



# Presentation style

# How to present

## Experienced speaker:

- Speaks freely
- Talks directly to the audience
- No text on slides, only figures

## Unpracticed speaker:

- Bullet points on slides
- NEVER use note cards!
- Remember half-time slide and adjust your speed

### Why bullet points?

- Helps you remember what to say
- Audience tends to look more at slides than at you
- Distracted audience can dive in

# Rehearsal

- Write down your whole presentation in the spoken language
- DO NOT learn by heart, but read a few times and then throw away
- Your real presentation is typically 10% faster (missed a detail, speak little faster, ...)
- Practice (at least) once in upright position with presenter
- **Most efficient cure for stage fright!**

# Guidelines for putting your audience to sleep

- Dark the room. Close the curtains. Show overloaded and cluttered slides. Don't move and stay on the exact same spot. Don't use your hands.
- Read your lecture from notes without looking up. Read with monotonous voice.
- Don't show pictures, only show lots of text. Use complicated sentences and special words. Procrastinate your rehearsal of the presentation.
- Don't wake them up. Let them snore....

# Keep the audience interested

- Use focussing sentences (This is the central message. This is particularly interesting, because...)
- Emphasis with voice and gesture
- Planned breaks
- Eye contact
- Give instructions (Image..., remember..., Think about...)
- Personal anecdote, examples (ONLY if adequate)

# No go - wording

- I don't know if this matters, but...
- I don't have the time to explain it, but...
- I hope you can understand this...
- Eh... Em... So...
- This is not visible here, but...
- This should look different.
- This was it. Questions? (abrupt end)



# How to present - technical equipment

- Get information on laptop, microphone, presenter in advance (available or bring)
- Bring your presentation as .pptx + .pdf
- Test in advance = be early
- Are movies/sound working?
- Advantage of *presenter mode*: don't be surprised by your next slide + have a timer counting



# Body language

- Where do I put my hands?
- No go: stand in front of the screen
- Right or left from screen?
- **Eye contact-triangle**

- **Stand upright!**
- **Smile!**
- **Breathe!**
- **Look at the audience!**



# Questions: Friend or enemy?

- Leave time for questions
- They give you important feedback on your research/presentation
- Anticipate possible questions within your presentation
- Give a test run: questions here are likely to come after the real deal
- Know your topic!
- Do not answer to the individual person but to the whole audience
- Answer short and precise
- NEVER be rude!
- Thank person for the question

- **listen**
- **repeat**
- **think**
- **answer**
- **thanks**

# Critical questions/ 'I don't know'

## You didn't get the question:

- Articulate problem (volume, content, language)
- Ask for help (louder, rephrase)
- Offer alternatives (ask Chair, discuss later)

## Criticism:

- NEVER be rude!
- Acknowledge comment
- Say thanks for input

## You don't know the answer:

- Do not make something up!
- Be honest, propose solution (answer later, check with literature, discuss)

# Practice presentation style

Prepare the presentation of one of your slides!

## Remember:

- Audience
- Key message
- Necessary information
- Explain from general to detailed info
- Animate slide? Use presenter?
- Clear language, body language

# Dos and don'ts

## Immediately prior to your presentation:

- Arrive in time and check **technical equipment**
- Look at the **room** from the stage and get familiar
- For longer talks: bring **water** (not sparkling!)
- Get **mentally** prepared, not panic
- Use the time during your introduction by the chairman to **breathe**
- Present yourself **motivated** and authentic
- Speak loud and **clearly**
- Speak to the **audience**, not the screen
- Stay in **time!** Look at your watch at half-time slide and adjust your speed.

# What can go wrong?

○ Interruptions by the audience	Do not get confused, refer to a later opportunity to ask questions or answer quickly
○ Poor results	Be honest, discuss scientifically, give perspective on next steps/open questions
○ Too fast/ too few slides	No excuses, get slower, give an extended summary, Attention: No unnecessary repetitions!
○ Running out of time	Always stay in your time slot! Restrict yourself to the very key message of each slide, skip details, be precise, jump to the summary slide, but never skip the summary!

# Stage fright

- **Be prepared! Practice, practice, practice!**
- Learn the first (and only first) sentences!
- Breath!
- Get in contact with your audience, they are just people



# Self-reflection

- What went great?
- What didn't?
- What caused anxiety?
- Did people listen?
- Did I get any feedback?
- What should be different next time?

# Take-home messages

- Tell a story
- Transport your key message
- Transport it both verbally and non-verbally
- Be authentic