

Presenting Science

Run from Death By PowerPoint towards Presentation Zen

Death By PowerPoint



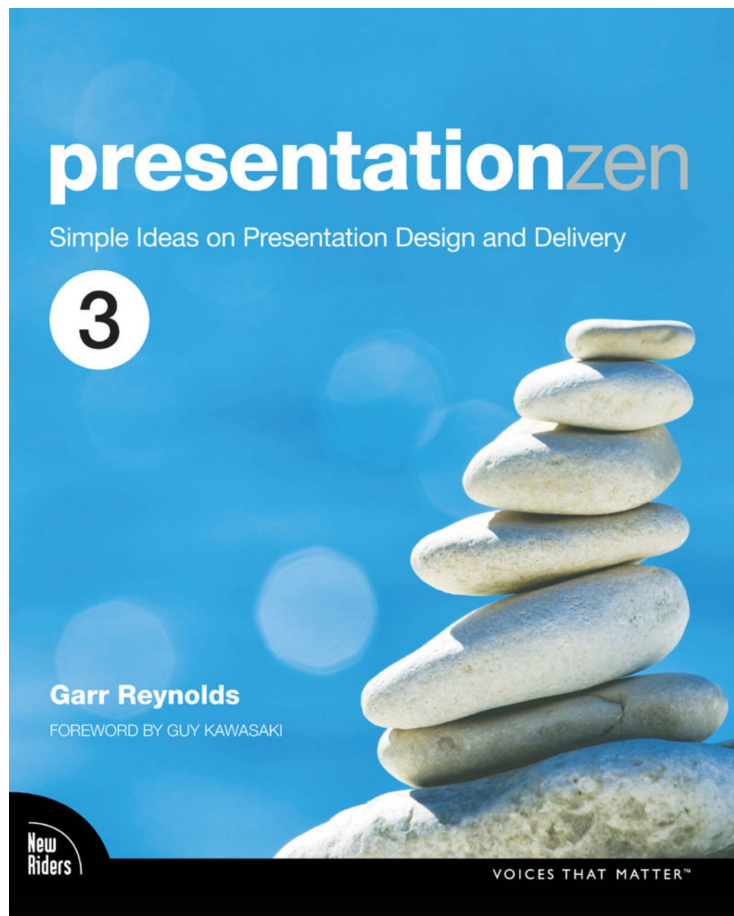
- Too many slides
- Too much information on one slide
- Poor quality graphics
- No theme
- No structure / order
- No story
- We have all seen it
- We have all done it
- Take this slide, for example.



Presentation Zen

Story
Theme &
Structure

Presentation Zen



A book and presentation philosophy championed by Garr Reynolds.

Focus is on improving business pitches but covers teaching as well.

Emphasis on storytelling.

Presentation Zen

Three main stages of a presentation:

Preparation, Design, & Delivery

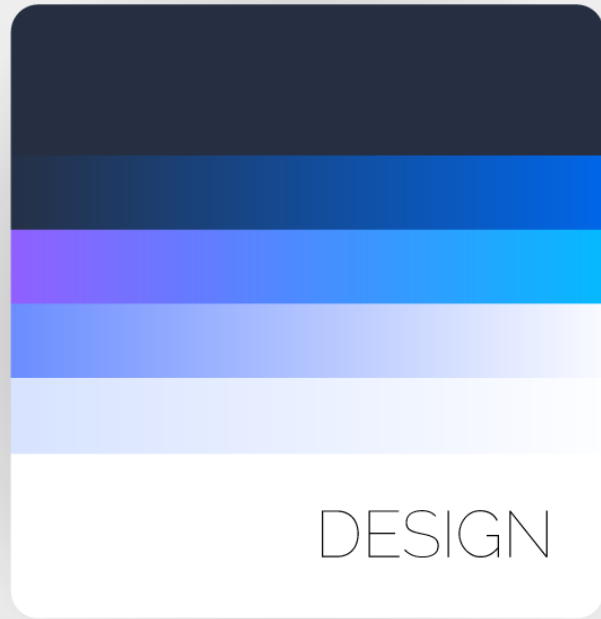
More info: <http://www.garrreynolds.com/preso-tips/>



Presentation Zen: Preparation

- Close your laptop – work offline/analogue
- Know your audience.
- Understand why you are speaking (invited lecture, submitted an abstract/paper, keynote, public interest talk, workshop, etc.).
- Organise your story: storyboard, outline, revise, remove.
- Give yourself the elevator test: Can you tell your story in under 1 minute?

<http://www.garrreynolds.com/preso-tips/prepare/>



Presentation Zen: Design

- Keep it simple – the slides compliment the speaker / help the audience.
- Limit text, animations, transitions.
- Maintain a theme between slides, charts, graphics.
- Use high-quality graphics.
- PowerPoint has a **slide sorter mode** – use it!

<http://www.garrreynolds.com/preso-tips/design/>

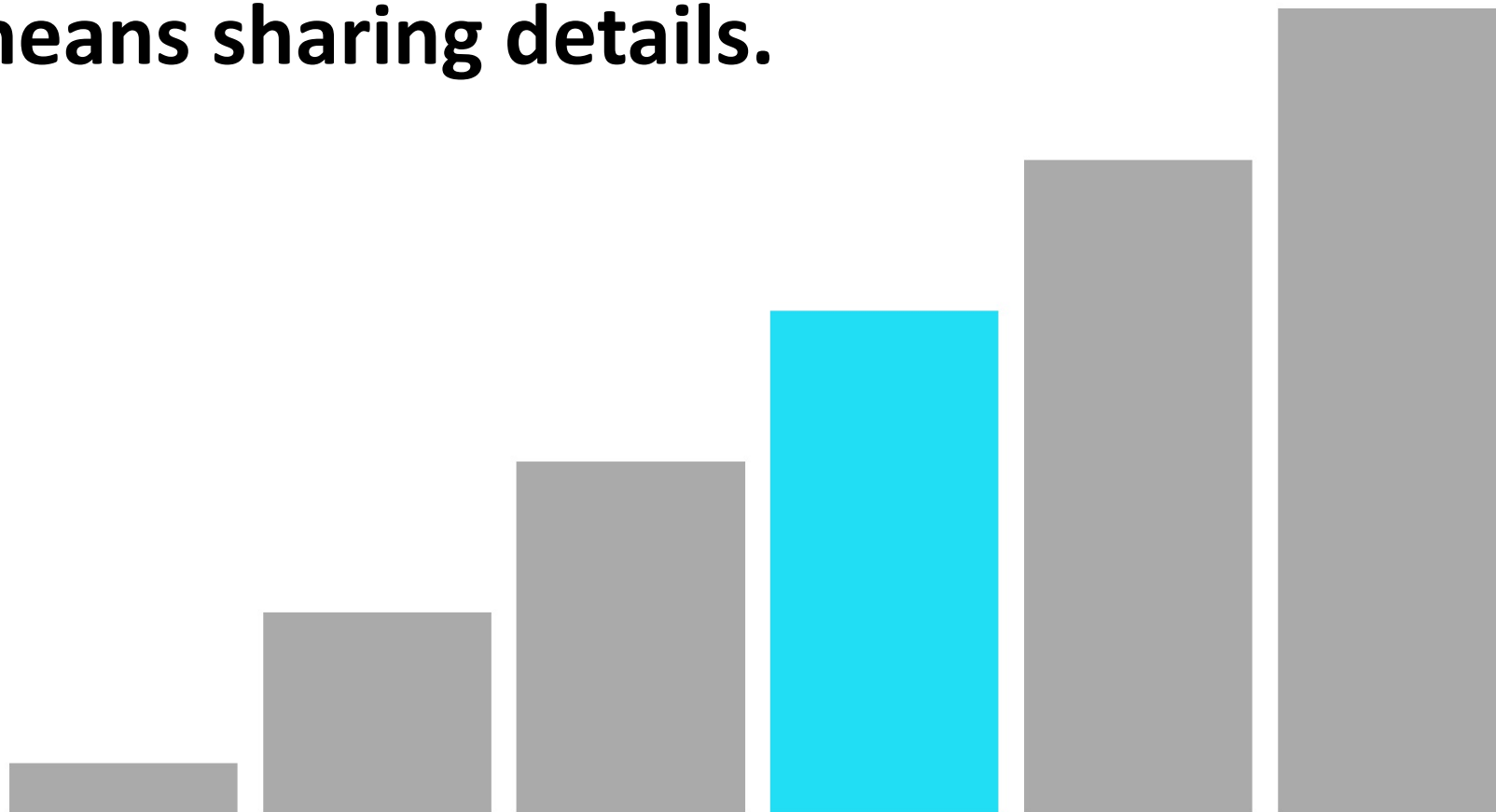


Presentation Zen: Delivery

- Be passionate about your topic. If you don't care no one will.
- Start strong – make a good first impression.
- Move around; use a remote.
- Err on the side of brevity.
- Be kind. To your audience, your subject matter, your colleagues.

<http://www.garrreynolds.com/preso-tips/design/>

Presenting science means sharing details.



Balancing Details & Zen

- In science, our work needs to stand up to scrutiny.
- In papers, we go to great lengths to present our methods and results thoroughly and convincingly.
- In *most* conference presentations, we don't need that much detail.



Paper level details



Zen



Balancing Details & Zen



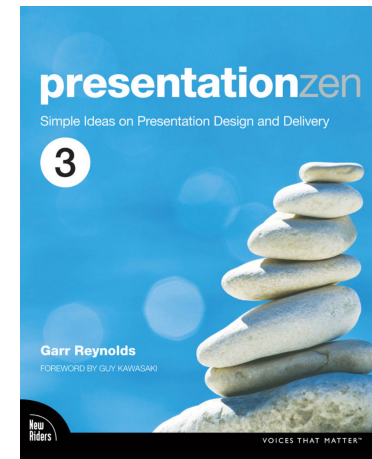
Paper level details



Zen



Try to be here...



Some strategies to balance

- Include more details in the slide, but don't mention every item. Leave that for a reader/viewer later.
- Include hidden slides that are made available later.
- Make an alternate presentation for sharing.
- Make a recorded version of you giving the presentation and include extra slides with more details at the end.

Design suggestions

- If presenting on an unknown computer, use built-in fonts in pptx. If presenting in PDF, you can use your own fonts. Sans serif are good for most projectors.
- Avoid tables. Use charts.
- Avoid excel/ppt charts.
- Avoid built-in templates.

Presentation suggestions

- You don't need an outline; remove it.
- Practice before you give your presentation.
- Humour is good, but keep it professional.
- Remember you're speaking to the audience, not the screen.

Presentation suggestions

- If questions are allowed, leave time for them.
- Anticipate questions. Have a few extra slides ready at the end of the deck.
- The slides are there to support the story, not tell it. Don't read the slides.

Presentation resources (added after class)

- The @iamscicomm twitter account has a lot of helpful tips and advice in a wide variety of science communication topics, including presentations.
- For more presentation specific advice, Dr. Echo Rivera @echoechoR has helpful resources (see: <https://www.echorivera.com/blog>)

Interim "Assignment"

<https://www.youtube.com/watch?v=YbV3b-l1sZs>

<https://www.youtube.com/watch?v=lwpi1Lm6dFo>

Read the follow-up blog associated with Garr's presentation:

<https://www.presentationzen.com/presentationzen/2014/11/10-tips-for-improving-your-presentations-lectures-speeches.html>