

HOWTO: Presentations

General guidelines

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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



- 1 Type & Structure of the Presentation
- 2 Design of the Slides
- 3 P³: Prepare, Practice & Presenting
- 4 Summary

Type of Presentation



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- Time constraint: normally between 20 and 50 mins
- Sometimes constraint also on the # of slides

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- **The design of a presentation depends entirely on its type, duration and the target audience.**

Contents: Structure

section		contents
Introduction	→	What you are going to say
Central sections	→	You say it
Conclusion	→	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

Contents: Outline

Yes? No? When?

As everything else:

It depends on the presentation's type and duration

Alternatives:

- No outline
- Initial outline → sections announced by the speaker
- Outline repeated at the beginning of every section

- 1 Introduction
 - What? Why? Importance/relevance?
 - Background: Who? When? Where? Who else?
 - Quick overview of results/approach
- 2 Central sections
 - Your contribution
 - Results
- 3 Conclusions
 - Repeat the main concepts
- 4 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

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How to keep the audience interested?

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How to keep the audience interested?

- Create a flow
- Use Sections. Subsections?
- Narration. Anecdotes. 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

minimal
\slides

→

→

prosper

→

beamer

multi-media attack!
keynote/powerpoint

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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:

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

Visual appeal:

ImP 0 rT aN_T

- | | | | |
|-----------------------------|-----------|--------------|-------------|
| • Spacing | Alignment | Centering | Symmetry |
| • Font selection: type/size | Colors | Highlighting | |
| • Images | Videos | Demos | Transitions |

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In your choices:

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

Visual appeal:

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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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- Transitions between slides: 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

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: “uhhhmmmmmmmmmm”

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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 hmmm.. useless, you know?

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

Practice

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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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Messages to take away

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

References



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M. Püschel

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

Good Luck with your talk!