

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**

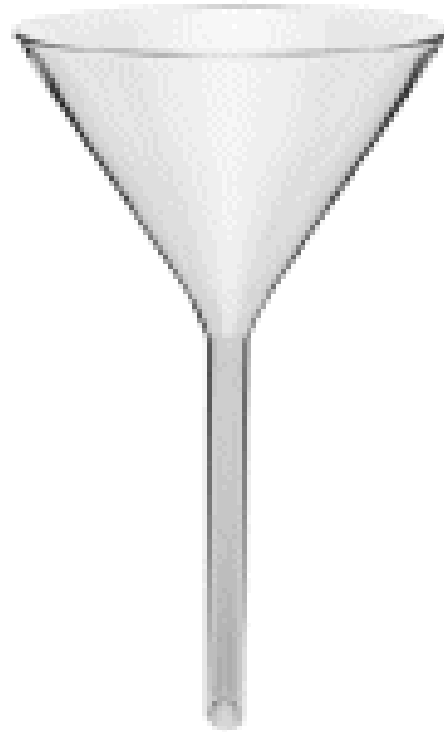


Three-Part Organization

- **Tell them what you are going to say**
 - ◆ **Introduction**
- **Tell them**
 - ◆ **Body**
- **Tell them what you said**
 - ◆ **Conclusion**



Introduction is Funnel



Introduction

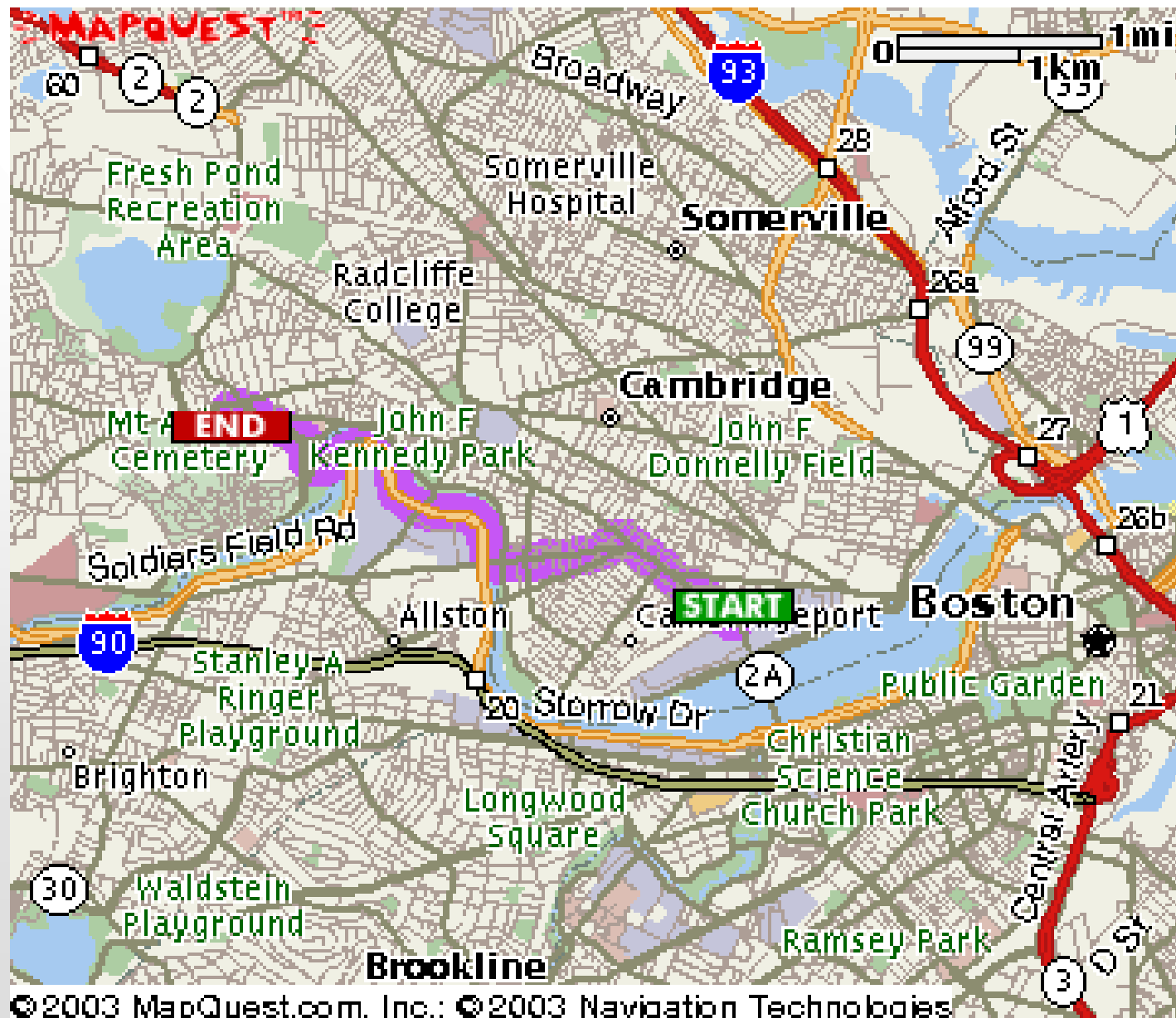
- ◆ Gives background
- ◆ Prompts Interest
- ◆ Presents headlines
- ◆ Gives roadmap of talk



Directions

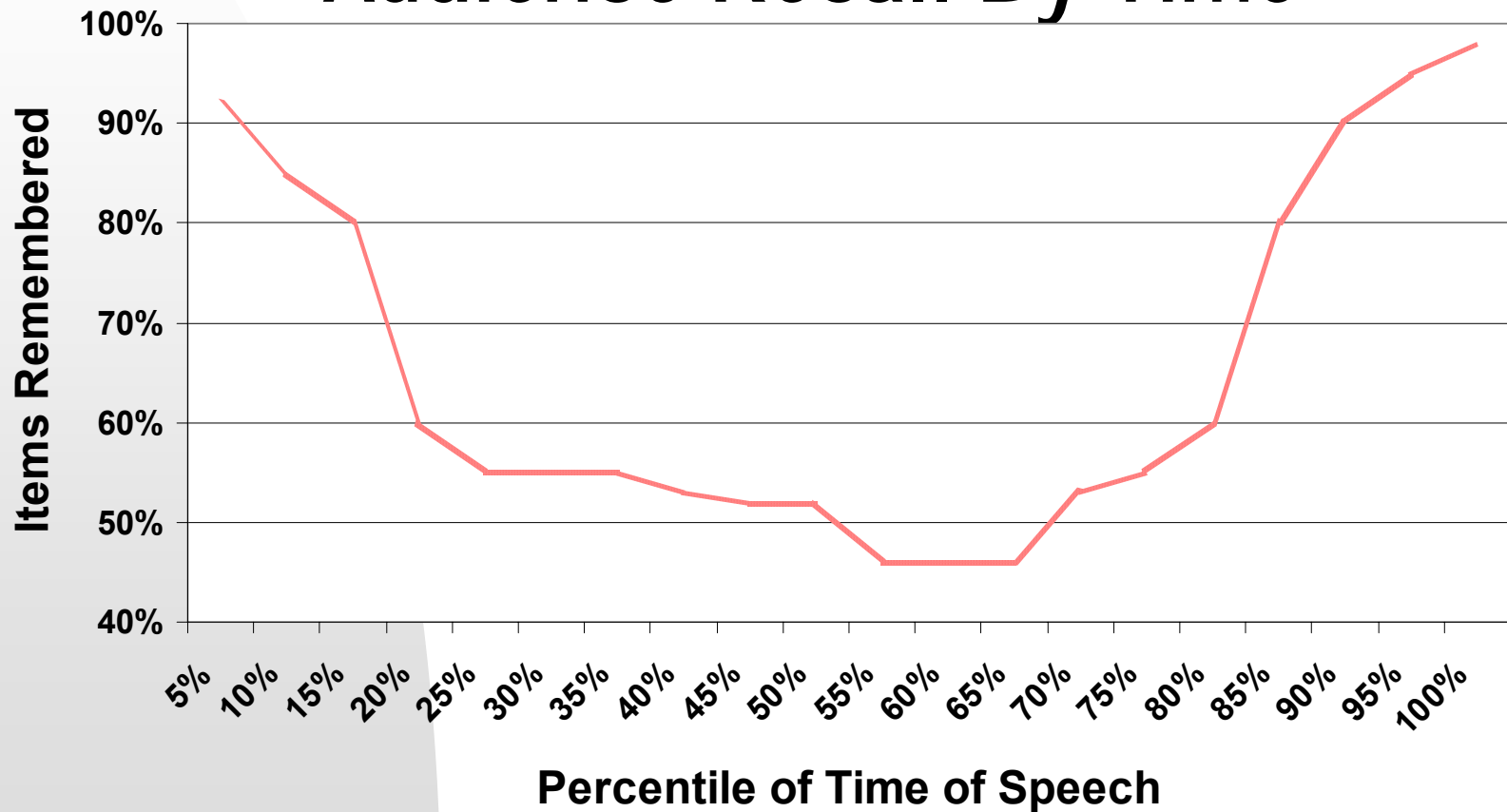
- 1: Start out going Northwest on MA-2A/ MASSACHUSETTS AVE toward VASSAR ST. 0.70 miles
 - 2: Turn LEFT onto PLEASANT ST. 0.12 miles
 - 3: Turn SLIGHT RIGHT onto WESTERN AVE. 0.48 miles
 - 4: WESTERN AVE becomes WESTERN AVE BRIDGE. 0.06 miles
 - 5: WESTERN AVE BRIDGE becomes WESTERN AVE. 0.02 miles
 - 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

MAP



Place Important Information at Beginning and End

Audience Recall By Time



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

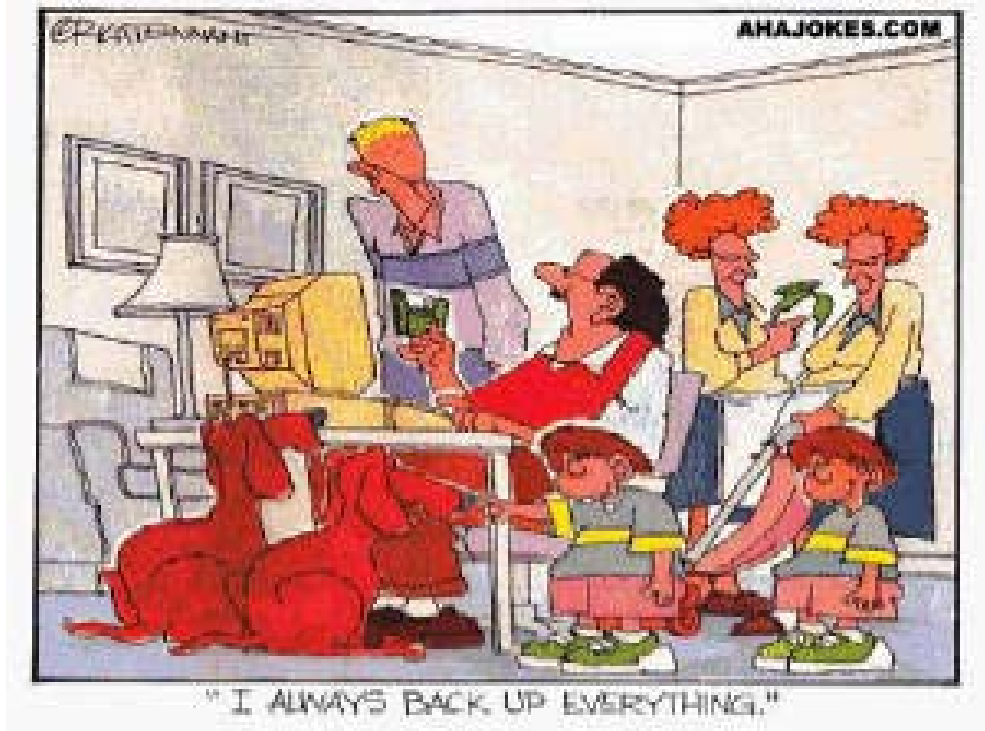


Practice

- **By yourself**
- **In front of friends**
- **In actual space**
 - ◆ **Know thy space**

Prepare backups

- Overheads
- Backup computers

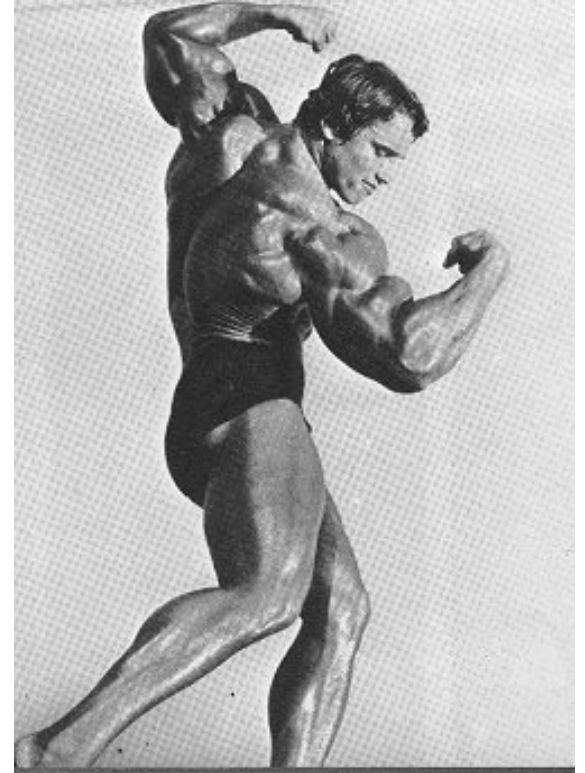


Delivering the Presentation



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



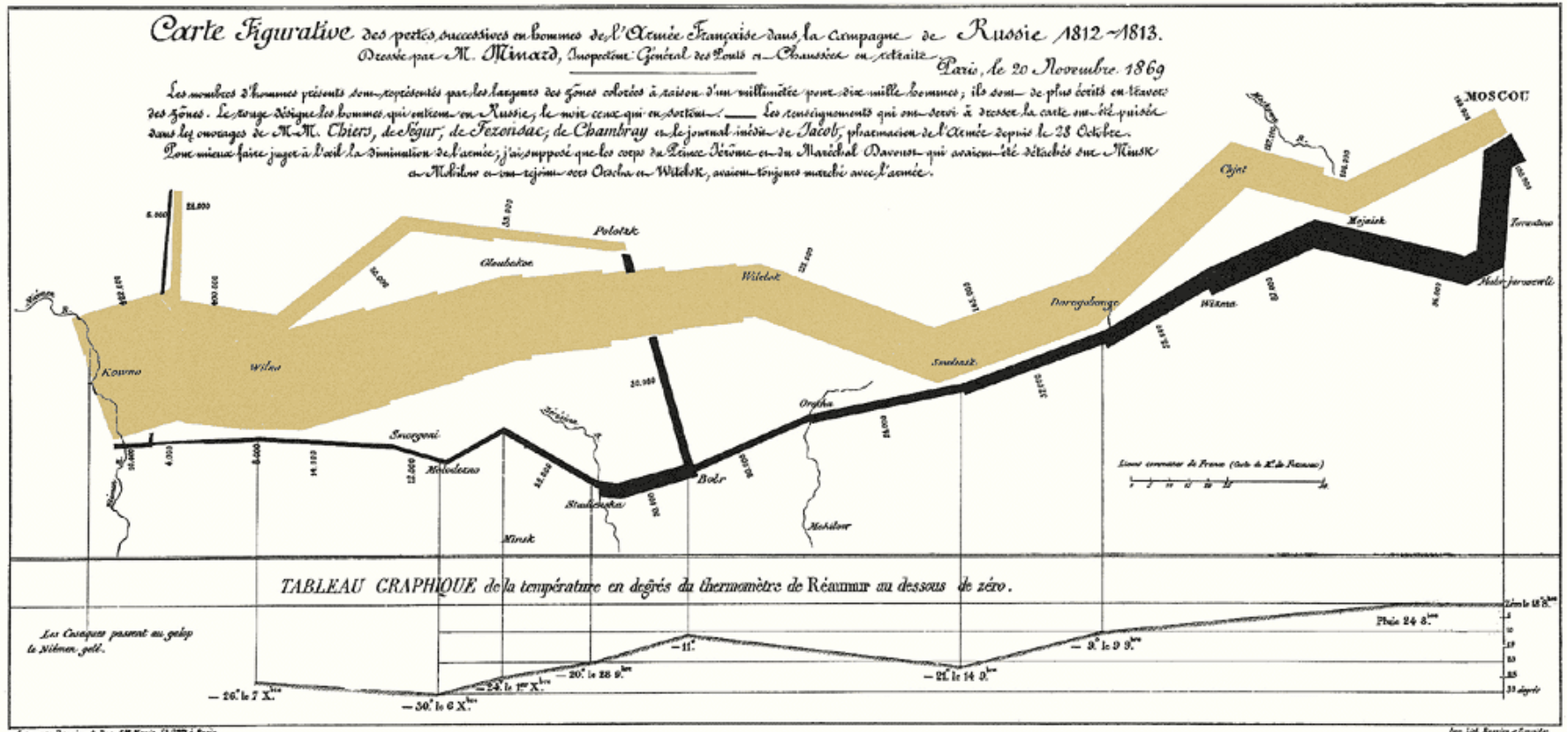
WORK WITH VISUAL AIDS

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

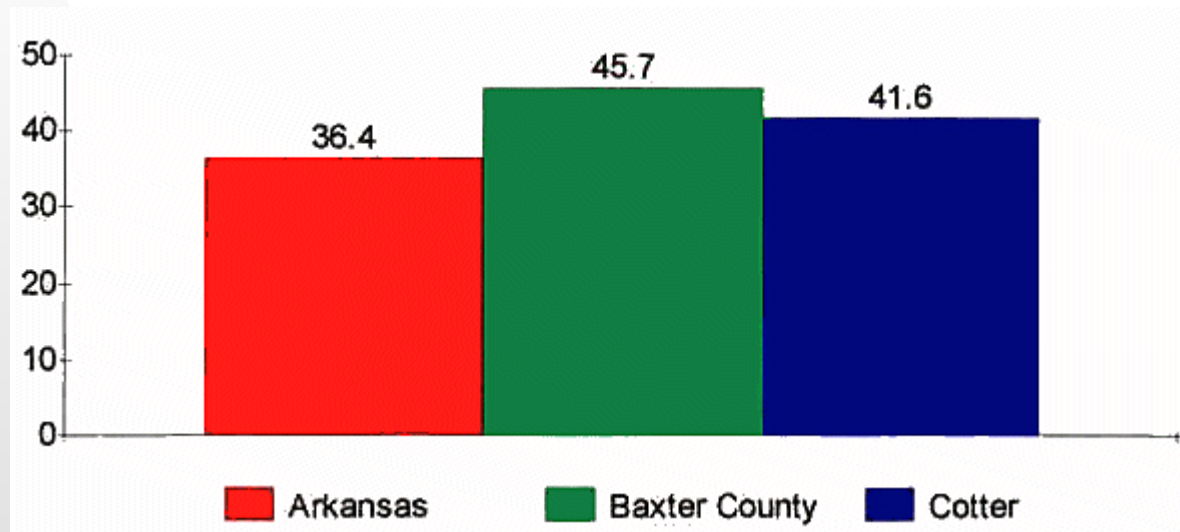
Effective Visual Aids



Design effective graphics



Keep it simple

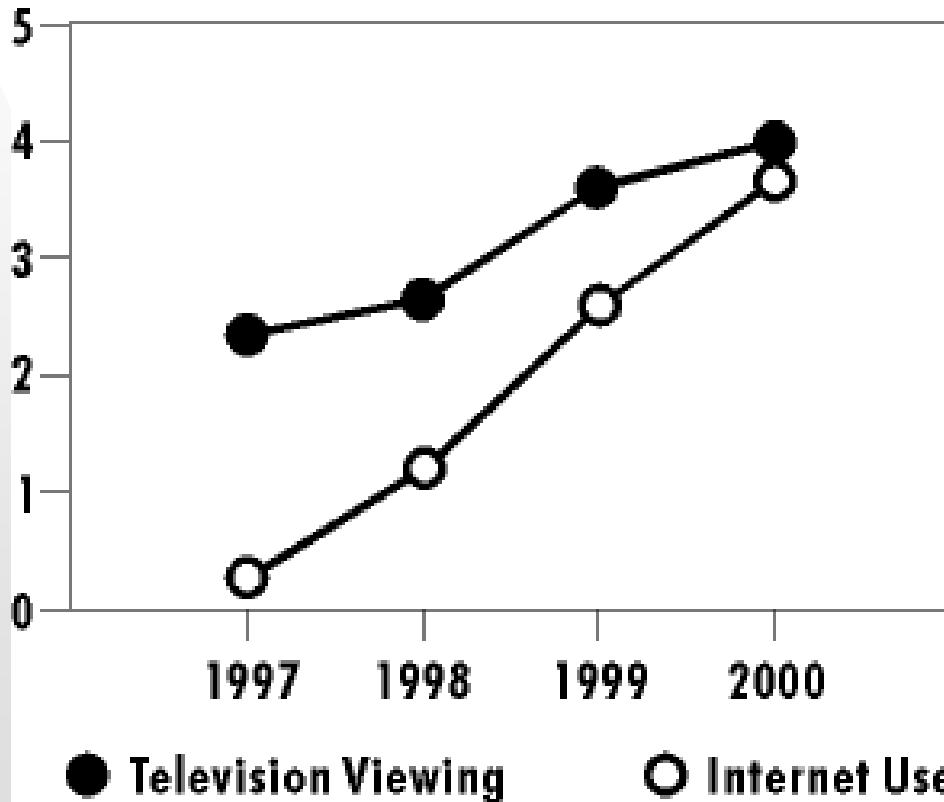


Don't be fancy



Focus on information

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



Not Cuteness



Typography



- ≥ 20 pt
- **Use bold sans serif typeface**
- Do not use serif fonts such a 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**



Text

- **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 MS™ AutoContent or Design Wizards

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