

How to present good

Rebecca Barter



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Sources:

www.colorado.edu/ibs/hs/barham/courses/econ4999/PreparingPresentations.ppt

<http://blog.ted.com/10-tips-for-better-slide-decks/>

Spend time

Even preparing this presentation took me an hour and a half



Who are your audience

Think about following questions

- Who am I addressing?



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- Who am I addressing?
- What do I have to say?



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- What do I want my audience to know?



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- Who am I addressing?
- What do I have to say?
- What do I want my audience to know?
- What would my audience want to know?



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- What do I have to say?
- What do I want my audience to know?
- What would my audience want to know?

Don't present lots and lots of notation



Tell a story

Make a logical structure

- **Beginning:** context of presentation
- **Body:** develop main points.
- **Conclusion:** summarize main points, take home message.



Outlines

Terrible outlines

- Motivation
- Literature review
- Contributions
- Conclusion

What I am about to talk about

- Why HIV causes kidney disease
- Outline of the UCSF Study
- Cohort selection (and why we struggled with it)
- Dynamic approaches to predicting rejection...
- And why they don't work well.

Slide content

Text

With text, less is almost always more. One thing to avoid—slides with a lot of text, especially if it's a repeat of what you're saying out loud. It's like if you give a paper handout in a meeting—everyone's head goes down and they read, rather than staying heads-up and listening. If there are a lot of words on your slide, you're asking your audience to split their attention between what they're reading and what they're hearing. That's really hard for a brain to do, and it compromises the effectiveness of both your slide text and your spoken words. If you can't avoid having text-y slides, try to progressively reveal text (like unveiling bullet points one by one) as you need it.

Text

Less is more



Text

Make sure that ALL font is at
least 18pt

14pt is probably too small

Images

Use photos to enhance your point

- Simple photos relevant your concept
- Metaphors are good

How to write your presentation

Transition slides first

Make a skeleton:

1. Start with your transition slides
2. Then content slide headers
3. Fill in content slides



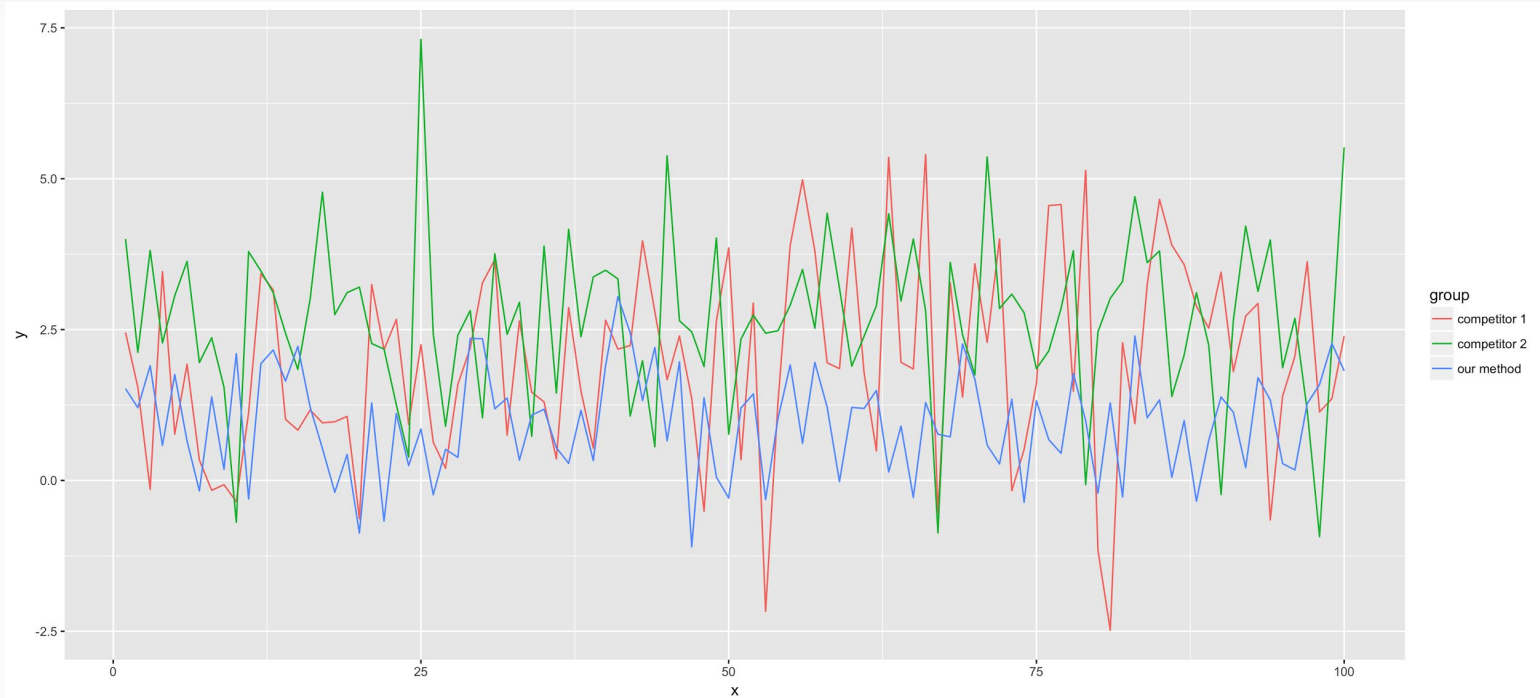
Repetition is your friend

If there is something that is really crucial to your story say it **many many times**

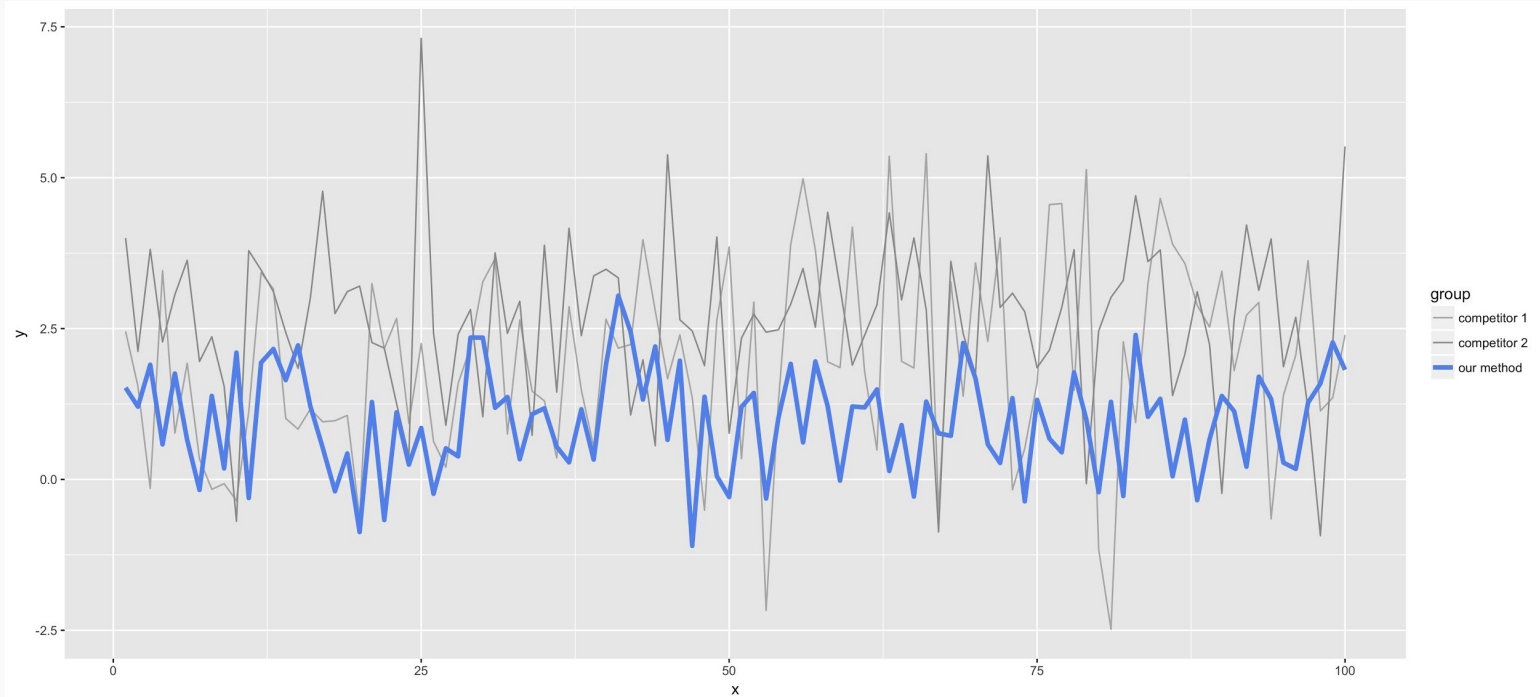


Presenting results effectively

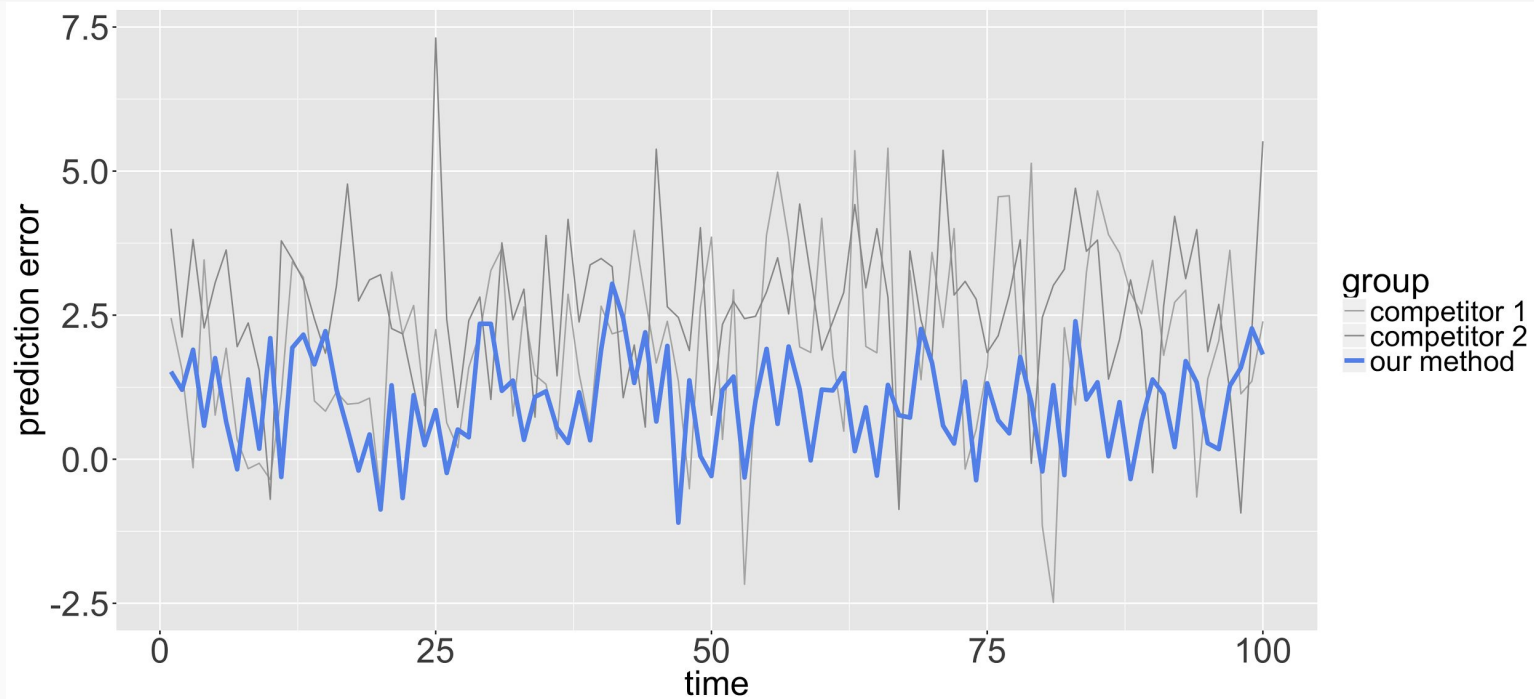
Using color to guide attention



Using color to guide attention

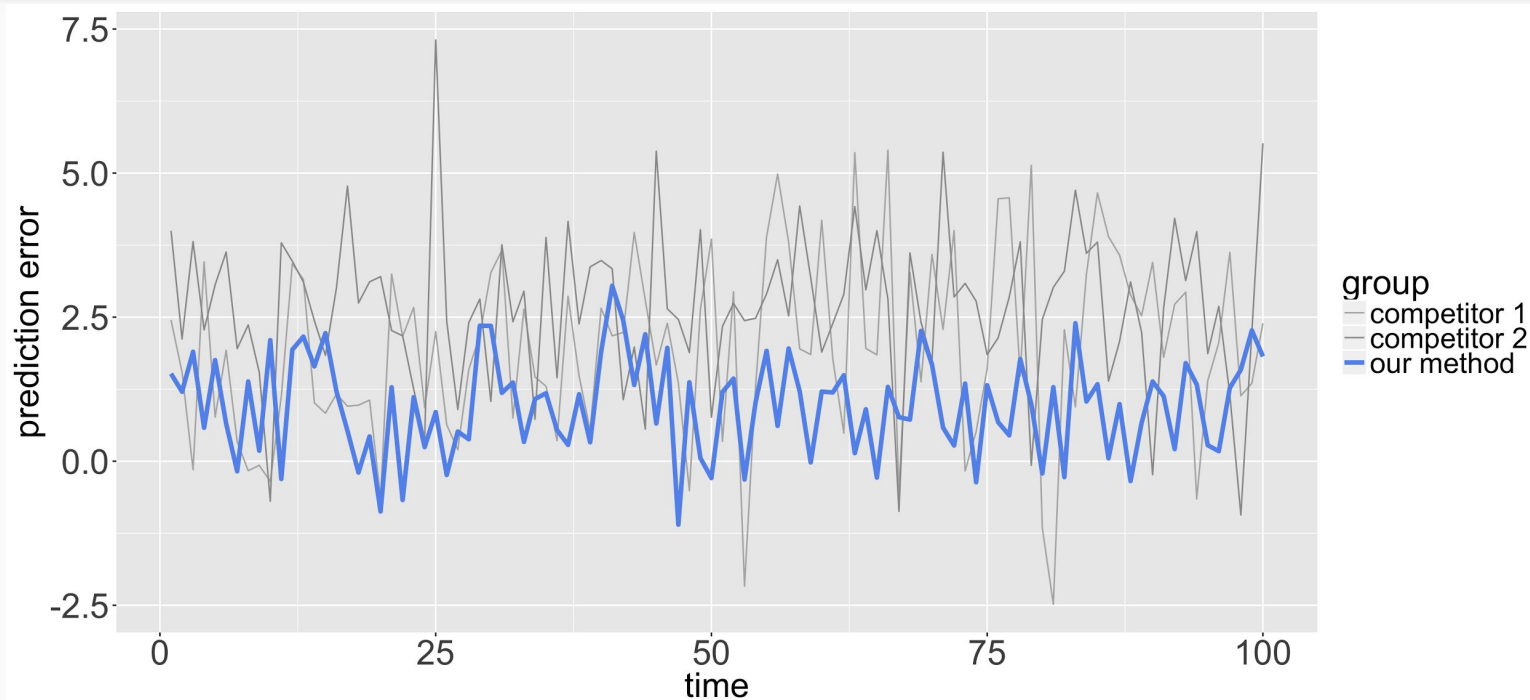


Make axis labels and ticks obnoxiously large



Have meaningful headings:

“Our method has lower prediction error than competitors”



Treat me like an idiot

Tell me exactly what every single **point**, **axis**
and color means in your plot

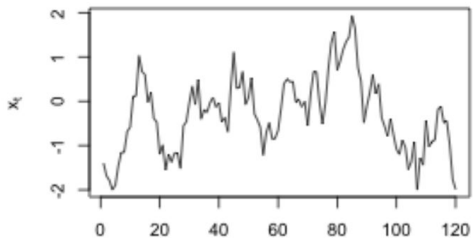
Treat me like an idiot

Tell me exactly what every single point, axis
and color means in your plot

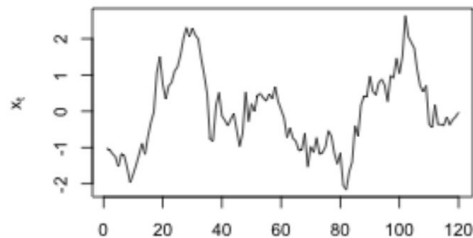
**It may be obvious to you, but it is far from
obvious to your audience**

PLEASE DON'T SHOW ME THIS SLIDE

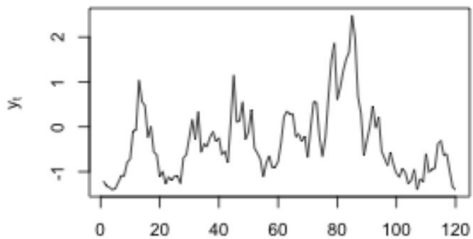
An example of x_t



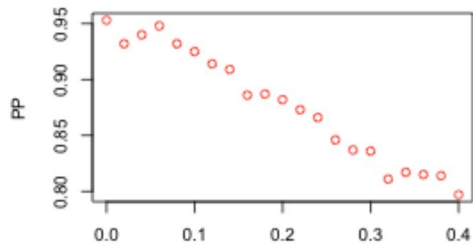
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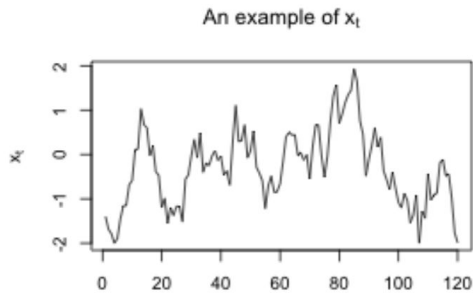
An example of y_t



Percentage of p.value > 0.05

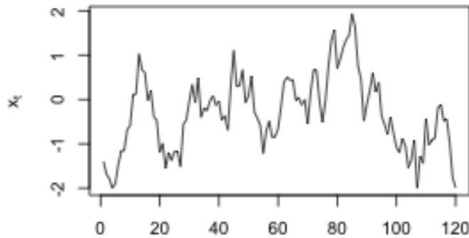


If you must... Reveal sequentially to guide my attention

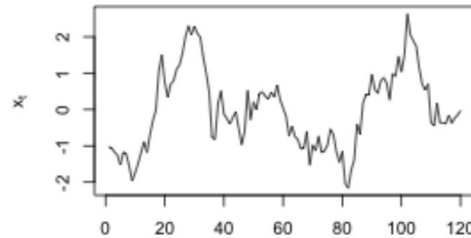


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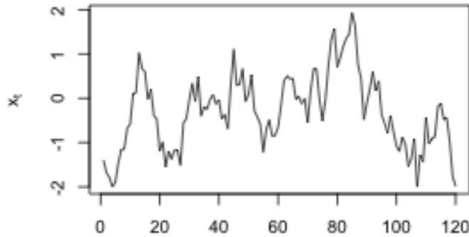


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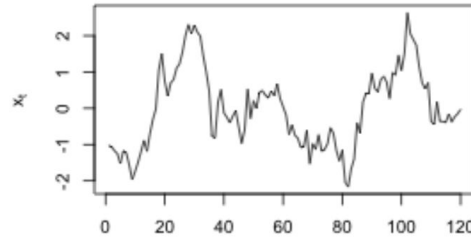


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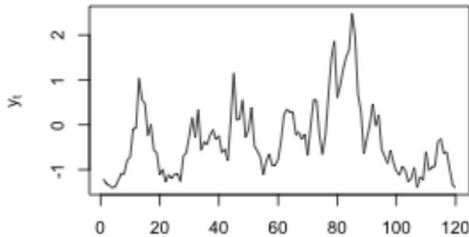
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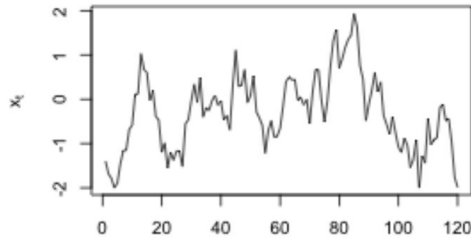


An example of y_t

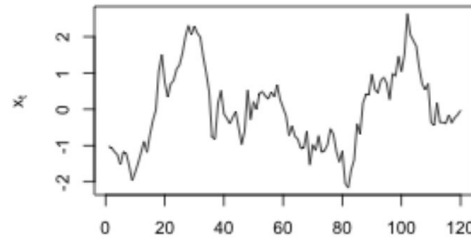


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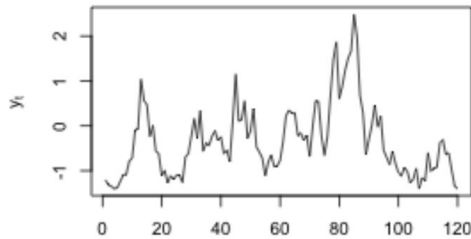
An example of x_t



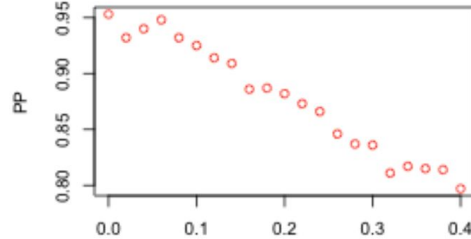
An example of x_t



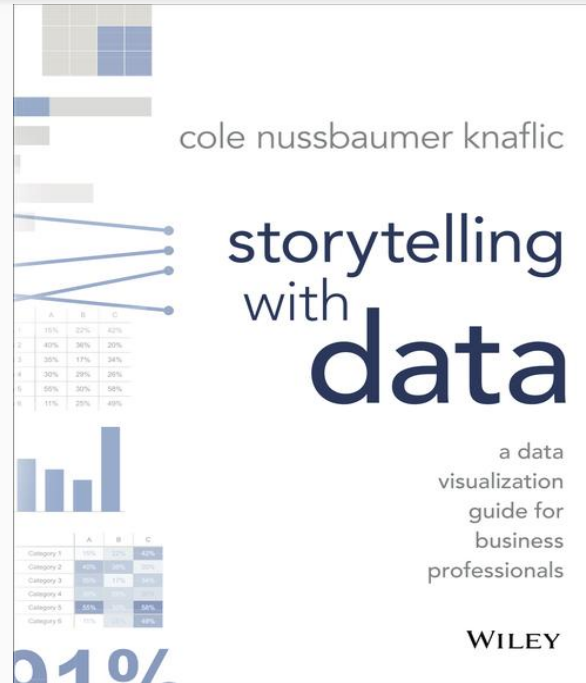
An example of y_t



Percentage of p.value > 0.05



I highly recommend this book



Practice

Repetition is your friend

Practice on your own
(for timing and
memorization)



Repetition is your friend

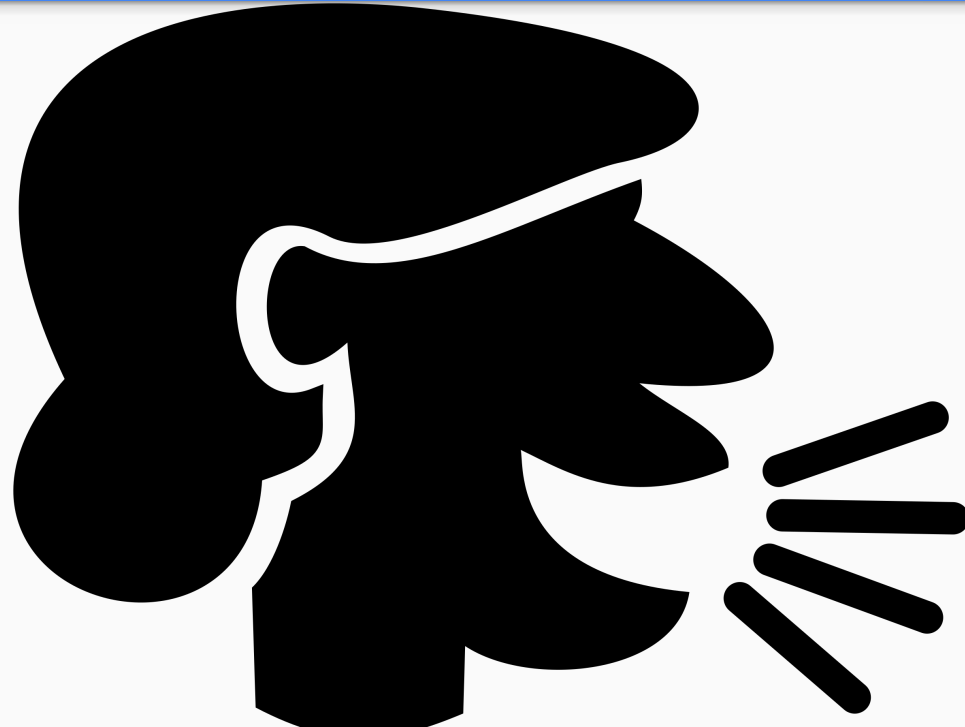
Practice on your own
(for timing and
memorization)

Practice with other
people



Speaking is an art

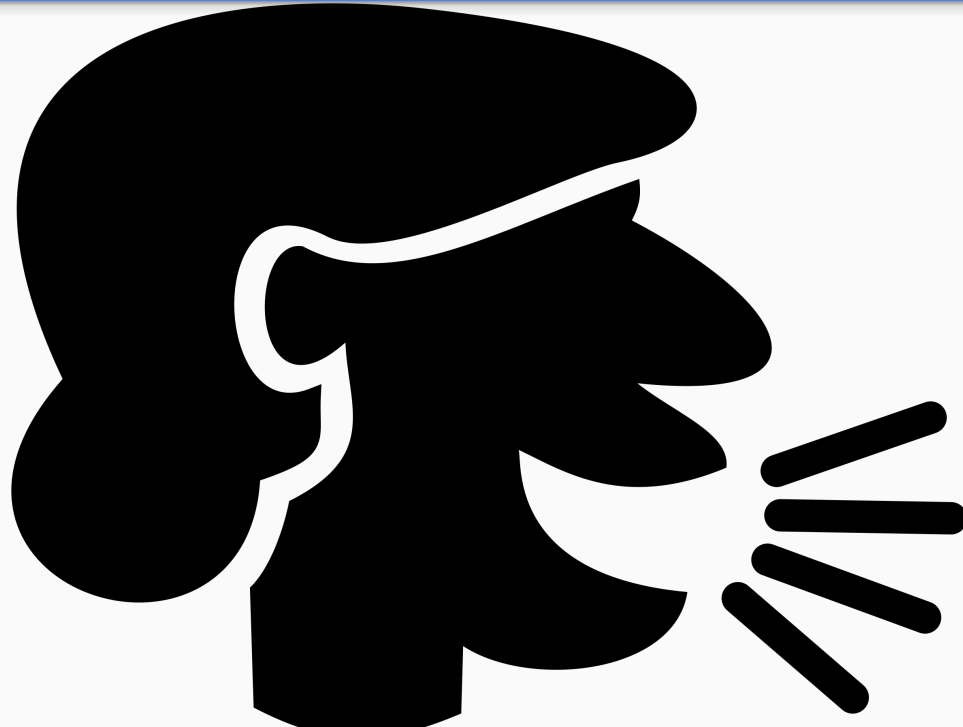
Speak slowly and clearly.



Speaking is an art

Speak slowly and clearly.

Take a breath before you
move to next slide.

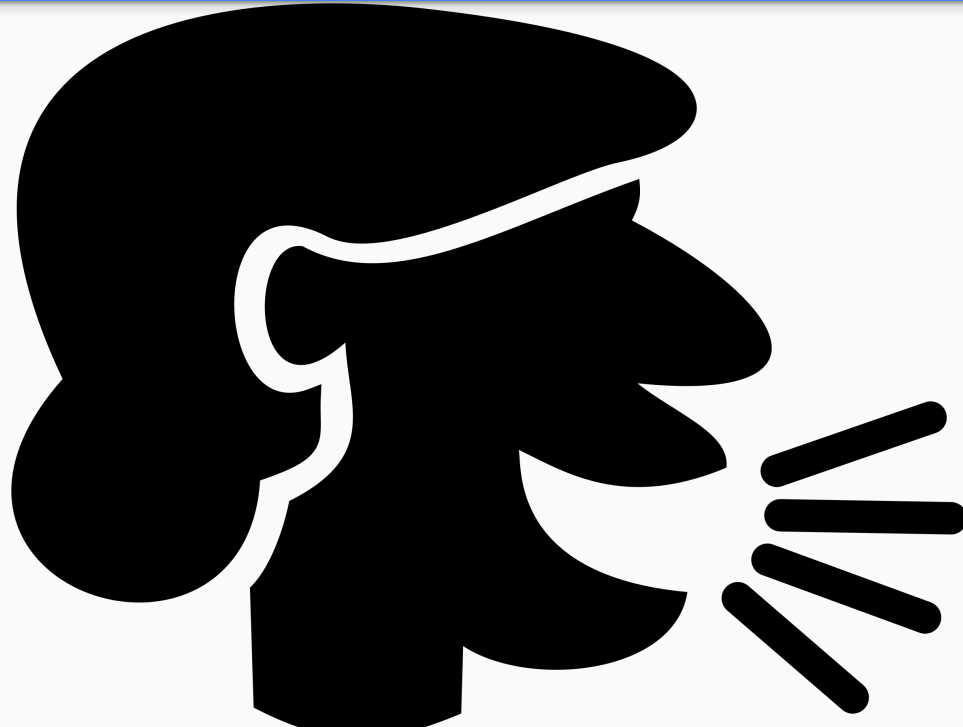


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Be enthusiastic



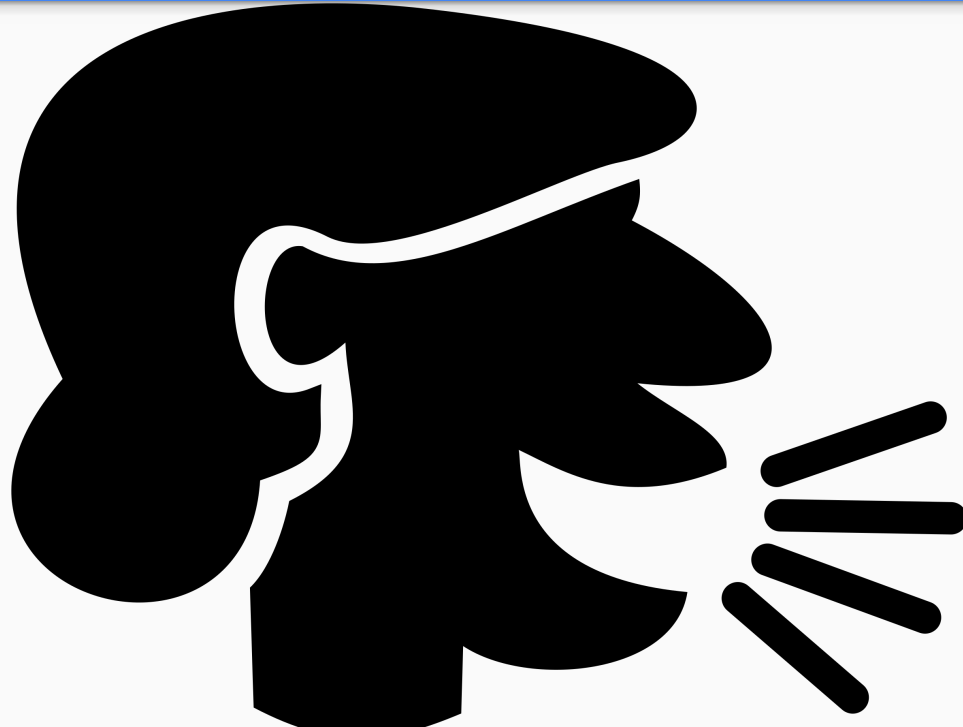
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Take a breath before you
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Be enthusiastic

Vary the tone of your voice.



Eye contact

Look at the audience



Eye contact

Look at the audience

If you are nervous pick a few spots at the back of the room.



Relax a little!

Use humor if you feel comfortable to do so (it helps me relax)

But don't force it...

