Effective Oral Presentations
Agenda

- Preparing and Presenting a Technical Talk
- Visual Aids
- The Perils of PowerPoint
Steps

- Preparing a Talk
- Presenting your Talk
- Supporting your Talk with Visuals
Preparing a Talk

- Audience Analysis
- Time & Focus
- Organization
- Practice
Audience Analysis
Audience

- What is your purpose?
  - What change in the audience do you want to effect?
- What do they know?
- What some of them do not know?
- What do they want?
- What will interest them?
What will keep you audience awake?
Time and Focus

- Organize your talk to fit allotted time
- Talk as Verbal Abstract or Summary
- Cover only 3 or 4 important points
Three-Part Organization

- Tell them what you are going to say
  - Introduction

- Tell them
  - Body

- Tell them what you said
  - Conclusion
Introduction is Funnel
Introduction

- Gives background
- Prompts Interest
- Presents headlines
- Gives roadmap of talk
Directions

1: Start out going Northwest on MA-2A/ MASSACHUSETTS AVE toward VASSAR ST. 0.70 miles
2: Turn LEFT onto PLEASANT ST. 0.12 miles
3: Turn SLIGHT RIGHT onto WESTERN AVE. 0.48 miles
4: WESTERN AVE becomes WESTERN AVE BRIDGE. 0.06 miles
5: WESTERN AVE BRIDGE becomes WESTERN AVE. 0.02 miles
6: Turn RIGHT onto ramp. 0.10 miles
7: Merge onto SOLDIERS FIELD RD. 0.86 miles
8: Turn SLIGHT RIGHT onto ELLIOT BRIDGE. 0.30 miles
9: Take the RT-2/ US-3 ramp toward ARLINGTON/ FRESH POND PKWY. 0.04 miles
10: Turn SLIGHT RIGHT onto GREENOUGH BLVD. 0.11 miles
11: Turn SLIGHT LEFT onto MA-2 W/ US-3 N/ FRESH POND PKWY. 0.36 miles
12: Turn LEFT onto BRATTLE ST. 0.06 miles

Total Estimated Time: Total Distance: 3.21 miles  6 minutes
Place Important Information at Beginning and End

Audience Recall By Time

Percentile of Time of Speech

Items Remembered
Body

- Follow roadmap
- Provide clear “road signs” marking transitions
- Repeat important points before moving on to next topic
- Use visuals for emphasis and to increase comprehension
Conclusion

- Two or Three Major Points
- “Take away” message
Practice

- By yourself
- In front of friends
- In actual space
  - Know thy space
Prepare backups

- Overheads
- Backup computers
Delivering the Presentation
Physical Presence

- Don’t fidget
- Look at your audience
- Avoid clicking and clanging objects
- Don’t read your talk
Become Comfortable

- It’s about the content, not about you
- Decide how much you want to move
- Figure out hand placement
- Find friendly faces in audience
  - Have conversation
Vocal Presence

- Slow down
- Emphasize key word – avoid monotone
- Practice to avoid *um’s*, “*ah’s*, & *like’s*
- Avoid dropping at end of sentence
Take Breaths
HANDLE QUESTIONS AND ANSWERS

- Listen Patiently
- Repeat the Question
- Answer the Question, No More, No Less
- Make Transition Back to Presentation
- Don't Be Defensive or Bluff: If You Don't Know, Say So
- Offer to Fill in Blanks Later
- Handle "Problem" Questioners
WORK WITH VISUAL AIDS

- Establish Verbal Transition
- Reveal the Visual
- Point to Specifics
- Develop "So What"
- Remove Visual
- Turn Off Projector When Not Needed
Effective Visual Aids

Wilbur and Orville Wright

- First successful powered flight
- December 17, 1903
- Wright brothers
- Built on gliding principles
- Built at Kitty Hawk
Design effective graphics
Keep it simple
Don’t be fancy

Where the money lives

New York: 116,300
Chicago: 96,300
Los Angeles: 82,100
Focus on information

Adventure County Average Daily Hours
9- to 14-Year-Olds Spent With Media

- Television Viewing
- Internet Use

Not Cuteness

How we describe our jobs

- Very stressful: 24%
- Moderately stressful: 43%
- Little/no stress: 34%
Typography

- $\geq 20$ pt
- Use bold sans serif typeface
- Do not use serif fonts such as Times New Roman
  - Microsoft’s default font
- AVOID USING ALL CAPITAL LETTERS
Color

- Use
  - dark type on light background or
  - light type on dark background
- Avoid red – green combinations
Avoid Using Red and Green Combinations
What is wrong with this slide?
What is wrong with this background?
Layout

- Landscape (Horizontal) Format
- Try to use a picture with every slide
- Be generous with white space
Begin with Headline
  ♦ Short for most presentations
  ♦ Whole sentences for scientific presentations

Limit bullets to
  ♦ 2-4 items
  ♦ not more than two levels

Keep text block to no more than two lines
The Perils of Power Point

- Do Not Use Design Wizard
- Do Not Use Fancy Animation
- Do
- Not
- Use
- Fancy
- Annimation
Do Not Use MS™ AutoContent or Design Wizards

- Microsoft™ is always wrong
- Some fun with AutoContent Wizard