

# Delivering a Presentation

Some important points

# Woohoo accepted or completed

- Your research has come to a junction, people need or indicated they want to hear about it
- Depending on your audience they typically will not love the subject as much as you do...so:
  - Be in command but not a fugu
  - Do not be devastated if the applause is not rapturous
  - If you interest one person in the crowd you most probably have a new collaborator...win!

# Practising the art....

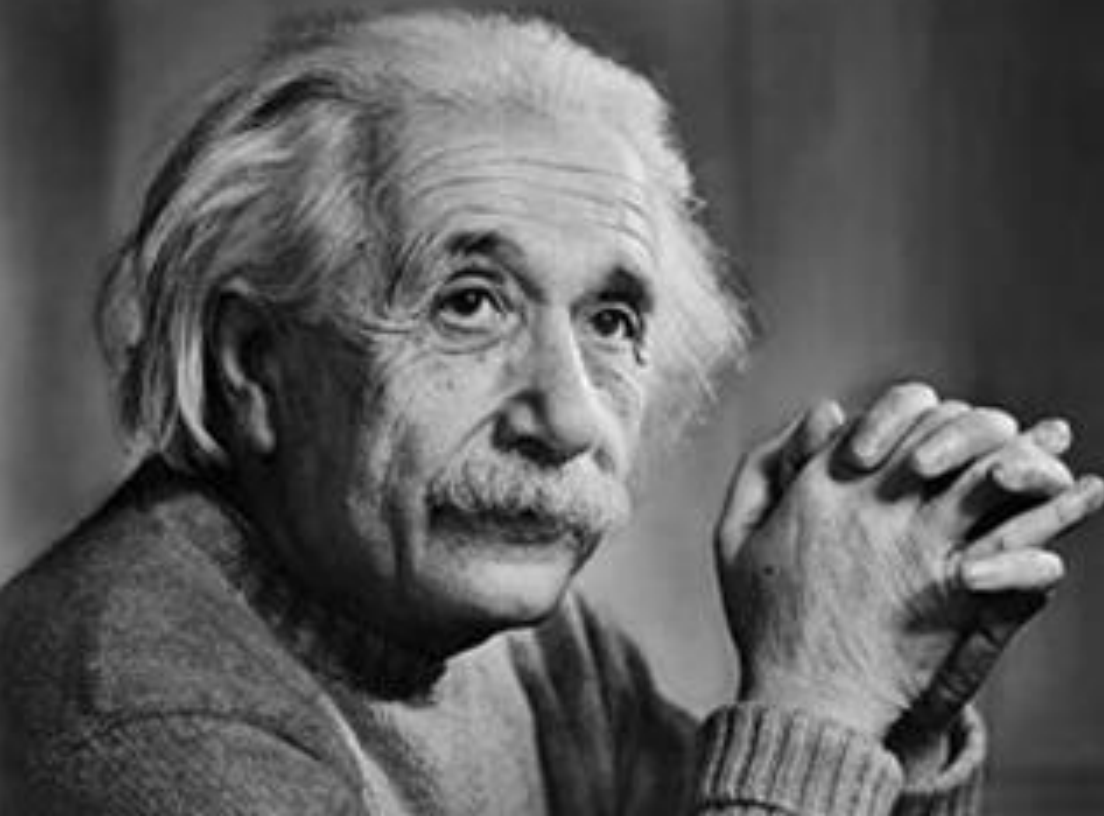
- The golden page ratio is 16 – 4 – 2 -1
- 16 pages or more represents the full report
- 4 pages represents a “technical overview”
- 2 pages is management summary
- 1 page is the “pitch” or ministerial

# A technique we apply...

- What is your news headline....no more than 6 words
- That's right for your presentation what is the 10 sec grab that captures your presentation
- Then write up your presentation as 100 yes 100 word article...
- And remember...

If you can't explain it **simply**, you don't understand it well enough.

– Albert Einstein



# Purpose

- What is the purpose of your communication or what is the point(s) you are making!
  - Describing a new project
  - An update on progress
  - A paper you have written
  - Your thesis
  - Convincing someone to fund your research
  - Convincing people you have delivered IMPACT

# Audience

- For whom is the presentation?
  - Colleagues and Peers
  - Internal Stakeholders
    - Faculty
    - Other Faculty
  - External Stakeholders
    - Research Owners
    - Research Prospects
    - Profession or Expert Body
    - General Public

# Language

- No TLA or FLA use otherwise...PEBAAS
- Your “target” audience affects this absolutely



# Format of Delivery

- Presentations existed before Powerpoint consider not using it...
- If giving a speech write it and check it for time and grammar people forgive less
- Practice, practice, practice

# A Start, the Middle and the End

- Simple but we tend to forget
  - Start – tell them what you are doing, and who you are, and why you are there (2 mins)
  - Middle – What you are communicating, no more than 3-5 concepts (15 mins)
  - End – a summary of what you just gave and next steps/takeaway for the audience (3 mins)

# Questions...rare to not have any

- Plan some answers to obvious questions that should arise from your presentation
- Frame these in no more than 1-2 minute grabs max, again re-emphasise your points from the presentation material
- No matter how annoying, snide, bitchy, targeted, deficient the question maybe from a person in the crowd...💣 breathe, fix gaze , smile (not maniacal) in your measured answer.

# Powerpoint Points

- No more than 3 parts to a concept
- No more than ONE concept per slide
- Use a complimentary graphic to embed and communicate a difficult concept
- The powerpoint should become the “key points” markers for the audience
- Talk to the people NOT the screen, shoes, wall

# Powerpoint Format...

- Format of font both size and style is important to create emphasis
- Too small and they struggle to read it
- **Too big and it becomes LOUD**
- Use “**weight**” to create emphasis
- Avoid **using** too many **colours** as the cognitive **processing** load is high
- *Use a sensible font for readability*

# Dress to impress

- Colour is important  
avoid looking like a  
rainbow lorikeet.
- Bling is not the thing
- Ironed and clean



# Posture and poise

- Engage your audience, but you are control
- Move or animate within your space
- Look them in the face, not the screen, powerpoint or the back wall
- Back straight but relaxed
- Change the cadence in your voice
- Lower your voice to make people listen...yes
- Convey your excitement and enthuse

# YOUR CONFERENCE PRESENTATION

## HOW YOU PLANNED IT:



## HOW IT GOES:

