



How to Give a Successful Presentation

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Outline

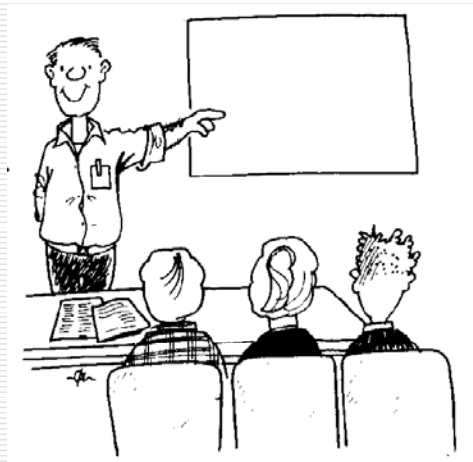


- Introduction
- Ask 8W on Your Presentation
- PDCA for a Presentation
 - Tips for Preparing Your PPT
- Conclusions

Introduction

Introduction

- **Presentation** is the practice of showing and explaining the content of a topic to audiences or learners



Introduction



- A **Successful Presentation** is to clearly and efficiently deliver your idea to audiences



"You're not allowed to use the sprinkler system to keep your audience awake."

Introduction



- To deliver a successful presentation, you need the **good methodology and right steps**



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7



Ask 8W on Your Presentation

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8



"Would you like the technical or the nontechnical presentation?"

Ask 8W on Your Presentation

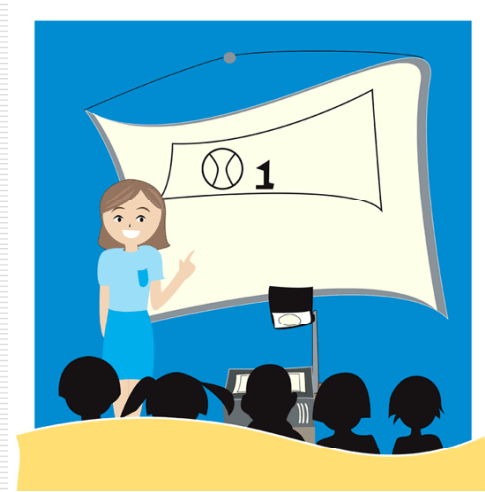
Always ask yourself
before preparing a
presentation

WHY
HOW
WHICH
WHAT
WHERE
WHEN
WHOM
WHO

Who to Whom



- Teacher to Students
- Speaker to General Public
- Keynote Speaker to Large Audiences
- Conference Presenter to Academic Audiences (technical/ non-technical)



When and Where



- Morning, afternoon or evening
- 20 minutes or 1 hour

- Formal conference or casual event
- Big auditorium or small classroom



What and Which



- Title and Topics
- Contents and Ideas

- You should be confidence on what you are going to talk

How and Why



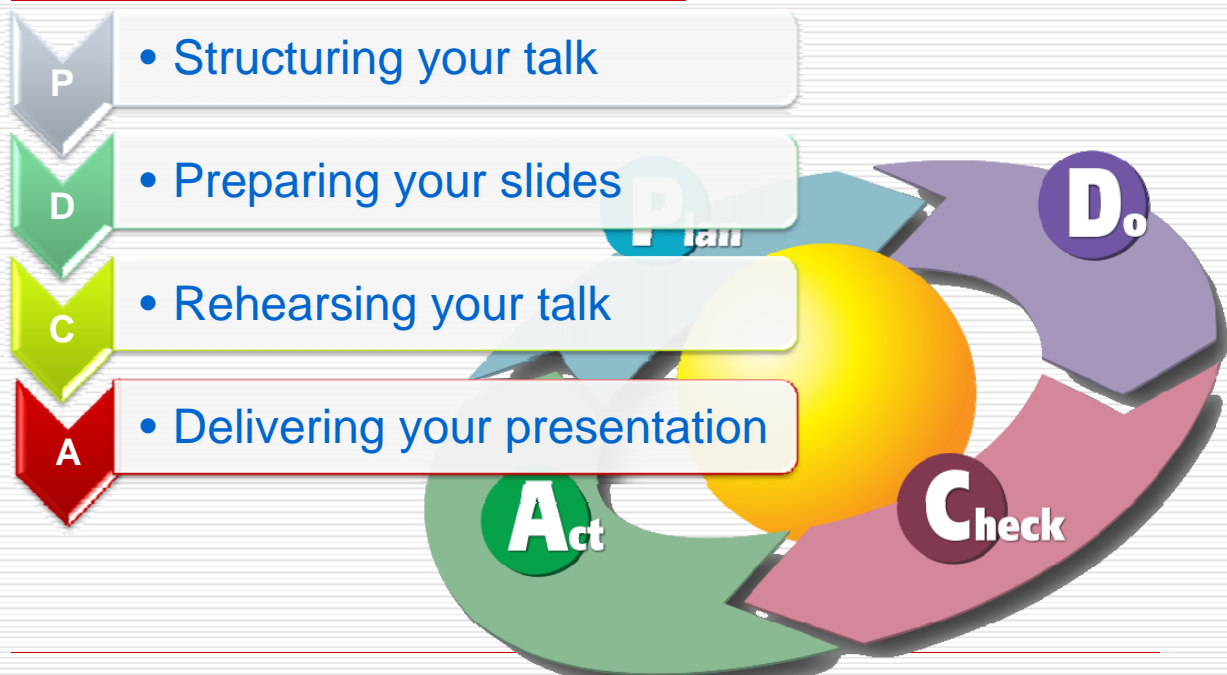
- Speech, PowerPoint presentation, live demonstration, or combination
- In Chinese or in English

- You have something to say or it is only an academic requirement

- Anyway, get your motivation!

PDCA for a Presentation

PDCA



PLAN: Structuring Your Talk

Structuring Your Talk

- Organize your points from the most to the least important

- Keep your sentences short

- Strive for clarity

Structuring Your Talk



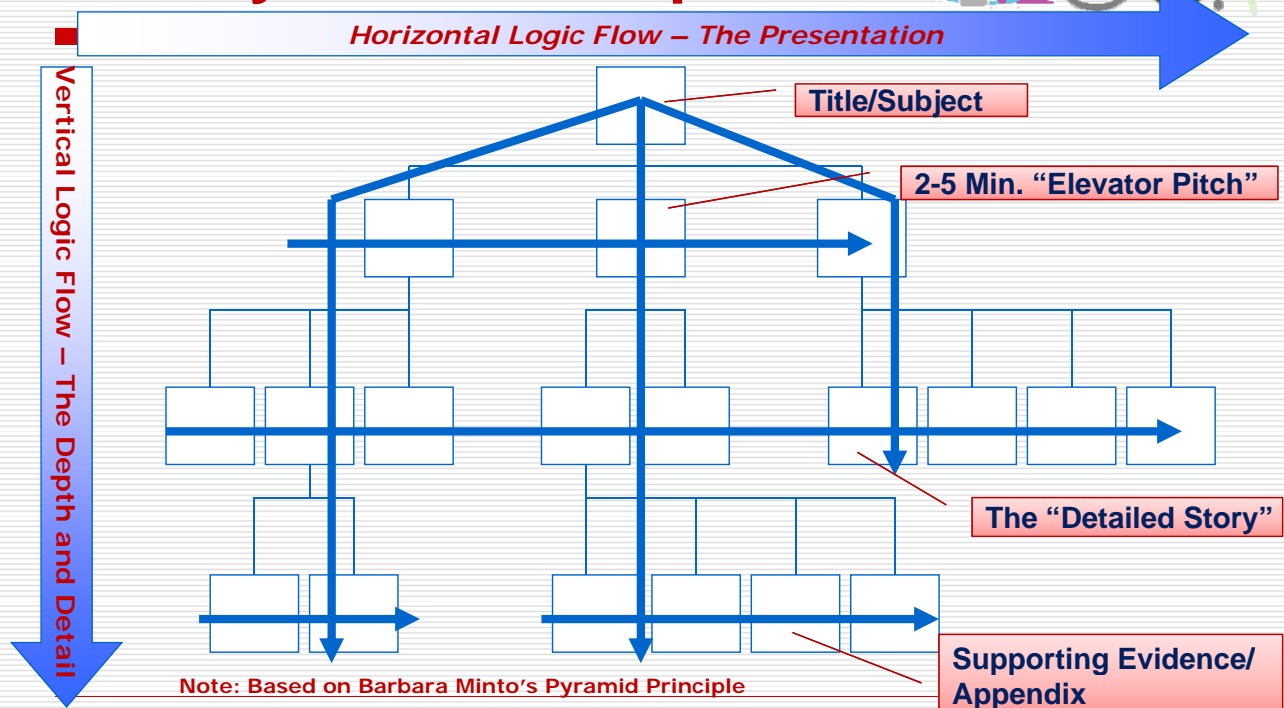
- ❑ Write a clear statement of the problem and its importance
- ❑ Do research
- ❑ Tell a story in a logical sequence
- ❑ Stick to the key concepts

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19

Structuring Your Talk by The Pyramid Principle



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20

DO: Preparing Your Slides

Preparing Your Slides

- Don't overload your slides with too much text or data
- Be FOCUS! In general, using a few powerful slides is the aim
- Let the picture or graphic tell the story
- Number your slides and give them a title



Preparing Your Slides



- Prepare a company/school logo slide
- Add a logo and other graphics to every slide
- Proof read everything, including visuals and numbers
- Keep “like” topics together



Tips for Preparing Your PPT

How many slides is enough?

- The extremes are easy to set –
no more than 1 or 2 slides per minute
- At least 1 every 5 minutes (unless they contain animation)

How many points should you make on a slide?

- Probably less than 5
- Somewhere between 1 and 3, but it depends on the complexity of the points

Bad Example I



- Don't overload your slides with too much text or data.
- FOCUS. In general, using a few powerful slides is the aim.
- Let the picture or graphic tell the story. Avoid text.
- Type key words in the PowerPoint Notes area listing what to say when displaying the slide.
- Number your slides and give them a title.
- Use the "summary slide" feature in slide sorter view to prepare an Agenda or Table of Contents slide.
- Prepare a company logo slide for your presentation.
- You can add a logo and other graphics to every slide using the slide master feature.
- Proof read everything, including visuals and numbers.

Talk about what's on the slide



- Not going to talk about it, don't use it
- Exception!
 - Add a slide for a likely question at the end of PPT, in case you need it

Background Choice



- White is boring
- Clutter is confusing
- Stay away from “cute”

Bad Example II

- This is a example slide
 - It is not so interesting
-

Bad Example III



- Can you read me?
- I don't think so

Bad Example IV

Design by Stephanie Iano

Familiar
Version Hello Kitty

My 碩士論文口試

Miss Cat

資料探勘應用於醫療行銷分析之研究

Text Choice



- Choose your font for clarity and readability
- Make an impression, don't generate confusion
- This maybe ok**
- ~~*This might be pretty,*~~ could be stylish -may be impossible to read

Color



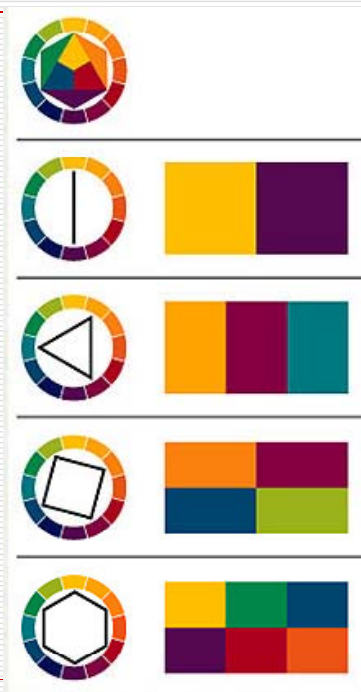
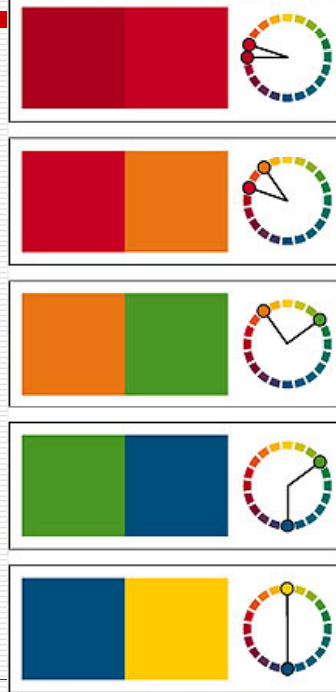
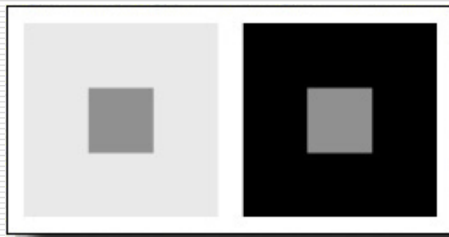
- Remember that about 5% of your audience will be colorblind
- To them, these words
Red
Green
may look the same
- Run through your talk in **black and white**, to see if you still read things

Contrast



Black and white

- highest contrast
- easy to read



Size of Images



- Make the images and text large
- Make it easily to read 1.5 meter away from your computer screen



Your Message is Special, NOT “special effects”



- Flashing lights and moving text may be nice

But

- People only remember your flashing lights but NOT what you said



CHECK: Rehearsing your talk

Check Your Slides First



- Have your presentation reviewed by some one else

- Spell check your presentation

- And then do it again. Backwards (reading the slides from #20 to #1).

Rehearsing Your Talk



- End on time! when practicing, try to end early

- Find all slides that you can not explain well
 - Modify
 - Add effect
 - Add notes
 - Even delete

- Rehearse again, if necessary

ACT: Delivering Your Talk

Delivering Your Talk

Pre-Talk Preparation

- Get there a few minutes early to set up and test the equipment
- Dress appropriately
- Turn off your cell phone

Plan for Disaster

- Take a hard copy of your talk with you
- Bring a CD or flash disk backup of your talk

Delivering Your Talk



Handouts

- Prepare a handout when giving a PowerPoint presentation
- Make about 10% more handouts than you expect to use
- Distribute handouts at the beginning of your talk

Delivering Your Talk



Opening

- Jump right in and **get to the point**
- Give your rehearsed opening statement
- Use the opening to catch the interest and attention of the audience
- **Briefly state the problem** or topic you will be discussing
- **Briefly summarize your main theme** for an idea or solution

Delivering Your Talk



Speaking

- Talk at a natural, moderate rate of speech
- Project your voice
- Speak clearly and distinctly
- Repeat critical information
- Pause briefly
 - give your audience time to digest the information
- Don't just read the slides

Delivering Your Talk



Body Language

- Keep your eyes on the audience
- Use natural gestures
- Don't turn your back to the audience
- Avoid looking at your notes. Only use them as reference points to keep you on track

Delivering Your Talk



Questions

- Leave time for a few questions at the end of the talk
- Relax!
 - If you've done the research you can easily answer most questions
- If you can't answer a question, say so. Don't apologize
 - Maybe say "I don't have that information. I'll try to find out for you."

Delivering Your Talk



Length

- To end on time, you must **PRACTICE!**
- When practicing, try to end early

Demeanor

- Show enthusiasm
- Involve your audience. Ask questions, make eye contact, use humor
- Don't get distracted by audience noises or movements



Conclusion

- Concisely summarize your key concepts and the main ideas
- End your talk with the summary statement or question you have prepared
- alternatives to “Questions?”
 - A summary of your key points, a cartoon, a team logo, or a company/school logo.



Conclusions (Yes! my final conclusions)

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51

Conclusions



- Preparing a talk always takes far longer than you anticipate. **Start early!**
- Have nice PowerPoint slides is not enough
It also needs a excellent delivery
- A Successful Presentation is to clearly and efficiently deliver your idea to audiences

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52

Conclusions



- Knowing your subject and contents*
- Knowing your audiences*
- Embracing the sweet KISS*
 - **Keep It Short and Simple**

- Confidence matters**



**Have confidence in you
and everything you do!**



Thank you for your attention

