Getting to ‘WOW’

Nine steps to improve your public speaking and presenting and get your research into use

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Overview (this can be a bad idea)

(and these are the only bullet points you will see in this presentation...)

1. Consider!
2. Think!
3. Feel!
4. Explore!
5. Integrate!
6. Rehearse!
7. Impress!
8. Reflect!
9. And act!
1. Consider!
...the risks of poor presenting...
Confusion
Misunderstanding
Disinterest
Ruin years of research
Ruin years of research

With minutes of presenting
And missing the boat...

...of putting research to use
2. Think!

About the point you’re making
Who’s your audience?
What (end)point are you trying to make?
Which facts should you **absolutely** show?
What’s unique about your research?
What is your story line?

The universe is made of stories, not of atoms.

- Muriel Rukeyser (1913 - 1980), "The Speed of Darkness"
Here are 8 ways to build stories
What should your audience do with it?
3. Feel!

Tap into emotions for maximum impact
Show your passion = energy
Put your emotions into it
Where is it in your work?

Teach the Controversy
...Or instil compassion
4. Explore!

Alternatives to Powerpoint and alternative ways of using Powerpoint...
4. Explore!

Alternatives to Powerpoint and alternative ways of using Powerpoint...
PechaKucha

20 seconds × 20 slides

(on Powerpoint)
(on Powerpoint)

20 slides

15 seconds per slide

5 minutes
Do a Prezi
(mind motion sickness!)
Project a **napkin** presentation
Hold an interview
The point is to *surprise* your audience!!!
5. Integrate!

Design your amazing (Powerpoint) presentation
And prepare your public speaking act!
Go dig relevant pictures (many!!!)
K.I.S.S.

Keep It Simple Stupid

Each slide: 7 words max
Death by PowerPoint begins with the

- First bullet
Death by PowerPoint begins with the

• First bullet

**BAN** bullet points
Data / Diagrams: Include only what you present.
And make it simple enough
Introduce diagrams node by node edge by edge

Bla bla bla
Bla bla bla
Bla bla bla
Bla bla bla
Bla bla bla
Introduce diagrams node by node edge by edge

And use animation to move on

Bla bla bla

Bla bla bla

Bla bla bla

Bla bla bla
No more complicated (ILLEGIBLE) graph
Maths:
4-7 symbols in any one slide maximum
Maths:
4-7 symbols in any one slide maximum
Aim at 10-15 minutes... no more
6. Rehearse!

Prepare for your next public speaking moment
Rehearse!
Rehearse!!
Rehearse!!!
Rehearse!
Rehearse!!
Rehearse!!!
Rehearse!
Rehearse!!
Rehearse!!!
Do dry runs
With peers
Public speaking tips

(1) **Know the audience**
Public speaking tips
(1) **Know** the audience
(2) Feel the **room**
Public speaking tips
(1) Know the audience
(2) Feel the room
(3) Make eye contact with people who smile at you ;)

CONQUER YOUR FEARS.
7. Impress!

In the moment of truth
Interact with your audience  Talk with energy!
Bring your audience on a journey
Anticipate Questions
Keep details in separate, dedicated handouts
8. Reflect back!

(after your next presentation has happened)
How did your audience react?
What went well?

What went so-so?
What went well?

Why?

What went so-so?
Did you talk too much on slide xyz?
Did you talk too much on slide xyz? 

→ Cut/adapt slides? 

Or too little?
→ Cut/adapt slides?
Where is your edge? 
Your next frontier?
Who can help you?
9. And now act!

Time for action!
And final reflections...
Learning to do it this way takes time
But it’s **worth** the effort
DEATH BY POWERPOINT
No more!!!
Instead...
Instead...

Seeing your research put to (good) use!
Do fewer…

...but better presentations
Do fewer…  

LESS IS MORE.  

…but better presentations
Remember…

1. Consider (death by Powerpoint)
2. Think (about your audience and end point)
   3. Feel (to strengthen your point)
   4. Explore (alternatives)
   5. Integrate (design like a chef)
6. Rehearse (and again and again and again and again)
7. Impress (with energy and conviction)
   8. Reflect (where is your next frontier)
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Time to Dive in!
References and further reading

To dig further tips out...
References...

- First off, read this presentation’s handouts
- A post about 10 alternatives to Powerpoint
- How to make a napkin presentation (the book)
- Good presentation design tips
- You suck at Powerpoint!
- 25 inspiring presentations (for marketers)
- Storytelling tips
- 8 typical story structures
References on academic presentations...

- 10 tips for academic talks
- How to win at academic presentations
- 20 tips for top academic presentations
- What is a good academic presentation (video)
- Giving an academic talk
- 10 tips for presenting a conference paper
- Tips for successful academic paper presentations
Now it’s Your turn ;)

Thank you
1. Wow! - Wow really (credit unclear)
2. No image
3. Death by Powerpoint (Marketoonist)
4. Disinterest (WWWorks / FlickR)
5. Death by Powerpoint (HikingArtist)
6. Missing the boat (OGA design / FlickR)
7. Think (Sklathill / FlickR)
8. Anonymous (Jacob Davis / FlickR)
9. Endpoint (Pedro Ferrer / FlickR)
10. Stories (Catherine Cronin / FlickR)
11. 8 storylines (Sparkol)
12. The facts (Dartmouth)
13. Unique selling point (Netdna / FlickR)
14. Dance (Family MWR / FlickR)
15. Feel (TodoJuanjo / FlickR)
16. Presenting with energy (Nooccar / FlickR)
17. Emotions (credit unclear)
18. Teach controversy (ex_leper-deviantart)
19. Compassion (Paul Lew / FlickR)
20. Lego interview (LondonMatt / FlickR)
21. No image (logos)
22. Pecha Kucha
23. Ignite

24. Napkin presentation (B.Muramatsu / FlickR)
25. Hold an interview (Anders Zakrisson / FlickR)
26. Talkshow (FusionDotNet)
27. Integrate (credit unclear)
28. Collage (GeekNerd99 / FlickR)
29. No bullet (credit unclear)
30. Crazy diagram (Peter Kelly Studios / FlickR)
31. No image
32. IT modernization map (credit unclear)
33. KISS (BjornMeansBear / FlickR)
34. Mathematics (Robert Scarth / FlickR)
35. Attention span (SpeakingAboutPresenting)
36. Rehearse (Michael Sullivan / FlickR)
37. Rehearse (Penn State Live / FlickR)
38. Dry run (SDWorxHackathon)
39. Conquer your fears (TribeSports.com)
40. Impress (Lance H. Bates / FlickR)
41. Energy (ToddYesonstage)
42. Journey (IchingOnline)
43. Questions (IMF photos / FlickR)
44. Handouts (Jose Camoes Silva / FlickR)
45. Reflect back (Wide open code / FlickR)
46. Audience reaction (TedxStuttgart / FlickR)
47. Smileys (Bastian / FlickR)
48. Talkative (WanderinWeeta / FlickR)
49. Journey with compass (douglas-pulsipher)
50. Get help (credit unclear)
51. Just do it (CenterForChange)
52. Time (credit unclear)
53. Victory (Sgatto / FlickR)
54. Death by Powerpoint (credit unclear)
55. Happy farmer (IITA)
56. Less is more (Tim Rizzo)
57. Dive in (credit unclear)
58. References (Warwick Carter / FlickR)
59. No image
60. Thank you (Libraries rock / FlickR)
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