

Presentation Skills

Henner Büsching

HGS-HIRe - Summer Student Program at GSI

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Introduction





Planning

Content

Structure

Slides

Delivering

Body und Voice

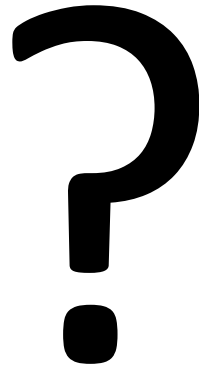
Preparation

Style

Questions

Planning

How do you plan your presentations



Key Questions



For whom?

Which content?

How long?

Why?

→ Audience

→ Speaker

Review Material



Collect Information
Prepare different lists
(with source)

- Facts
- Stories
- Pictures
- Graphs
- Arguments/Thoughts

...starting early enough...

Know the audience



Start:

What do they know?

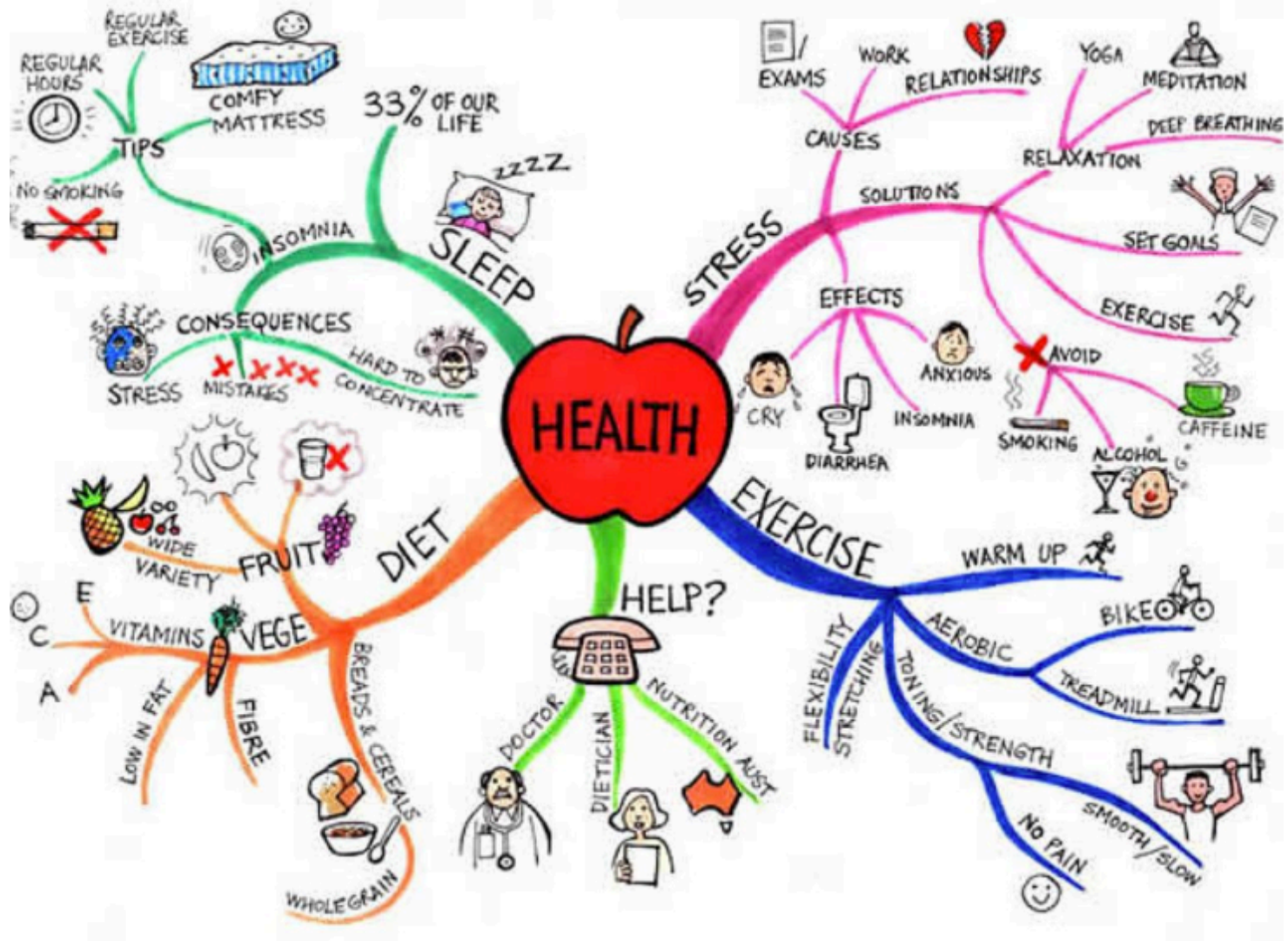
Goal:

What should they know after the talk?

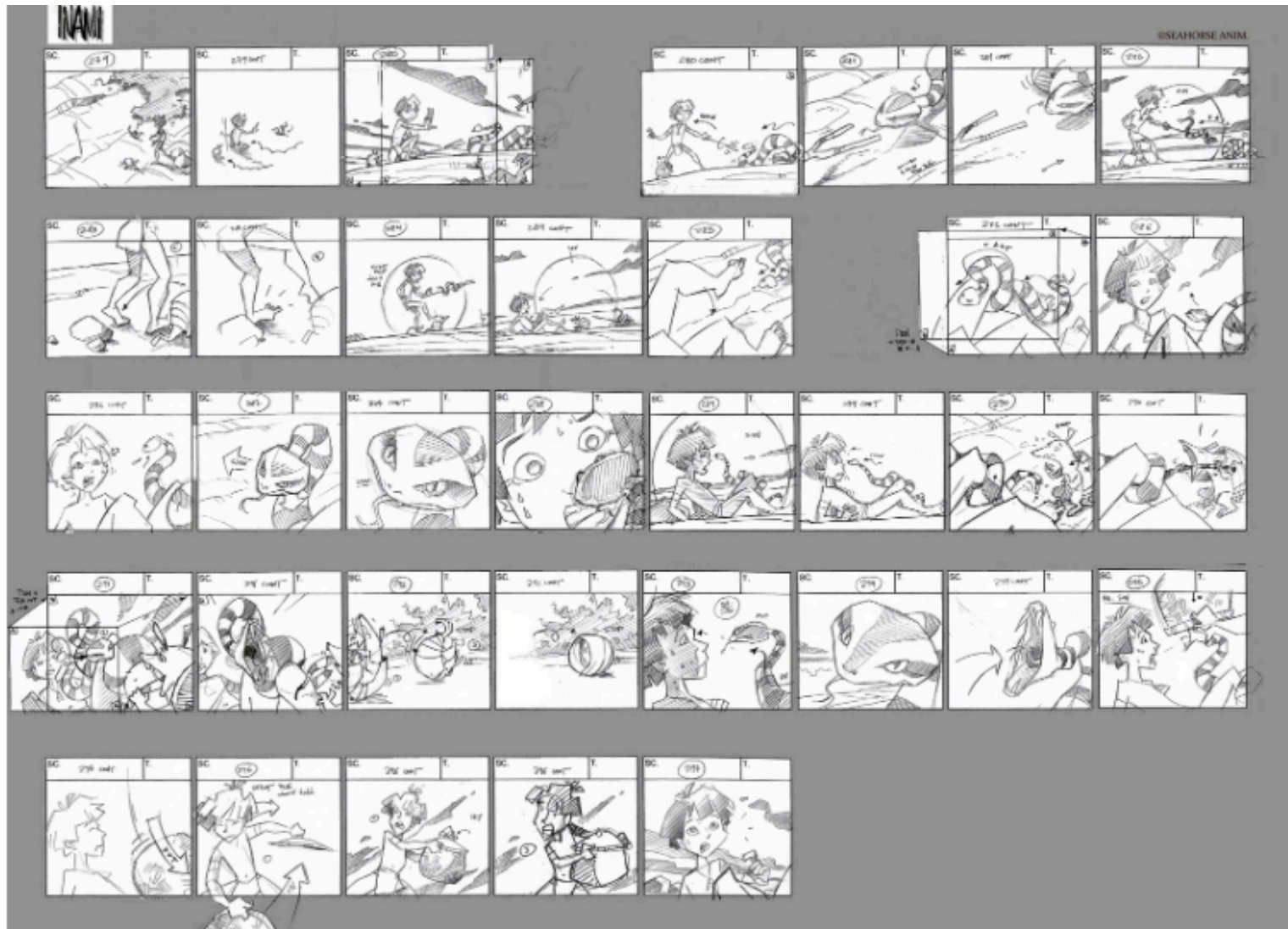
Brainstorming

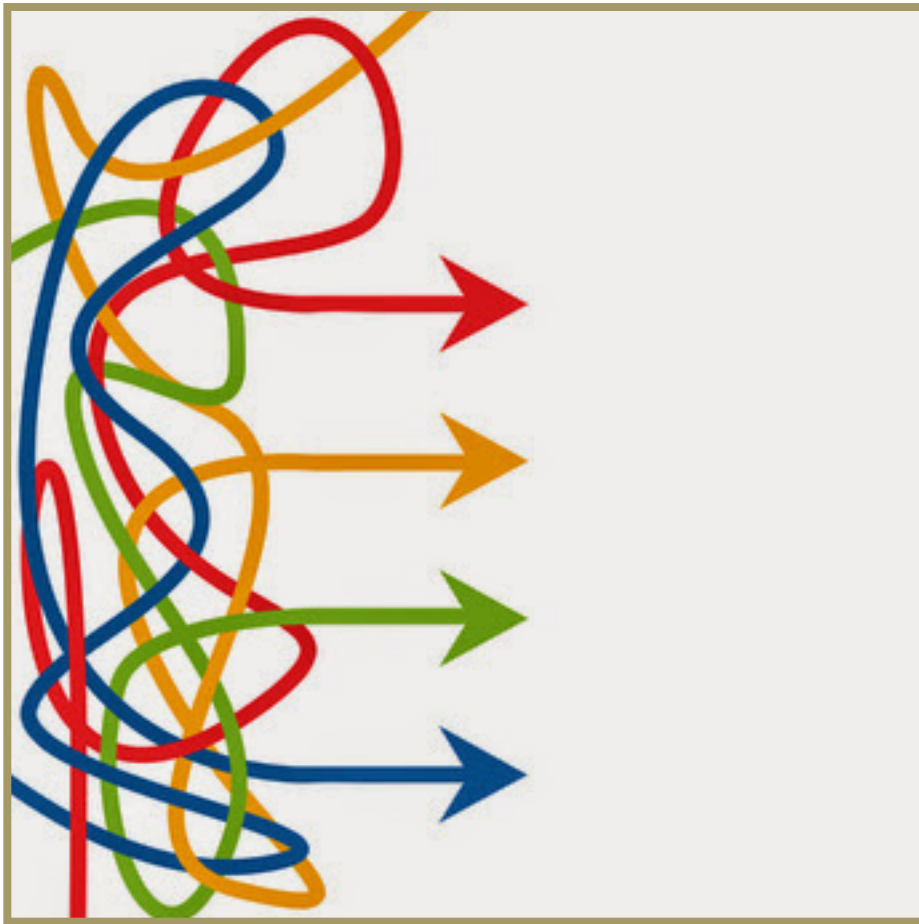


Mind-Maps



Story Board





Powerful Start
Clear Outline
Central Theme



Show to audience
Especially in long talks

Content

There are no One-Size-Fits-All-Talks



Taylor content and presentation to audience

the content must fit



Don't try too much

Don't try too little/do not make it trivial

Keep level

People like to hear what they know already

Structure



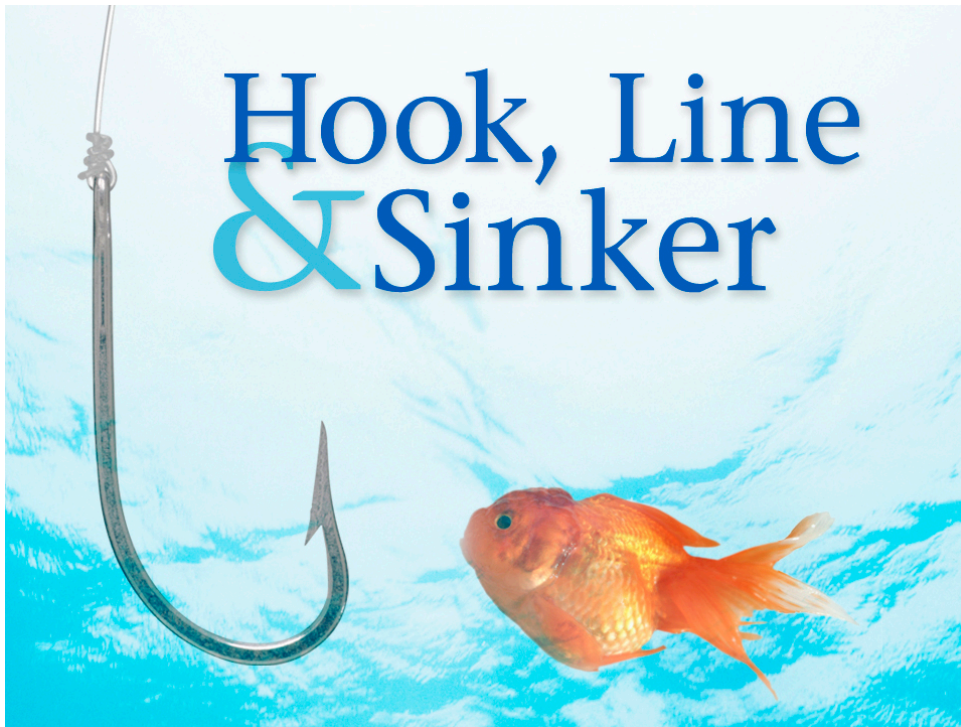
Best: Tell a story

Layout and Structure



- Table of contents
- Separator slides
- Summaries (at the end and in between)

Simple Structure



“Hook”:
Introduction, Motivation

“Line”:
Main content

“Sinker”:
Summary/Conclusion

Mix different Elements



- Facts
- Stories/Processes
- Experimental setups, Experiments
- Measurements
- Results
- Insertions

- Not the same for too long

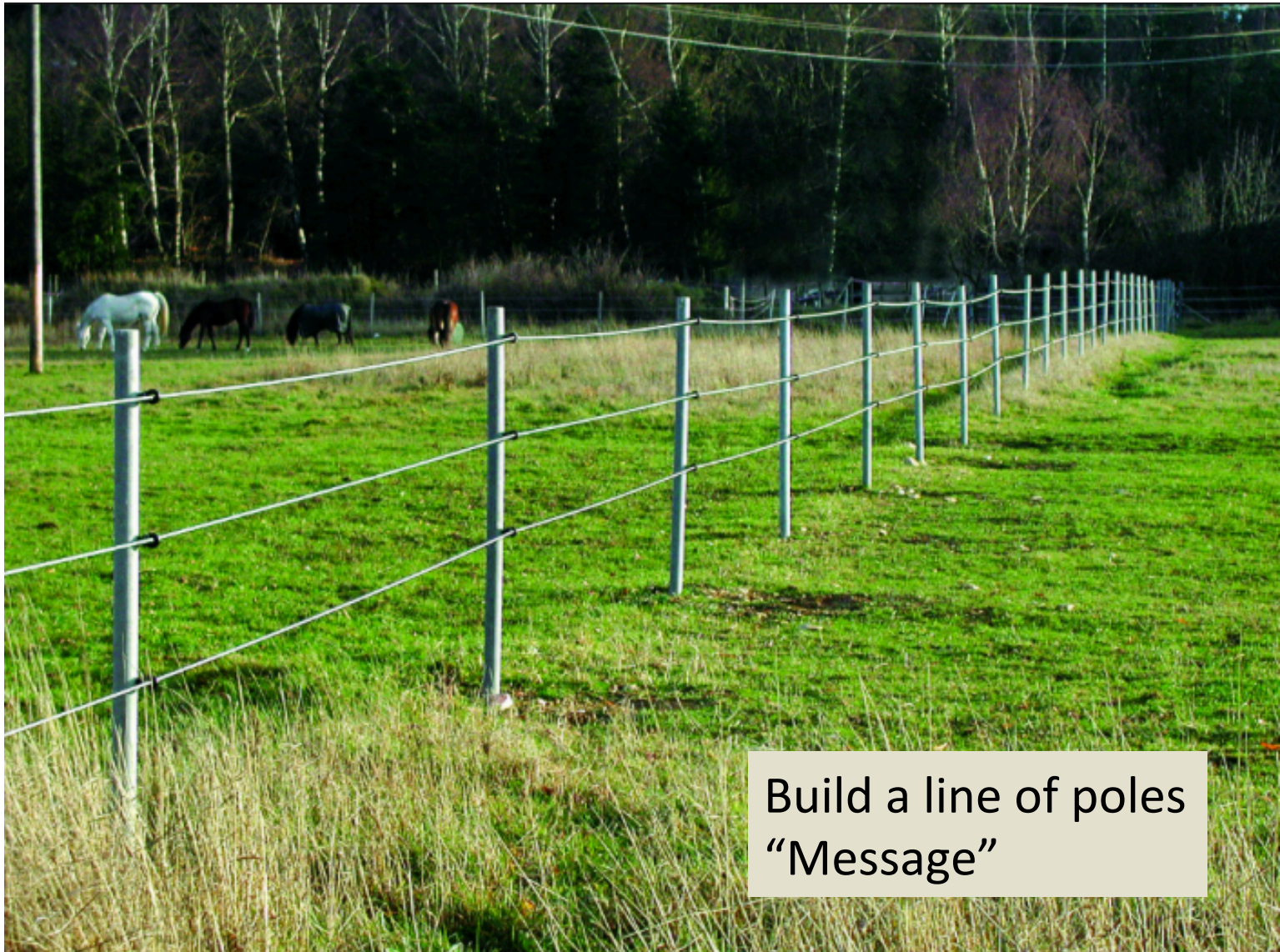
Pictures/Graphs/Text

The Beginning...



- Name
- Important information
- Title of the talk

- Sets tone
- Not too formal
- Short
- Eye contact!



Build a line of poles
“Message”

The summary



Always!
Good end

Only content of the talk
No new information
No new thoughts

Short, precise
Do not repeat everything

Outlook



Nothing that was already in the talk
Not obligatory

... and the end...



slide really necessary?
avoid sudden death
Simple "Thank you" = good signal

Slides

The Purpose

Why this slide?

What's the topic of the slide?

What's the message of the slide?

One slide = one topic!



Message

Slides und Talking - 1:1

Something not mentioned
should not be on the slide

Everything on the slide
should be mentioned

Sometimes difficult

Slides for documentation as well? → difficult



Too many different things

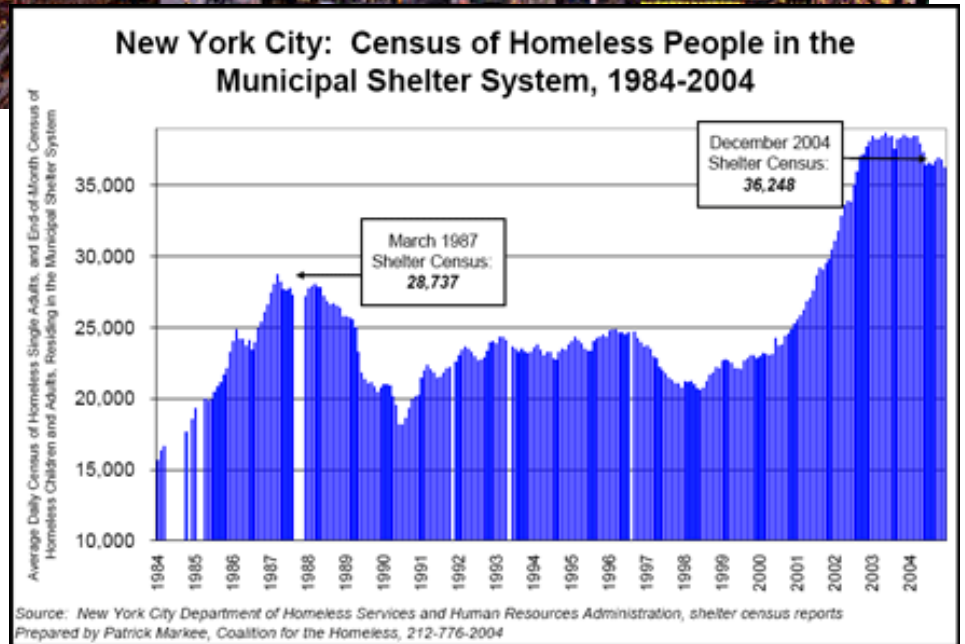


ADULTS

	Census
Men	6,730
Women	2,075
Total	8,805
Drop-in Center Clients Served	1,379
Drop-in Center Overnight Census	693
Faith Bed Census	413
Outreach Contacts	223
Outreach Placements	21

FAMILIES

	Census
Families with children	7,773
Adult families	976
Total	8,749
Adults in Families	12,700
Children in Families	15,028
Total	27,728



Cleaning up the slides



Less is better

Clear layout

Remove everything that's not needed

- Cover with boxes
- Add labels in bigger fonts
- Expand if possible

Slides with text

Pure slides with only text are often boring. They are really boring. If not a single picture is shown. Who really wants to read all this text? If there is nothing else to look at. Furthermore sometimes it is really useful to add paragraphs or restructure the text to make it easier to read. Or an empty line. Continuous Text is often hard to digest and understand. But, on the other hand, in principle people want to listen and not read all the time; especially these very long texts on slides. But if there is all this text and even worse it is not really connected to what the speaker is talking about the audience does not know what to do. Read or listen.. So everyone is completely confused. And then one stops listening and reading and the thoughts are travelling someplace else and one gets tired and tired and.....

Colors

no yellow, no light green, dark colors

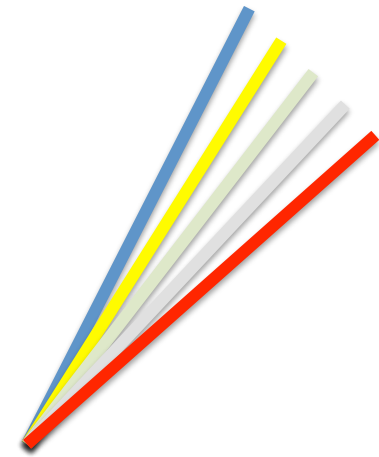
Contrast **important**

For fonts, for lines, for graphs

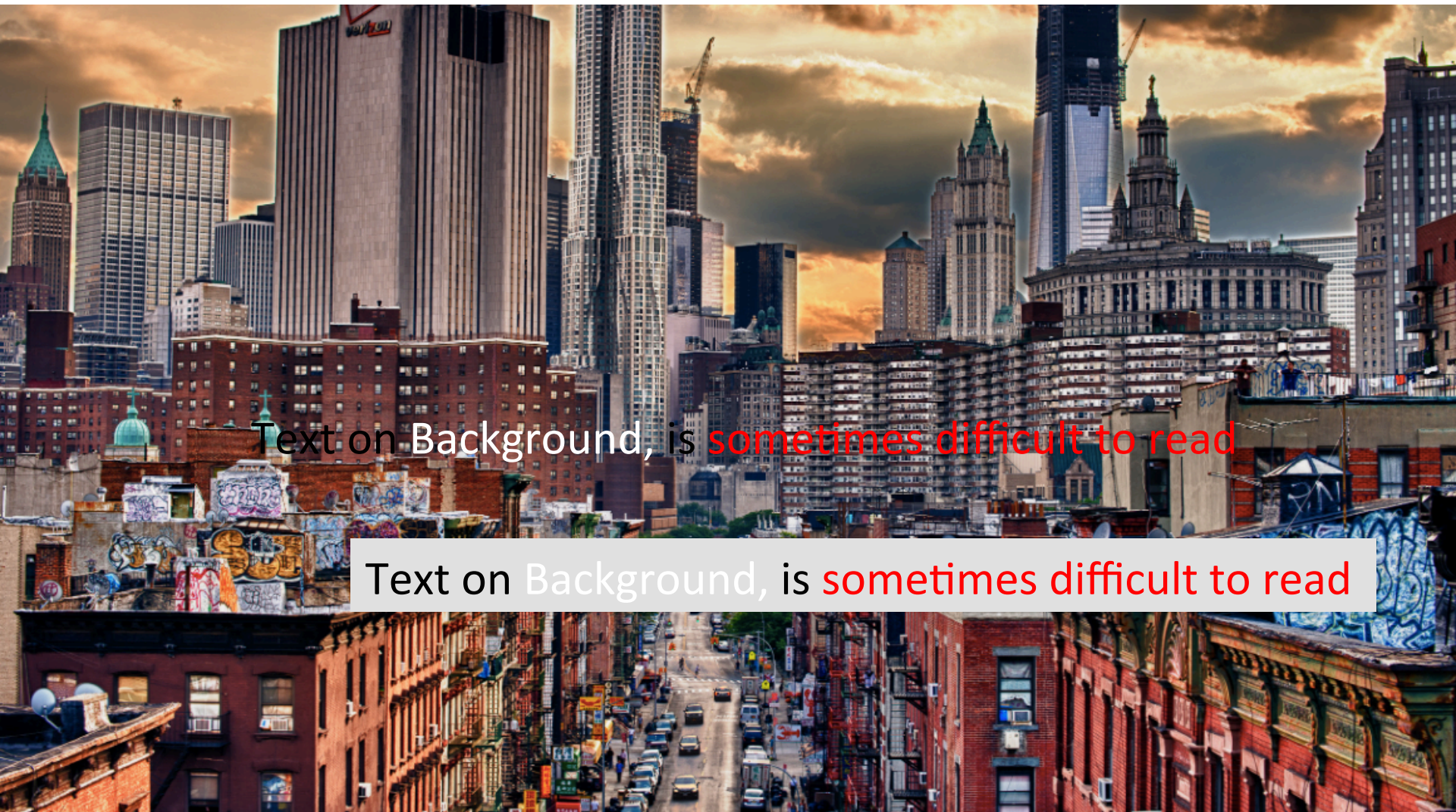
If no other possibility: Special programs to change plots

Not everything that looks good on the computer looks good on the screen

Red means important (for most people)



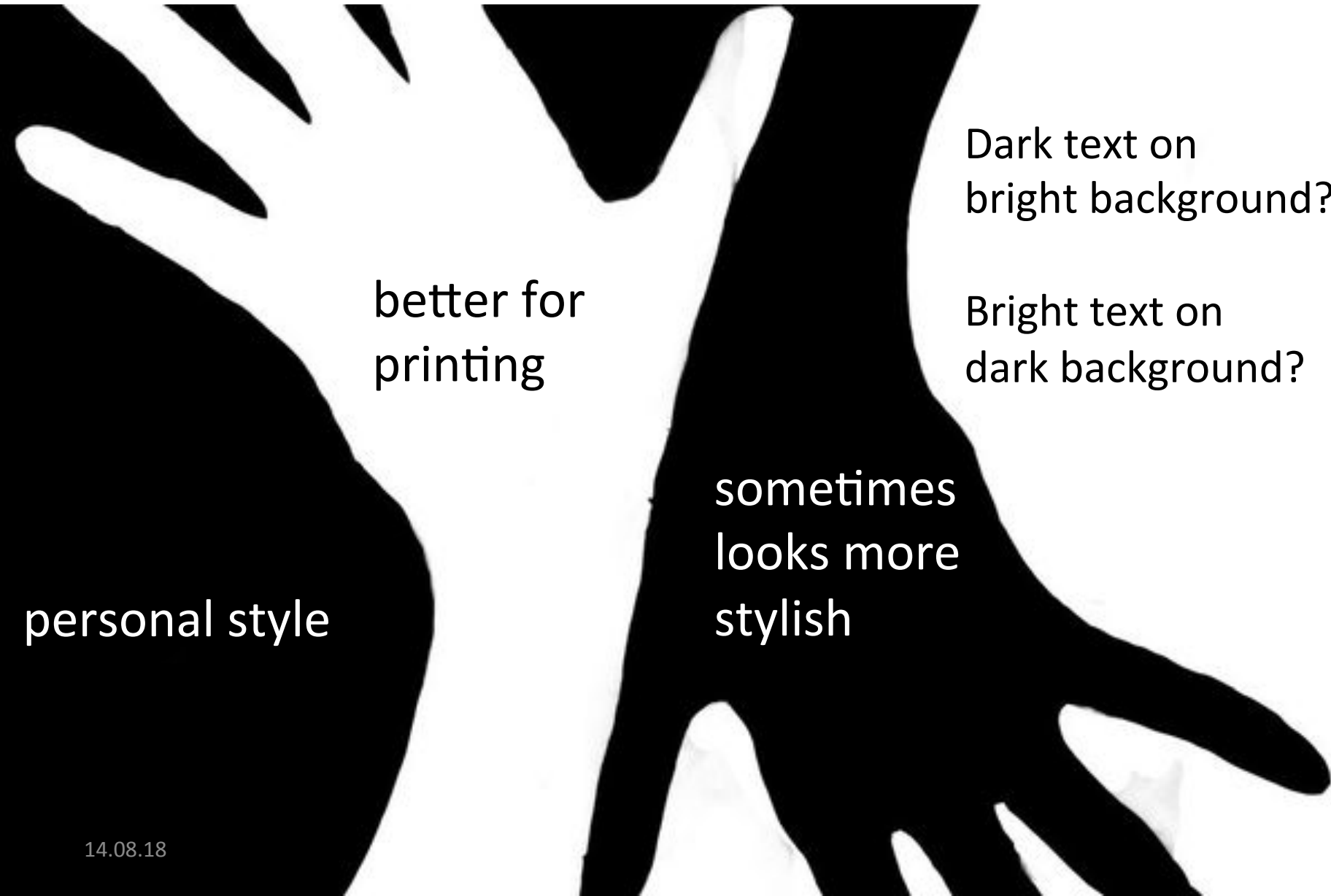
Background



Text on Background, is sometimes difficult to read

Text on Background, is sometimes difficult to read

Black or White



better for
printing

Dark text on
bright background?

Bright text on
dark background?

personal style

sometimes
looks more
stylish

Fonts

Most people think: Fonts without serifs easier to read

fonts with serifs - *complex fonts*

Font size is important

28 pt

24 pt

20 pt

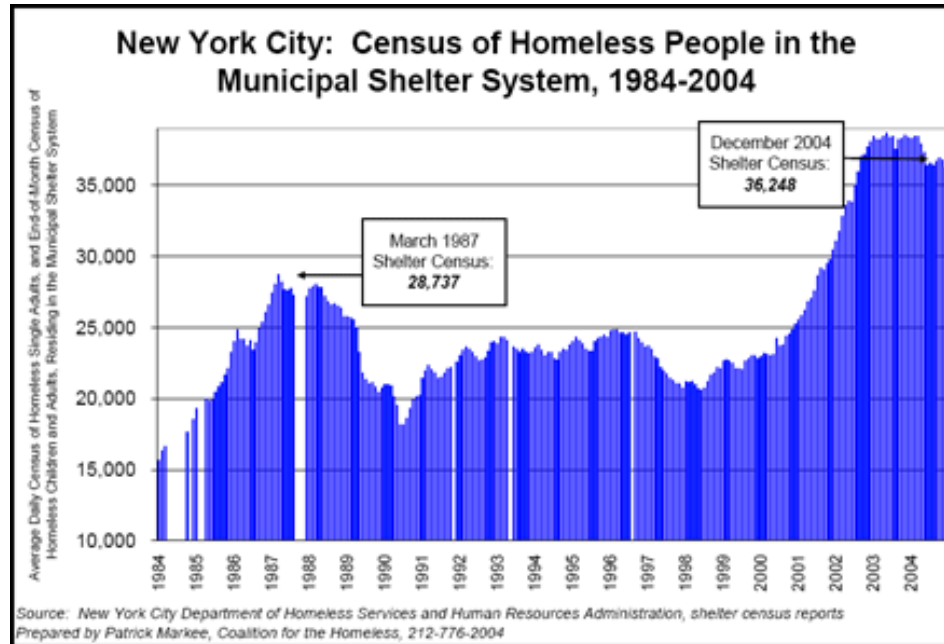
18 pt

16 pt

14 pt

12 pt

Graphs/Pictures



Graphs should not be too small

Titel



Important stuff



Animations

Do you need Animations?

Be careful, not too much!

Very good to motivate content → build up slides

Careful if text is added on top → better new slide

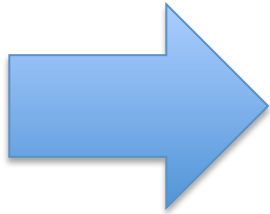
Sources



- Different from field to field
- In physics:
Sources next to plot or table
- No List at the end

Insertion

Marker



- Use consistent graphical markers, one “design”
→ helps orientation
- Separator slides
→ helps structure

Source



Paper

Message

Text und Tables

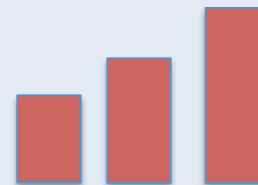
Usually continuous text is not recommended, especially long lines are difficult to read on the slides, usually it is better to use key words instead. They are

- easier to read
- clear
- to the point

Tables

1.	2
2.	3
3.	4

Graphs



Birds of a feather flock together

Important: The same should look the same

- Theme 1
- **Theme 2 ?**
- Theme 3
 - clear
 - clear as well
 - **not clear**

Format, Font, Color, Structure

Delivering

It's called a A Talk



Talking more important
than slide

Lead the audience

Explain

Do not speak faster than
you can think
→English (!)

Leading the Audience



Use transitions, summarize

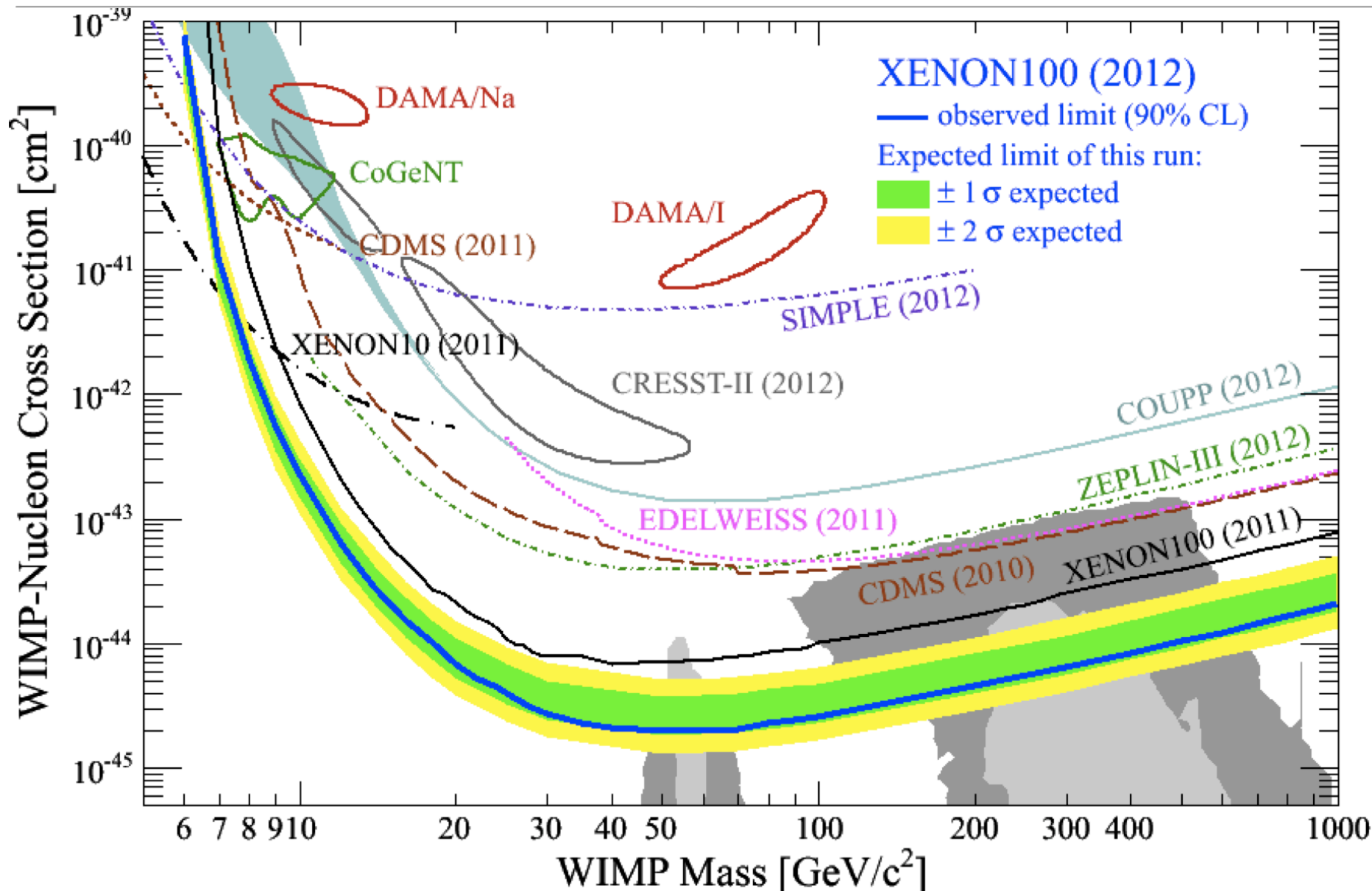
Introduce:

- Abbreviations
- Key words

Graphs - in 4 Steps:

- 1) Axes
- 2) Datapoints
- 3) Other elements
- 4) What do we see?

XENON100: New Spin-Independent Results

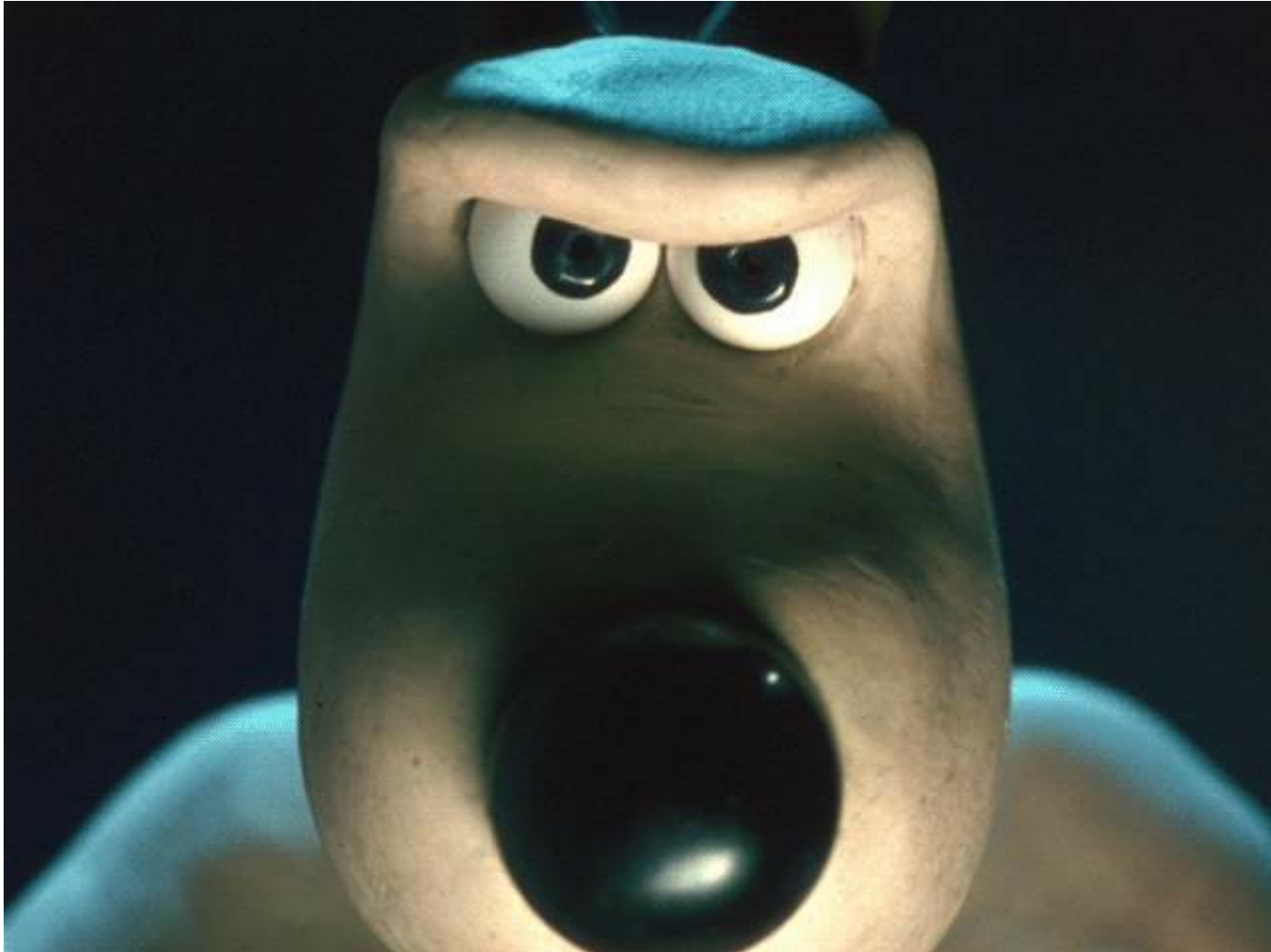


14.08.18

Upper Limit (90% C.L.) is $2 \times 10^{-45} \text{ cm}^2$ for $55 \text{ GeV}/c^2$ WIMP

Body and Language

Eye Contact



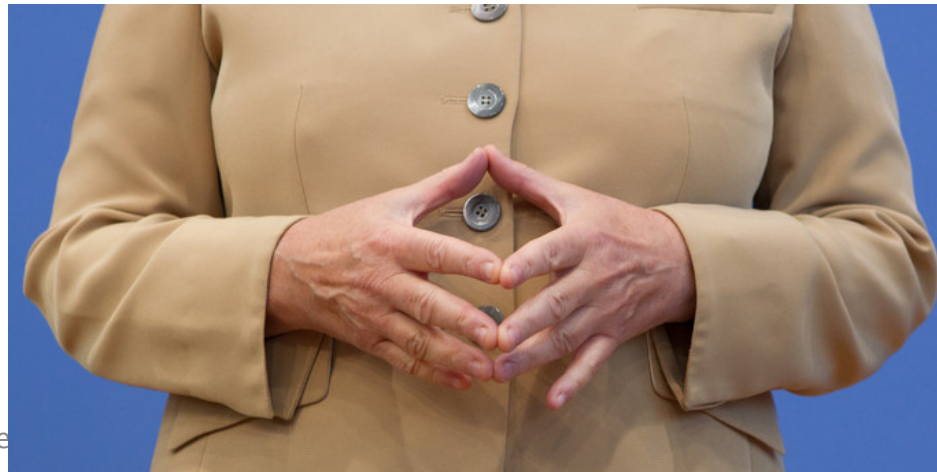
Cheeeeeesssee



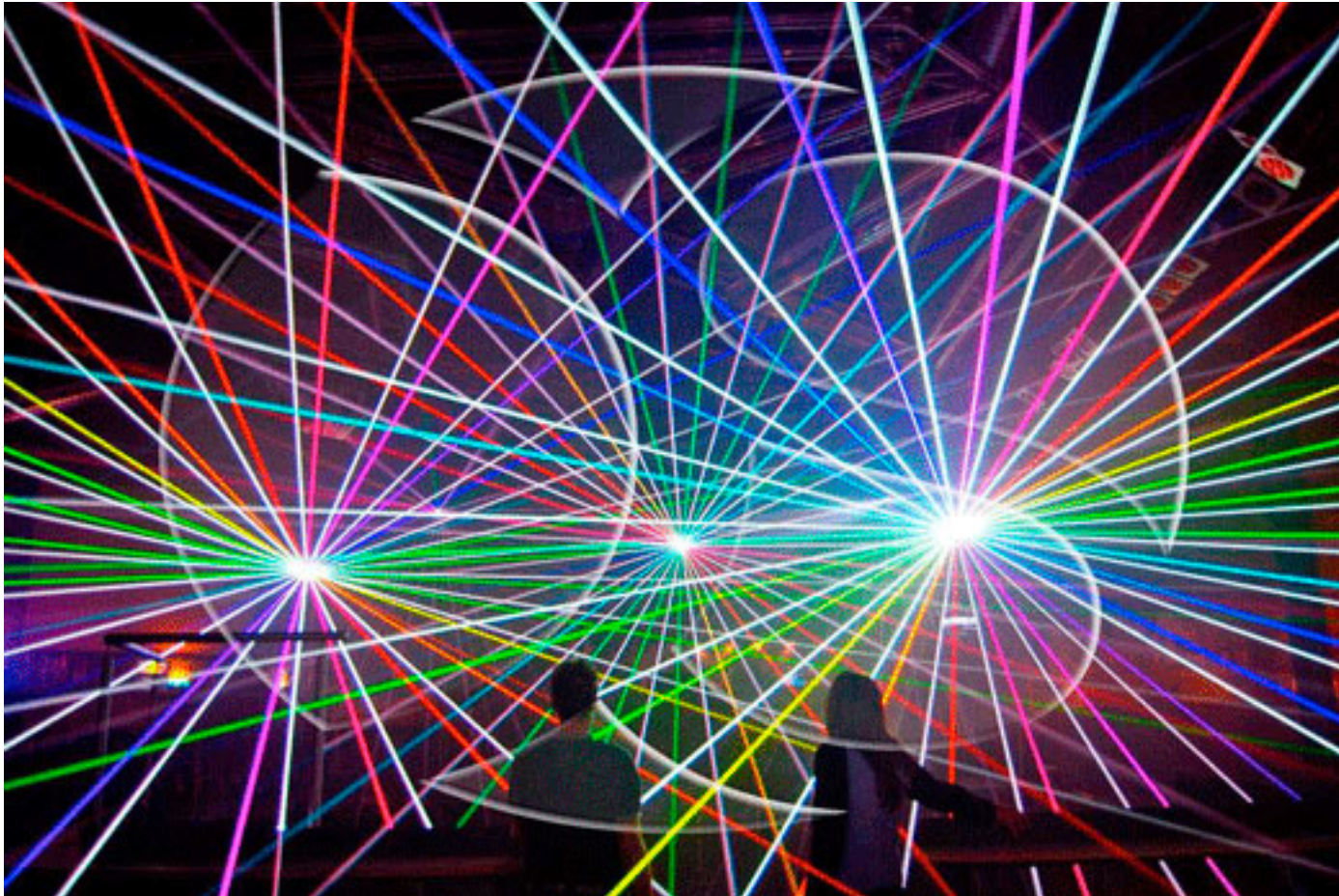
Making a good impression



- Motivated body language
- Modulated voice
- Proper closing
- Know your habits (Video?)



No laser show



Do you get nervous?

- Make yourself familiar
 - with the room
 - with the technical equipment
 - meet the chair of the session
- Find calming influence in the audience
- Do not look at your supervisor only
- Water (?), printout, copy on memory-stick



No Fear slides

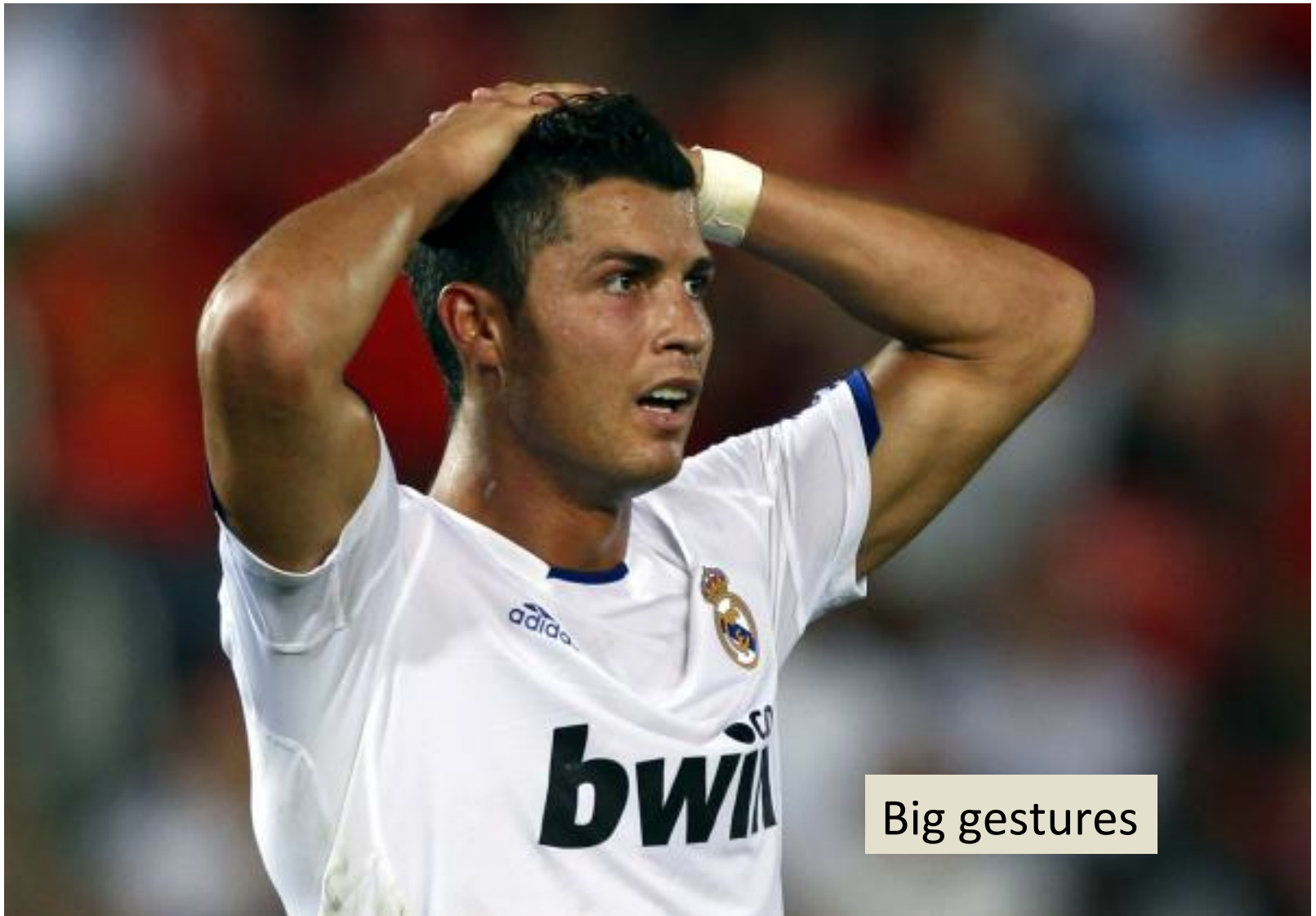


Hands in pockets

14.08.18

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The Pen-Trick





Wild movements

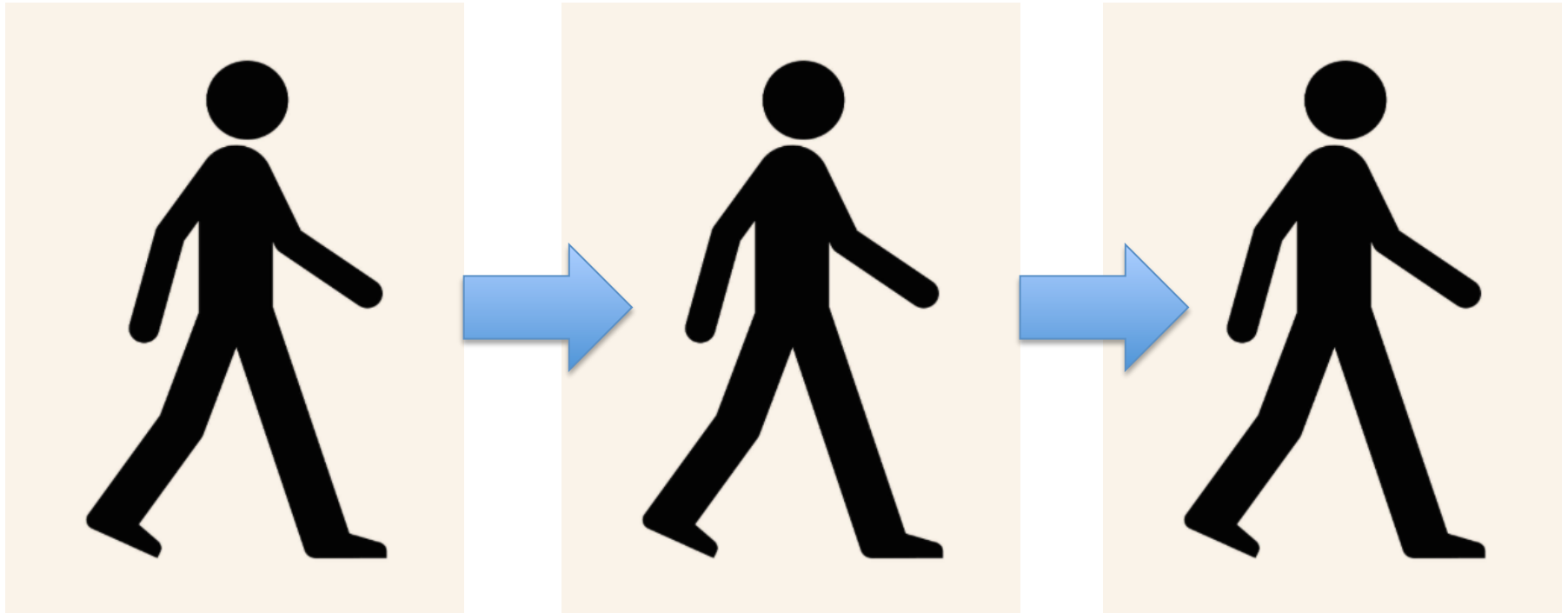
Walking and talking

Hyperactive presentations

...confusing!

Conscious use
of movements





Position 1
Theme 1

Position 2
Theme 2

Position 3
Theme 3

Preparation/Review



What should I practice?

- Introduction
- Transitions
- know the order of slides
- difficult words

Helping tools:

- index cards
- text
- preview function

Tip: List of transparencies, Appendix



Timing



1
Slide

2
Minutes

Attitude



pdf

play safe

Multimedia



If necessary

Make sure it works
on site

if not
→ bad impression

Feedback – Review



@adpic

sehr hoher Praxisbezug
Flexibel, auf Teilnehmer eingegangen

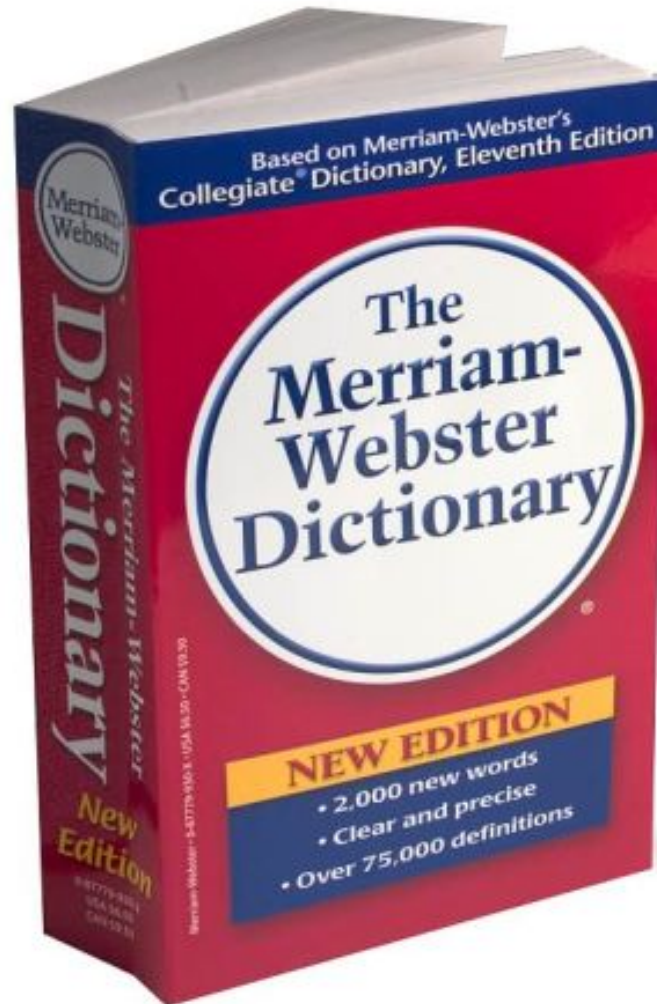
Style

Paying respect to the audience



.... makes it easier

Spelling important





Don't try to be funny → dangerous

Recycling



Audience should not see that you recycle

- different fonts
- different backgrounds
- wrong footer/header

- Looks like not important enough

Interaction



Difficult
Must fit
You don't know what's coming
Better to avoid

The Session-Chair



Introduce yourself at beginning of session

Look at chair from time to time

Do not ignore
→ Bad style

Rambling and Reading



no rambling
no reading
→ boring

Clear Messages



Be precise

Long complex Messages → Often key message not clear

Break down in simple messages

Not the same as simplifying !!

Sell the content



Questions

Any Questions?

The big fear factor

→ Be positive

Impossible to know everything

Preparation:

- Who will be there?
- What are they working on?
Theories, Models, etc.

Ideal opportunity to start networking is coffee breaks



Planning

Content

Structure

Slides

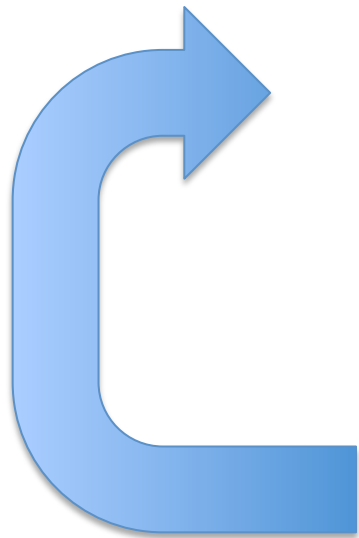
Delivering

Body und Voice

Preparation

Style

Questions



Give talk
Collect experiences
Feedback
Review

