Where? Who else?
  - Quick overview of results/approach
- Central sections
  - Your contribution
  - Results
- Conclusions
  - Repeat the main concepts
- Backup slides (optional)
  - For expected questions

# Message of a Presentation

#### Ask yourself:

- What do I want the audience to take away from this presentation?
- Narration: from the speaker
- Important concepts: on the slides
- Out of a presentation, the audience can absorb only 1 or 2 concepts/ideas. Maybe 3

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- Where are the messages in the presentation? Are they clear?
- What is the most important concept of the presentation?
   Point it out!

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### Messages of this talk

- No fixed rules: Adjust to audience and type of presentation
- Practice!

## **Attention Span**

• The attention span of an adult is around 15-20 mins

How to keep the audience interested?

## **Attention Span**

The attention span of an adult is around 15-20 mins

#### How to keep the audience interested?

- Create a flow
- Use Sections. Subsections?
- Narration. Anectodes. Humor?
- Examples. Even on the board.
- Images. Videos. Demos.
- Take questions\*. Ask questions.
- \* = don't let the questions disrupt the flow.

  If too many, too detailed, too difficult, or just wrong, take them offline!

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## Style of the Slides

Find your own favorite style/theme. Fine-tune it

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#### Theme

On each slide there may be: 
← may, not should!

- A title; possibly a subtitle
- Running outline: section name, subsection name
- Author's name. Affiliation. Logos
- Conference name. Location. Date
- Page number is a must
- ...

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This is a lot of information. Is it REALLY needed? It depends.

Also matter of taste, color scheme, font size, available space, ...

# General Design of Slides

- Most slides are cluttered; less is better!
- Contain messages, not full sentences
- Limit each slide to one main idea
- Replicate necessary information from earlier slides
- Create a flow through your slides

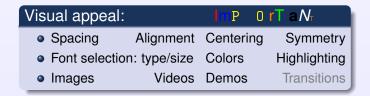
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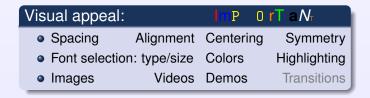
#### Ask yourself:

- Why am I presenting this slide?
- What do I want the audience to take away from this slide?

# Design of Slides



# Design of Slides



#### In your choices:

- Readability is crucial
- Try to present concepts visually
- Be meaningful & consistent!

# Design of Slides

Visual appeal:	lmP 0	rT a <i>N</i> ₁
<ul><li>Spacing Alignment</li></ul>	Centering	Symmetry
<ul><li>Font selection: type/size</li></ul>	Colors	Highlighting
<ul><li>Images Videos</li></ul>	Demos	Transitions

#### Selected guidelines:

- Use large enough fonts
- Build complex texts and graphics piecewise
- Prefer vector-based images
- Use images instead of text;
   our brain cannot read and listen at the same time!

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## Speaker

## The presentation is driven by the speaker

- Narration: from the speaker
- Transitions between slides: from the speaker
- Derivations/comments/remarks: from the speaker

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### You present both your work and yourself

- Dress nicely
- No hands in the pocket! No arms crossed
- Face the audience. Establish eye contact
- "Speaker" not "reader". Don't read!
- Speak clearly. Pay attention to pronunciation

# How to begin & end?

## Beginning of the talk

- Introduce yourself
- Introduce the work
- Acknowledge the coauthors

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#### End of the talk

- Finish in time! ← overtime is BAD.
- Summarize problem statement & results
- Provide references. Links
- Acknowledgments may be here
- Thank the audience. Try to avoid a separate slide
- Ask for questions
- Answer previous questions. Elaborate

# Delivery (1)

#### Language

- Spell check. NO TYPOS, please
- Use one language consistently
- Look up all the words you may need during the talk
- Be extra careful with absolute words: best, fastest, optimal, . . .
- Write down the message you want to deliver

#### **Fillers**

- "Well", "ok", "so", "ok-so"
- "I mean", "for some reason", "you know"
- "Very", "actually", "basically", "essentially", "alright", "anyway", "somehow", "kind of", "sort of"
- Thinking loud: "uhhhmmmmmmmm"

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Alright, fillers are hmm... *disruptive*, you know? Ok, I mean, hmmm... actually they do not add anything. Ok-so, actually they are hmmmm.. useless, you know?

## Preparation

#### Beforehand

- Setup laptop & projector AHEAD of time
  - charge batteries
  - disable screen saver
  - disable pop-ups & messengers
  - a clock/timer may be handy
- Use a pointer
- A remote control is also nice
- Multiple copies: laptop, USB, web

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- Have backup slides ready for expected questions

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#### Rehearsing

- Speak loud! Not mumbling or just thinking
- TIME your talk
- Look at yourself in the mirror
   No reason to be embarrassed,
   that's exactly what the audience stares at
- Record your talk. Audio/video recording

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## A good presentation is the result of several factors

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- Quality of the slides
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- Often times, you have control over all of these factors!!!
   You can't blame the audience

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## Summary

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- Quality of the slides
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- Often times, you have control over all of these factors!!!
   You can't blame the audience

#### Messages to take away

- Understand the constraints: time, type, audience, . . .
- Keep it simple, keep it interesting, keep it visual
- Practice! And beg for feedback

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### References



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M. Püschel

www.inf.ethz.ch/personal/markusp/teaching/guides/guide-presentations.pdf

Good Luck with your talk!