

# How to prepare and deliver a presentation

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# 1. Background to making a presentation



# Effective Communication

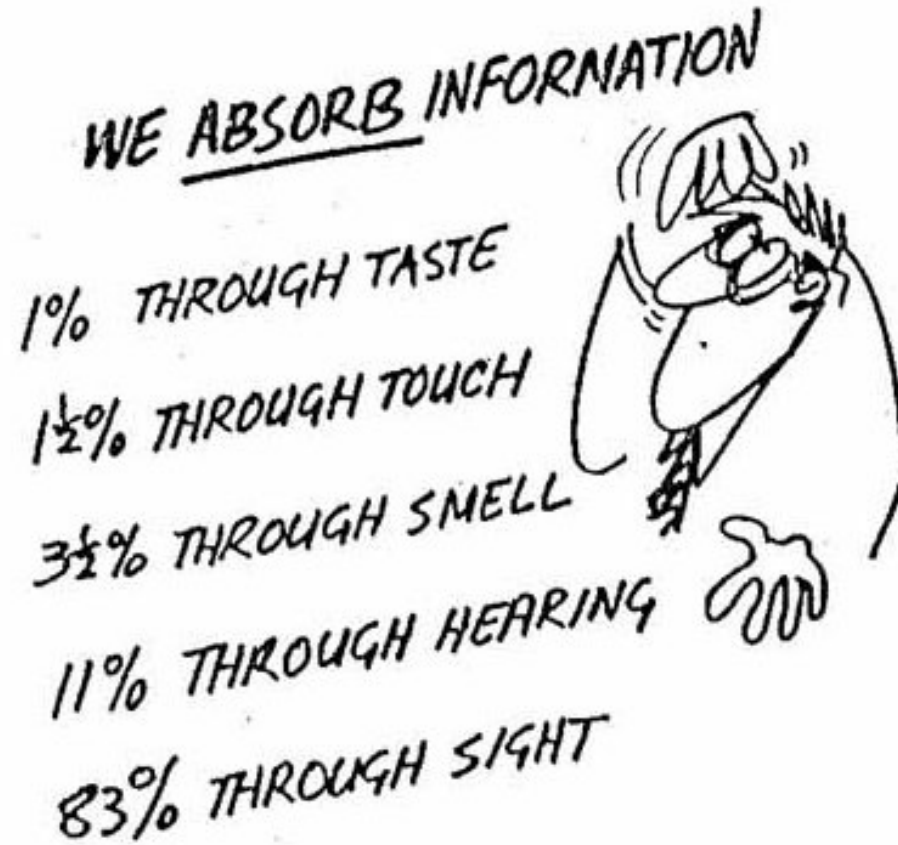
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What do you want to achieve?

- Educate and inform
- Inspire/interest and persuade
- Entertain
- Must grab and hold attention

# Reinforce with Visualization

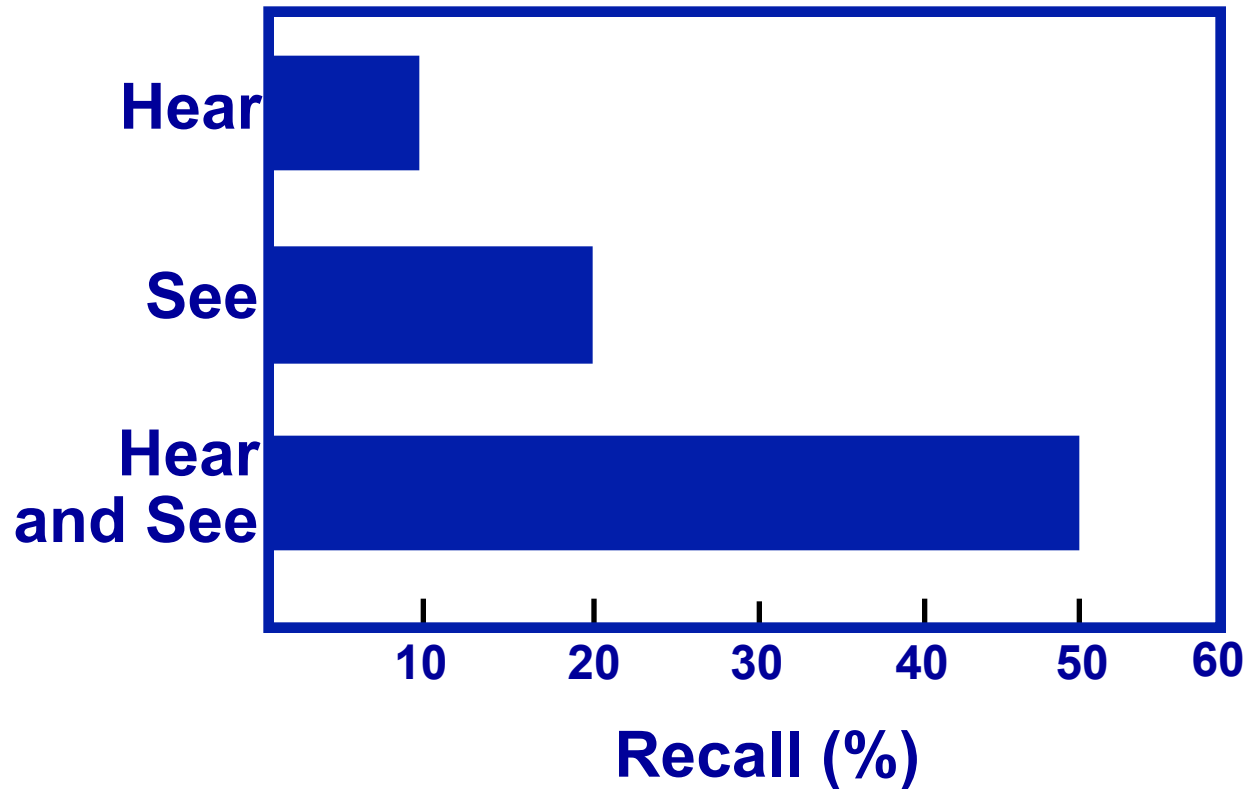
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Audience retain more if hear and see

# Reinforce with Visualization

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Audience retain more if hear and see

# Fear of public speaking

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- Public Speaking
- Heights
- Insects
- Financial Problems
- Deep Water
- Sickness
- Death
- Flying
- Loneliness
- Dogs

# Outline

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- Preparation
- Structure of the presentation
- Visual aids and slides
- Practice and delivery

## 2. Planning and Preparation



# Planning

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- Purpose - why and what?
- Audience – who and where?



# Planning

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- Know your subject
- Develop a theme
- List the key concepts and points to convey
- Begin to think about ways of illustrating the key points

### 3. Structure of presentation

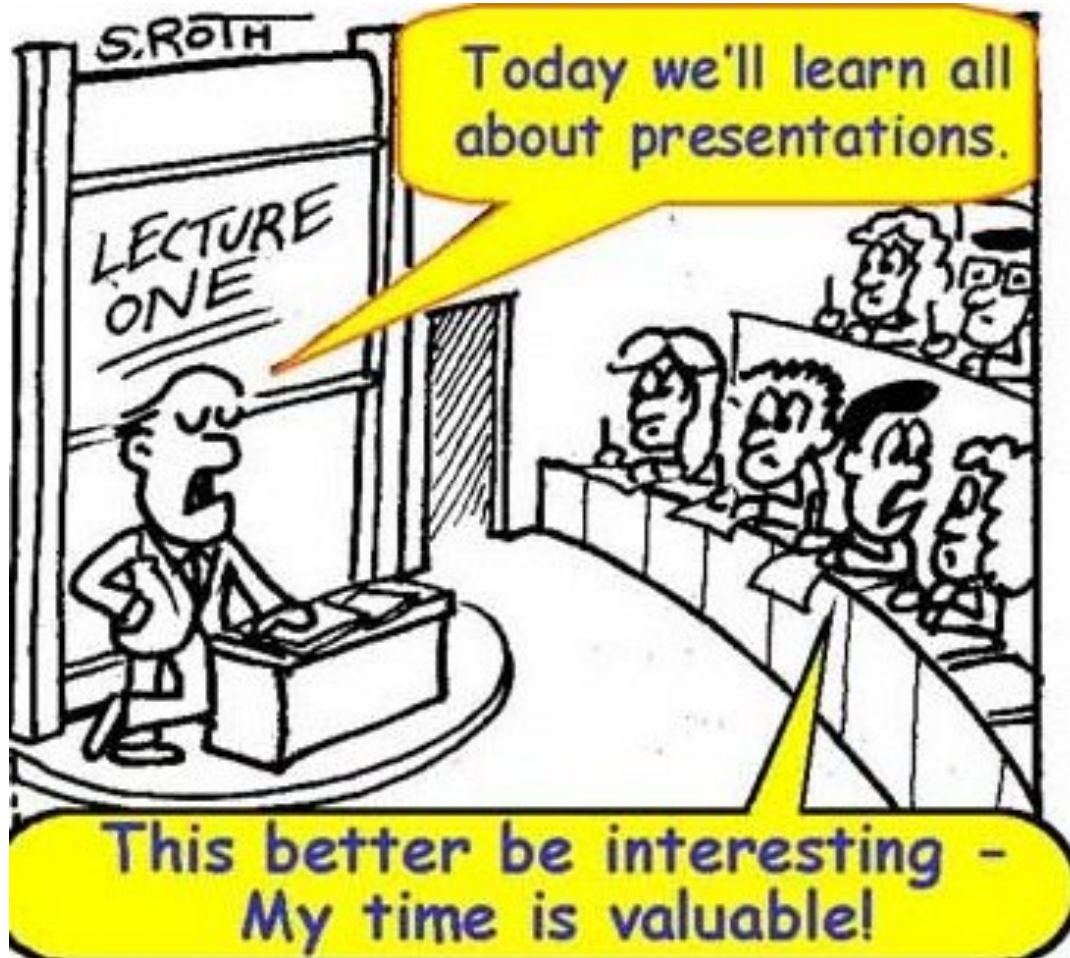


# The Structure

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- Opening –  
Tell them what you are going to tell them
- Body –  
Tell them
- Summary –  
Tell them what you told them

# Structure - opening



# Structure - opening

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- Need a strong beginning
- Few seconds to convince audience:
  - I will not waste your time
  - I am well organized
  - I know who you are
  - I know my subject

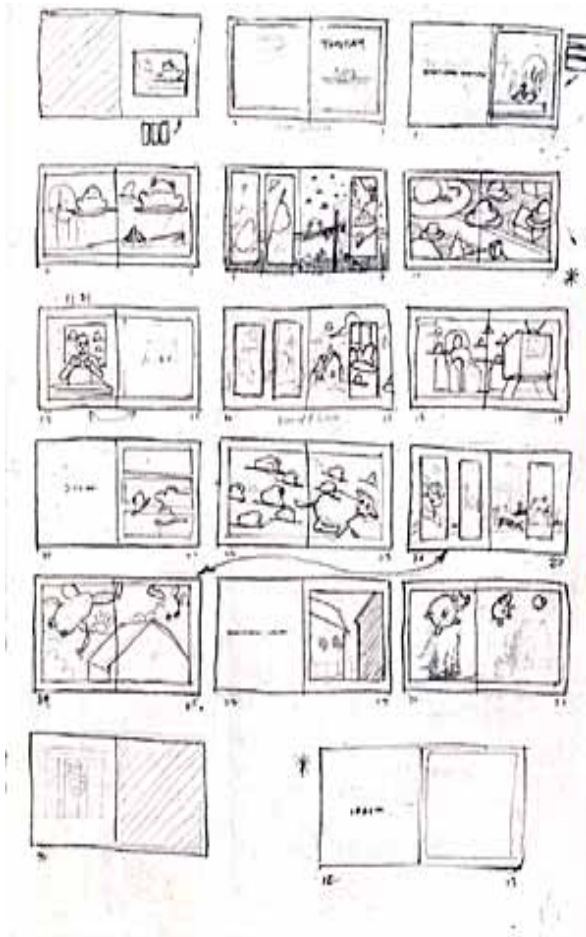
# Structure - opening

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- Introduce problem to be addressed and context
- State purpose, scope and main message
- Give outline of presentation

# Structure – main body

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- Make a story board
- Break up with each section making a key point
- Present incrementally, concisely and in logical order
- Illustrate with clear examples and visual aids



# Structure – main body

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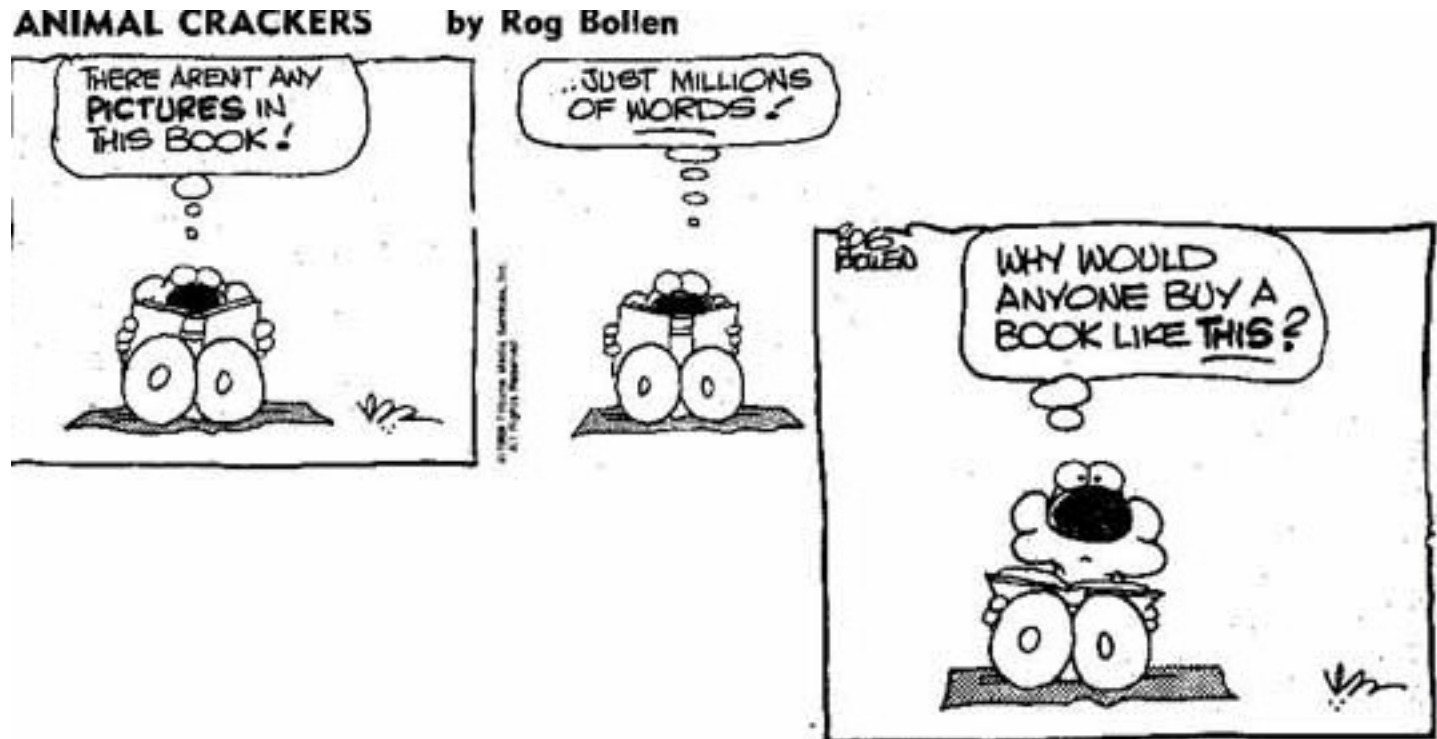
**KEEP IT SIMPLE STUPID**

# Structure - closing

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- Must have a clear end to talk
- Brief and simple summary of main points
- Reinforce the main message
- Put in context of the “big picture”

## 4. Visual Aids



# Slides

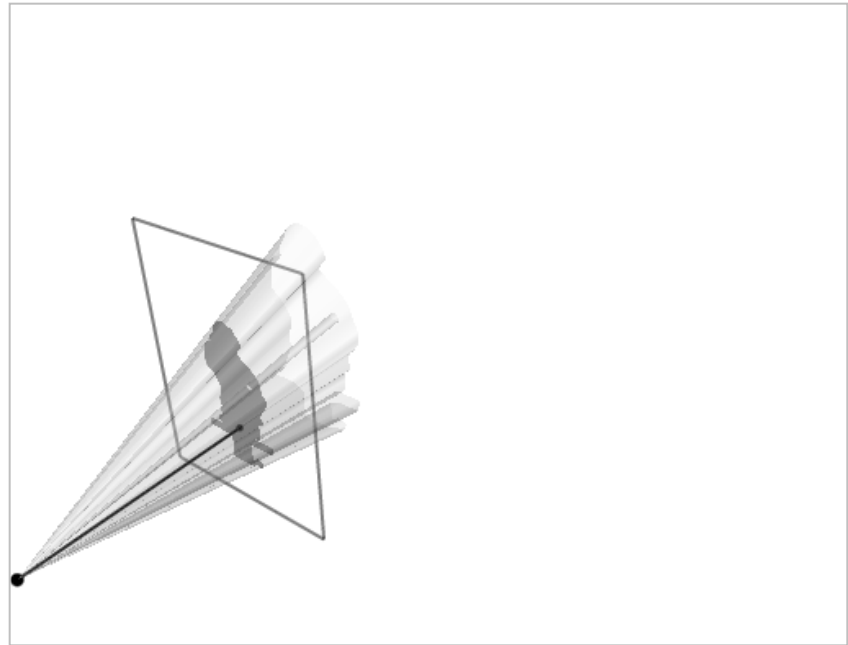
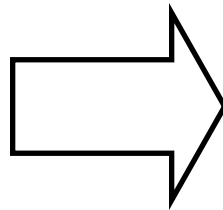
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- Header – headline for main point
- Body
  - one point, keep it simple
  - don't overcrowd with bullets and details

# Slides - tell story with pictures

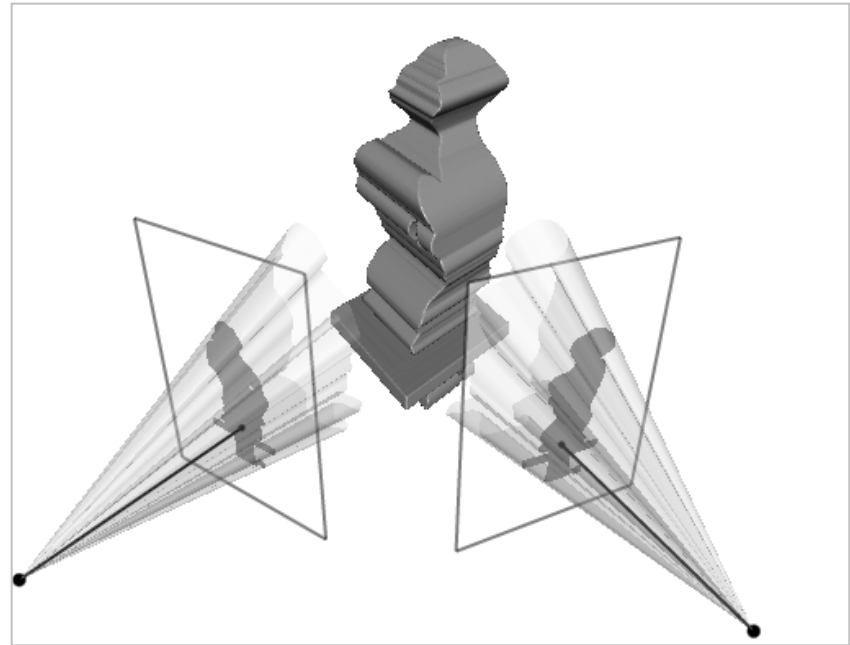
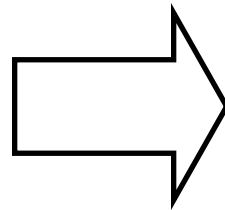
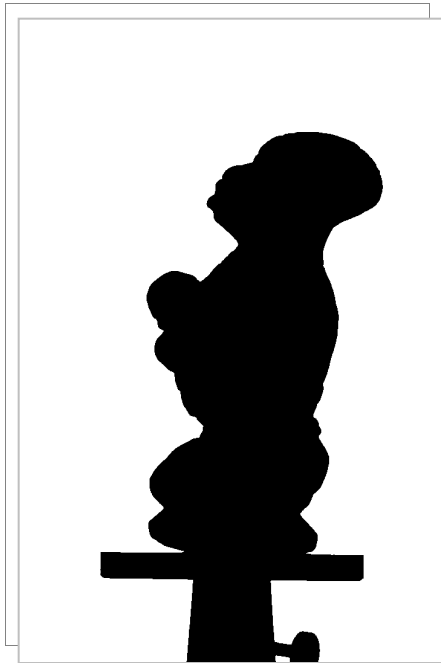
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- Illustrate with images and animations to explain difficult points and generate interest.



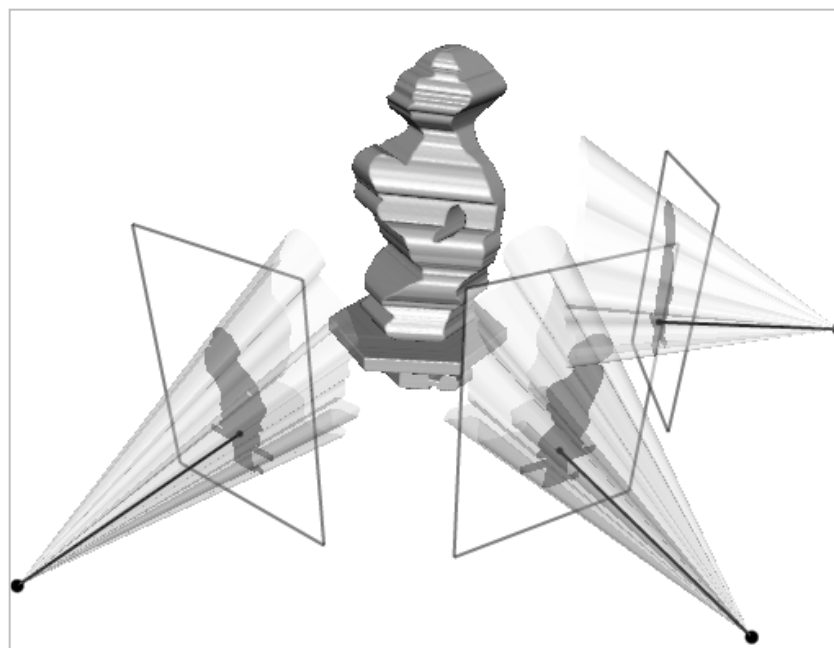
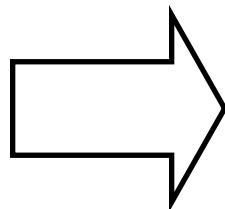
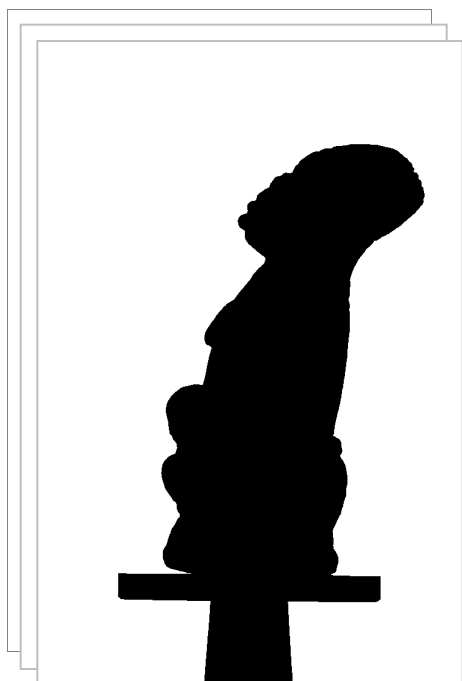
# Example – multiview stereo

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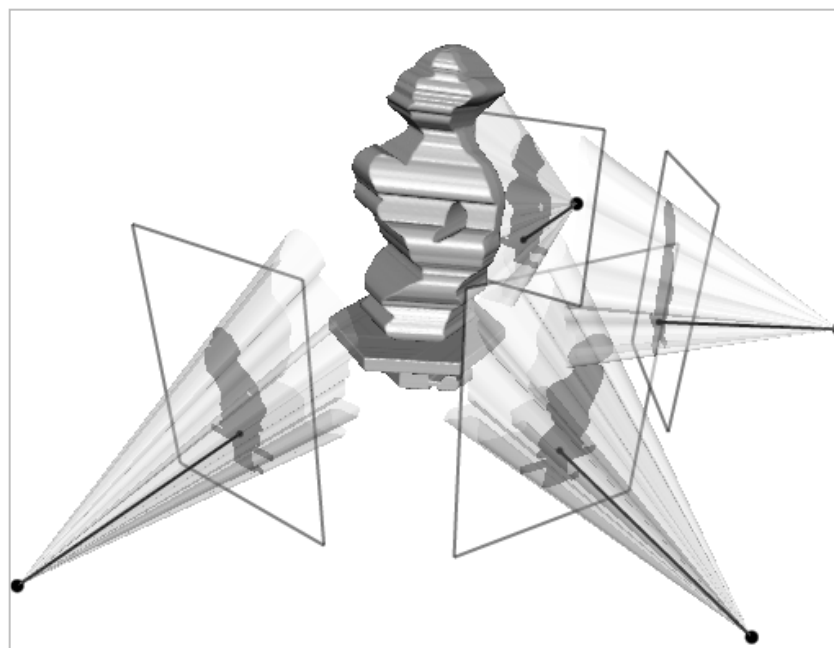
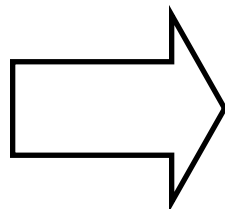
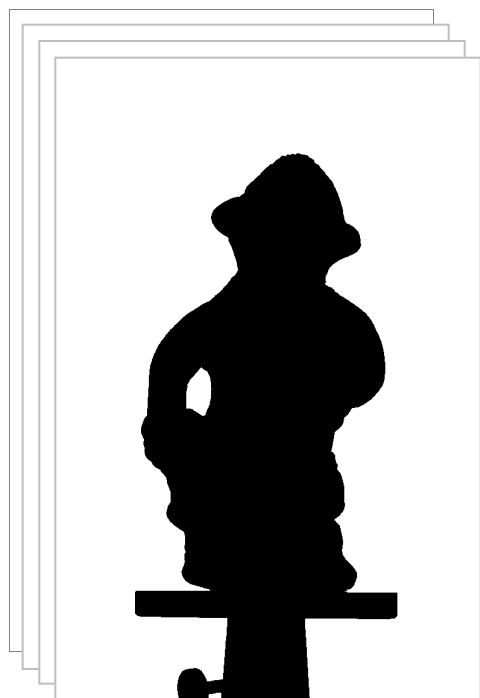
# Example

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# Example

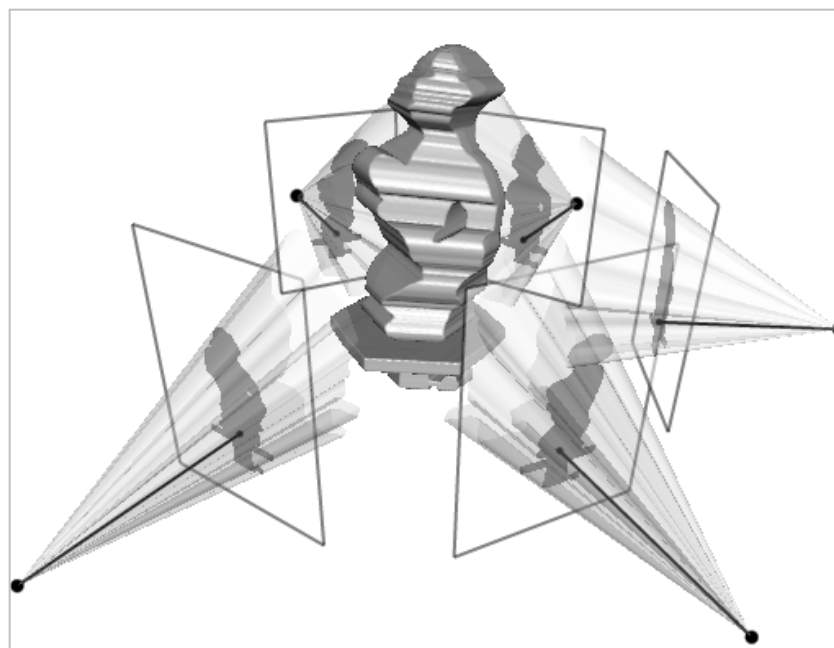
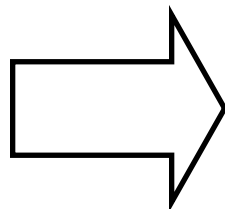
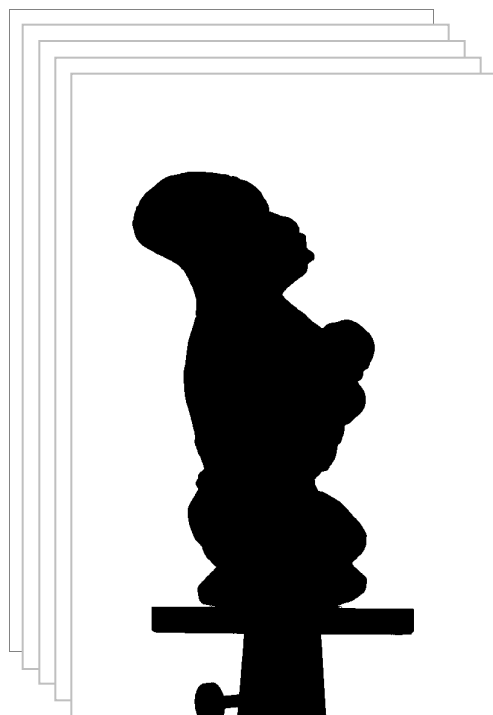
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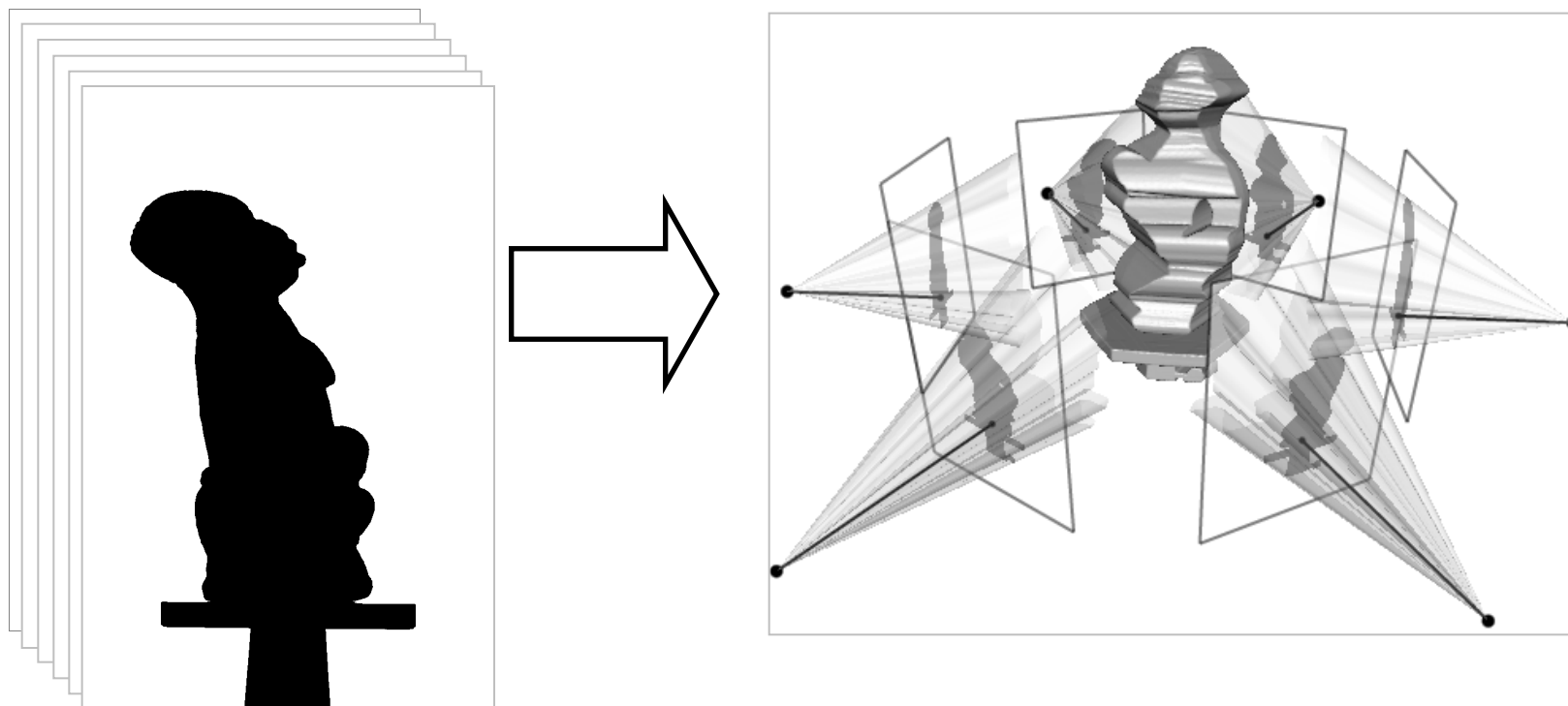
# Example

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# Example

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# Slides - fonts and colours

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- Choose legible type and size (8H rule)

Arial and 32 pt

*Edwardian and 32 pt*

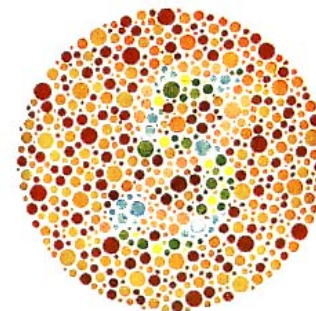
Arial and 28 pt

*Edwardian and 28 pt*

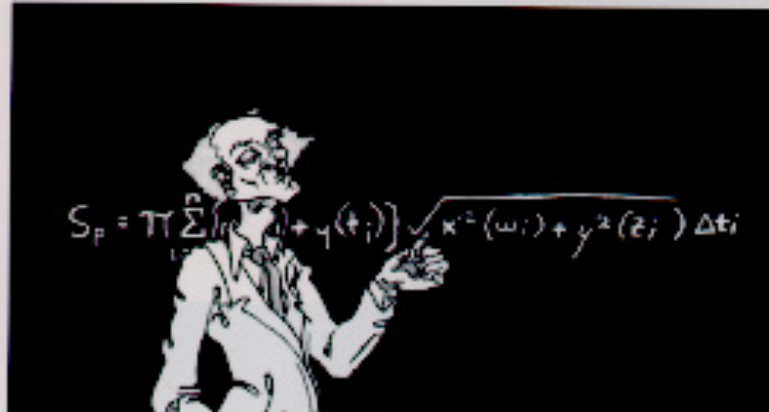
Arial and 20 pt

*Edwardian and 20 pt*

- Colour combinations



# Slides – use equations sparingly

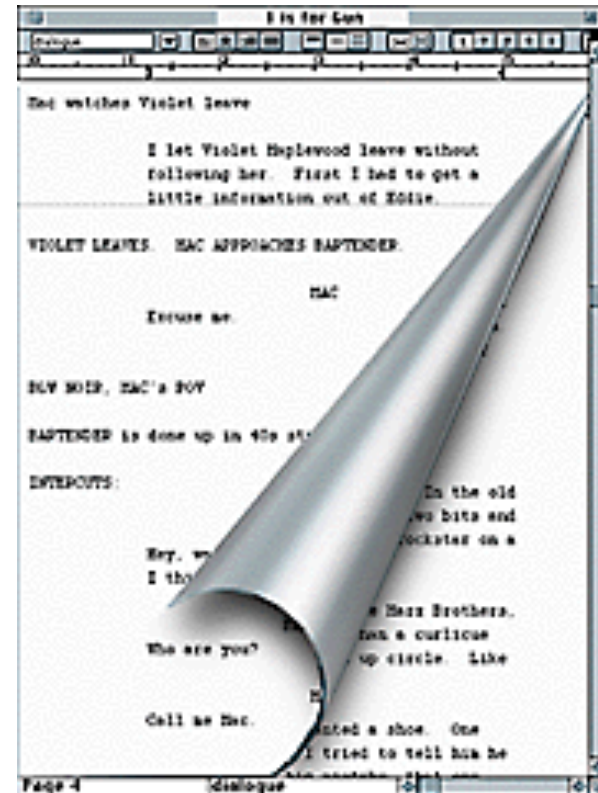
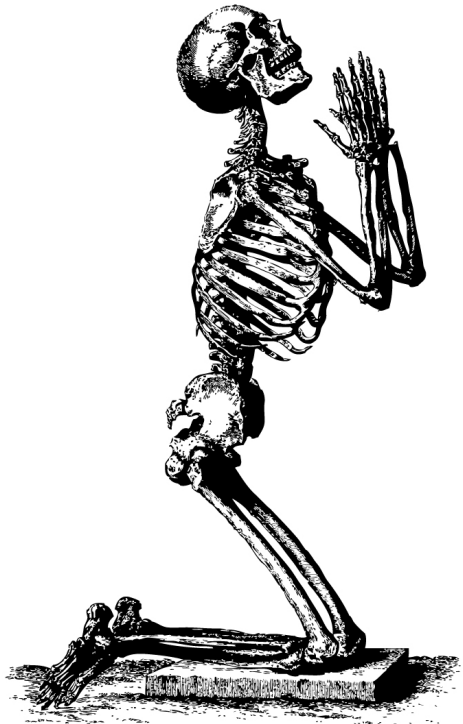


A cartoon illustration of a man in a suit and tie, wearing glasses and holding a briefcase, pointing at a blackboard. The blackboard contains a complex mathematical equation:

$$S_p = \pi \sum_{i=1}^n [x_i + y_i(t_i)] \sqrt{x_i^2 + y_i^2(z_i)} \Delta t_i$$

*If you must use mathematics in your presentation, slow down, and talk the audience through each equation...*

# 5 Practice and Delivery



# Talk, don't read!

**You have several choices for how you deliver your speech**

## **Memorizing the Speech**

- + allows eye contact**
- difficult for long speeches**
- room for precision errors**
- no room for improvising**

## **Reading From a Text**

- + ensures precision**
- does not sound natural**
- no room for improvising**
- hinders eye contact**

## **Winging It**

- + sounds natural**
- has much room for error**

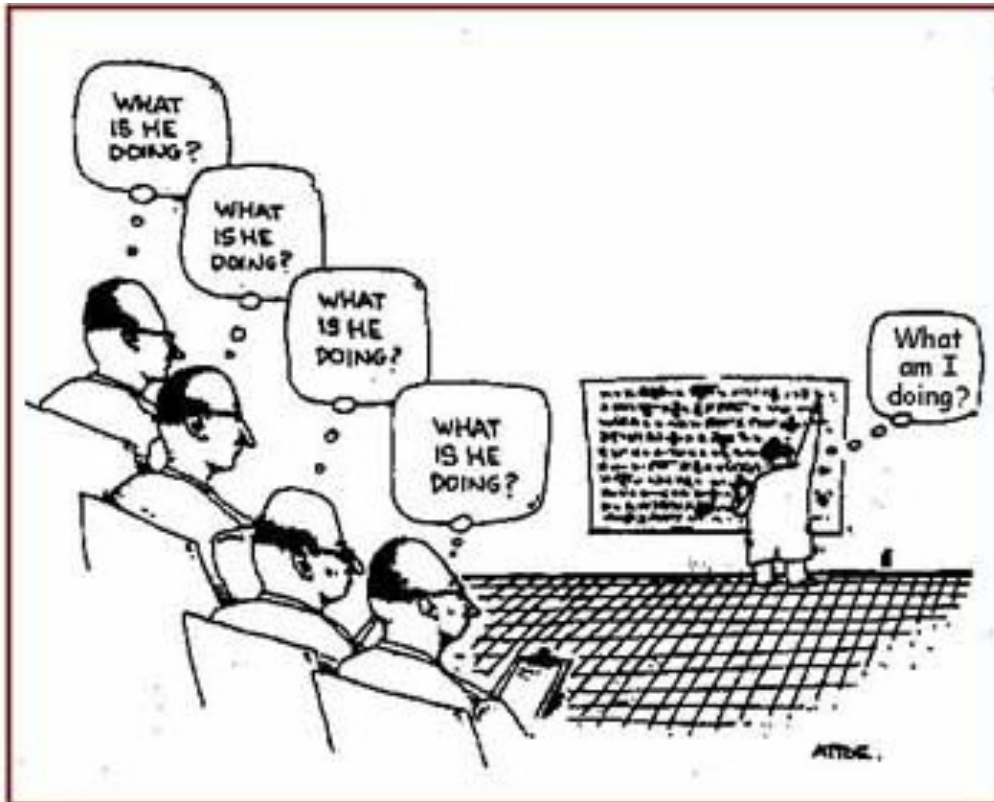
## **Speaking From Slides**

- + insures organization**
- + allows eye contact**
- + allows improvising**
- some room for error**



# Don't lose audience

- Keep audience informed about what you are doing and why?



- Summarize points you would like them to go away with

# Dealing with nervousness

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- All accomplished public speakers feel nervous before talks – adrenalin helps!
- Be well-prepared:
  - Rehearse with friends
  - Make sure presentation is well structured
  - Arrive and set up early
- During presentation:
  - Memorize opening
  - Smile, breath deeply, slow down and pause



# How to give a bad talk

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Thou shalt not be neat

Thou shalt not waste space

Thou shalt not covet brevity

Thou shalt cover thy naked slides

Thou shalt not write large

Thou shalt not use color

Thou shalt not illustrate

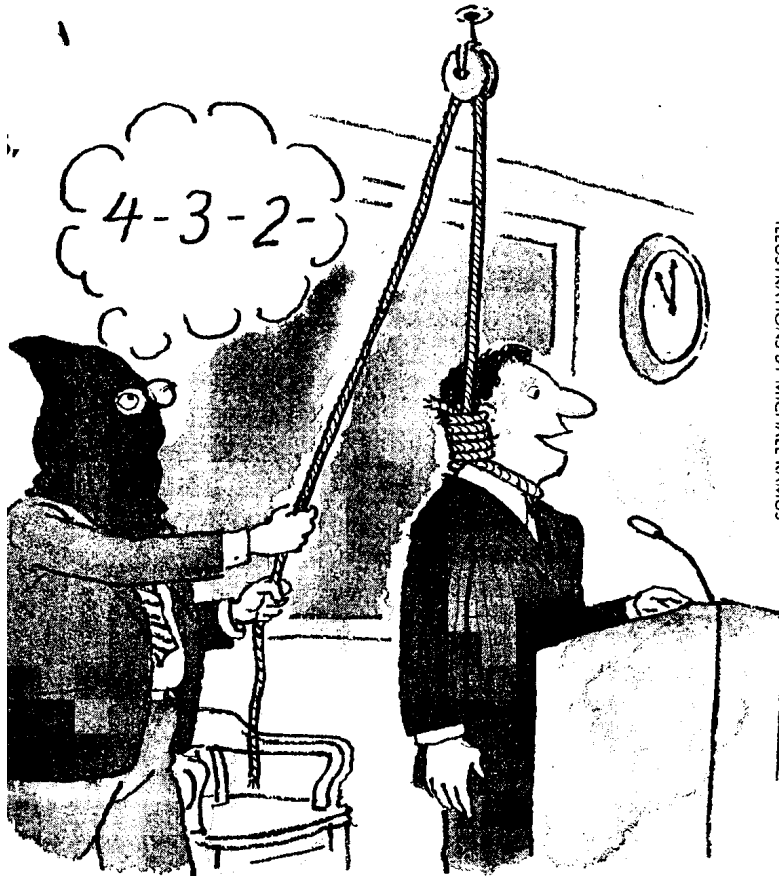
Thou shalt not make eye contact

Thou shalt not skip slides in a long talk

Thou shalt not practice

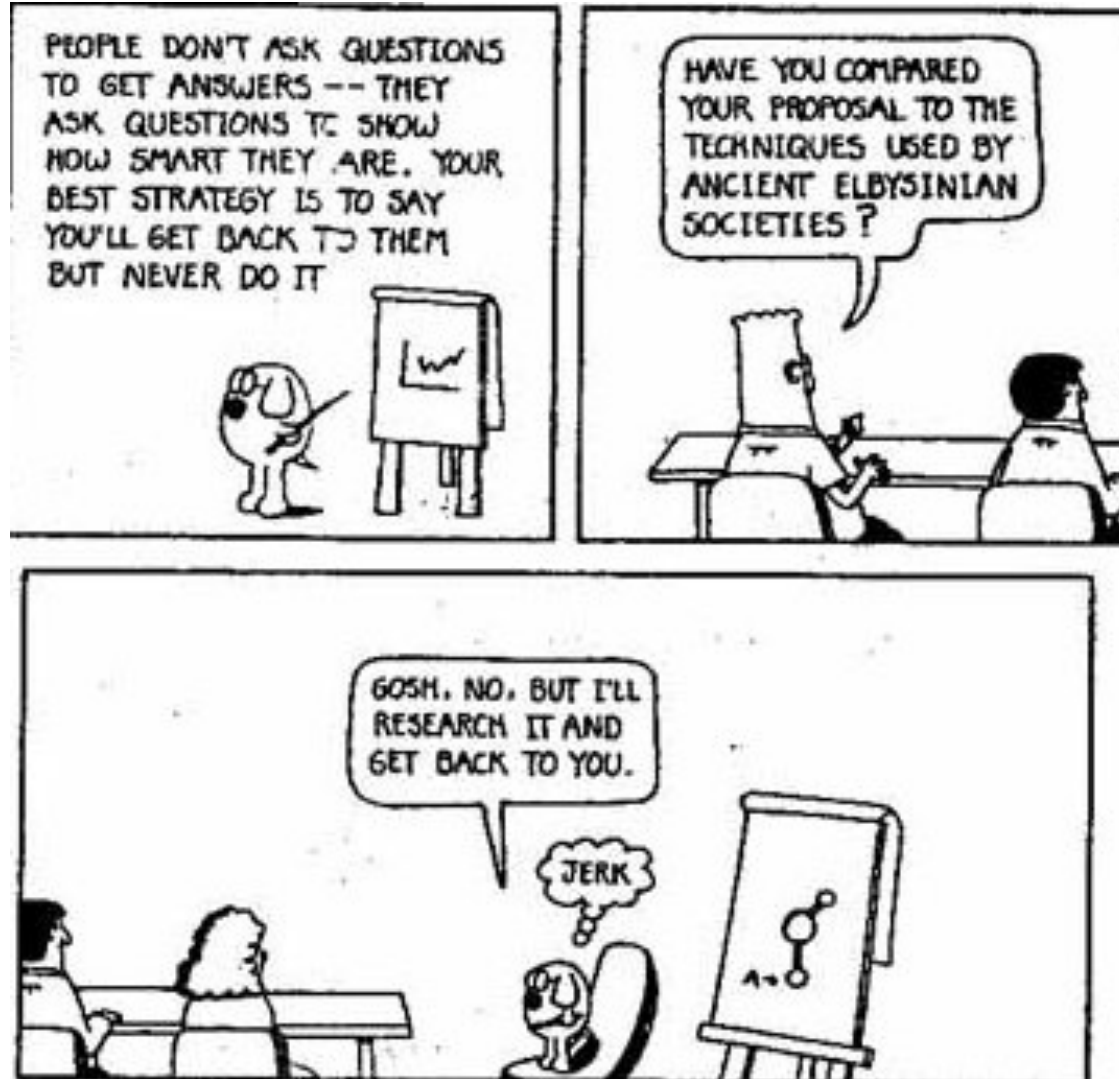
# Always finish with summary

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*It's a capital crime to exceed  
your allotted time*

# Questions



## 6. Summary

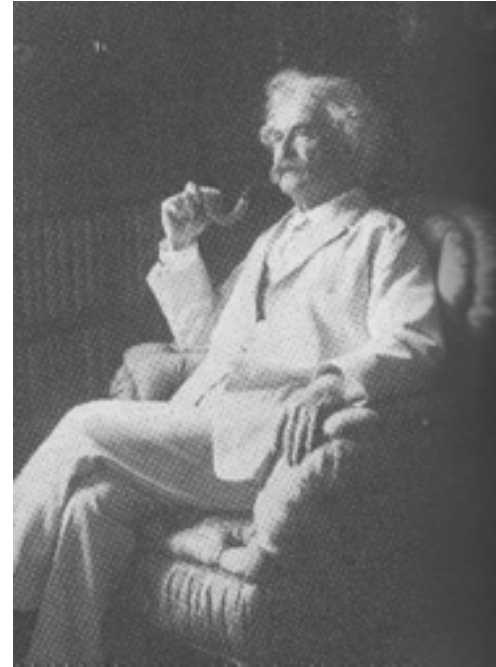
# Summary

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- Before you start preparing your talk
  - Know your audience and select the message
- Structure and preparation of slides
  - Select key points
  - Organize content - Keep story simple
  - Use visual aids
- Rehearse, rehearse, rehearse
- Giving the talk
  - Grab and hold audience's attention

“It usually takes more than three weeks to prepare a good impromptu speech”

Mark Twain



# References

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- Good talks motivate audience to investigate further. Give links to more information.
- <http://www.canberra.edu/studyskills/>