

How to make
GREAT PRESENTATIONS



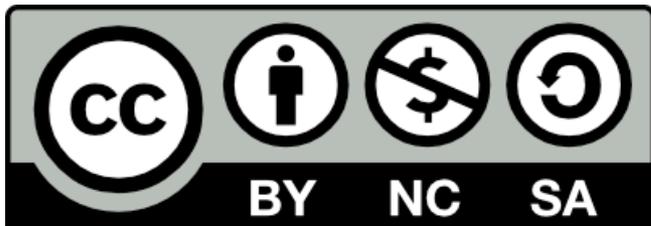
@manucirilli



Manuela.Cirilli@cern.ch



manuela.cirilli



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#1

Content

What

#2

Design

Visual

#3

Delivery

Connect

ONE SIZE



FITS ALL?

CONTENT



Photo credit: Getty images

Manuela Cirilli - CERN

is King



Presentation Structure

Start

Middle

End



BEWARE

Introduction

During this presentation, I will explain:

Project background

Literature review

Experiments & Methods

Results

Conclusions

Future Work

The trap of the intra slide

Who..
..are you?

What..
..is your topic?

Why..
..is it important?



...in a minute or two!

VISUAL DESIGN



DEATH BY POWER POINT

- If you write all of your presentation notes on your slide, the audience is going to read those notes.
- People can't read and listen at the same time.
- As your audience reads your slides, they can't and won't listen to you.
- Because you're still on bullet #1, while your audience has finished reading the slide, the need for you as a presenter is gone. The audience does not need you to read information out loud that they've already read on your slides.

WE CAN'T *read* AND *listen* AT THE SAME TIME



Cave paintings

Ideograms

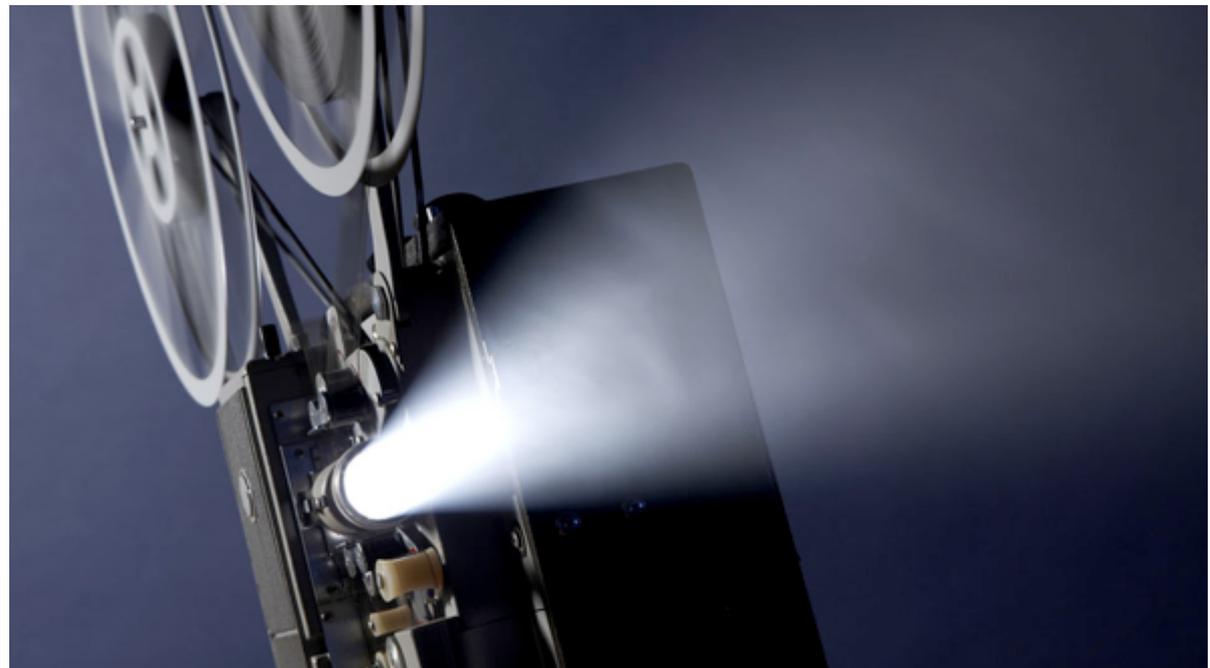
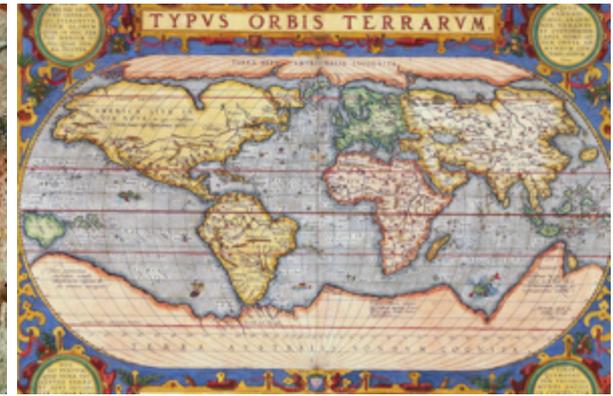
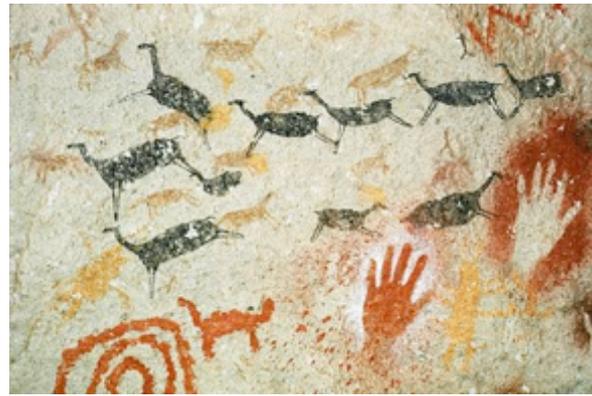
Photos

Maps

Movies

TV

PPT slides



SLIDES

are NOT

HANDOUTS

SLIDES

are NOT

MEMORY AIDS

GOOD

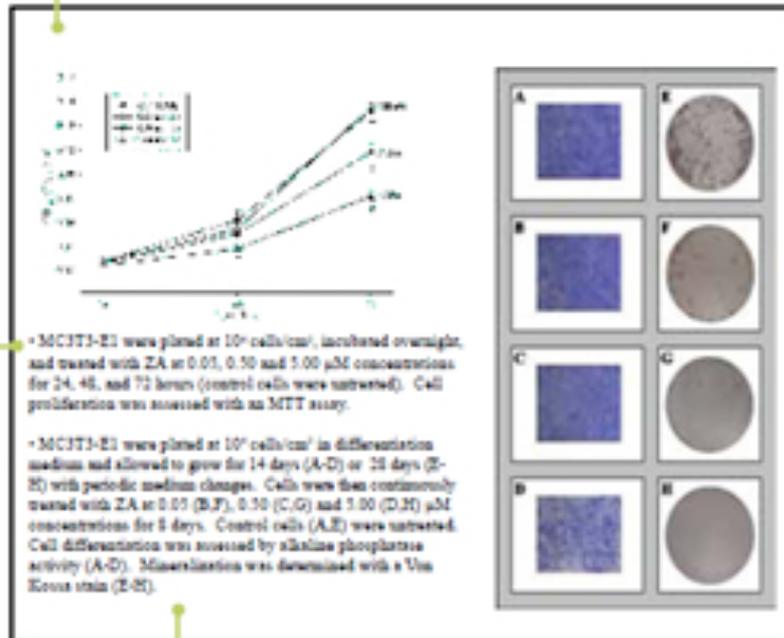
DESIGN

Helps the audience

YES, ALSO IN SCIENCE

BEFORE

Graph details too small to read

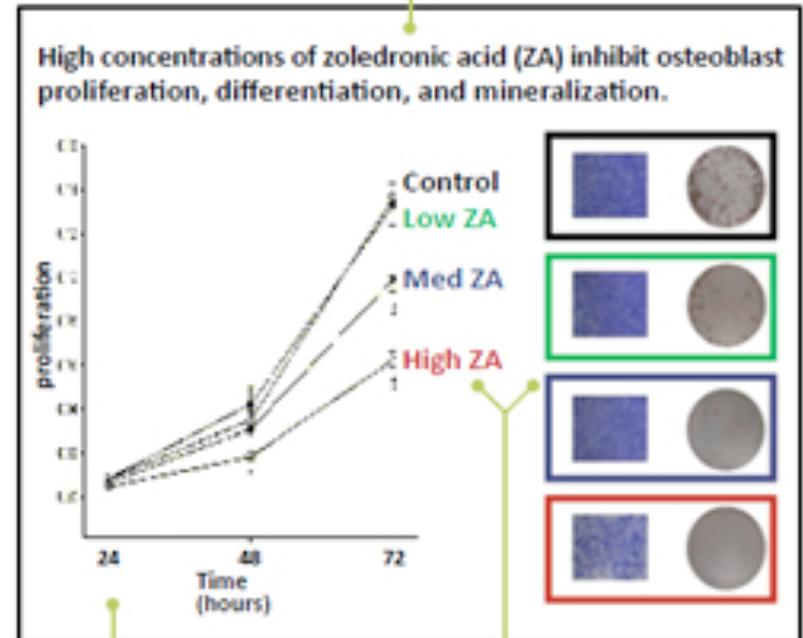


Text pulled directly from figure legend

Bullet points too detailed and make hard-to-connect reference to figure

AFTER

Unified concept simplified into assertion statement



Graph and images color-coded for clear referencing

Graph much larger and easier to read

POWER POINT



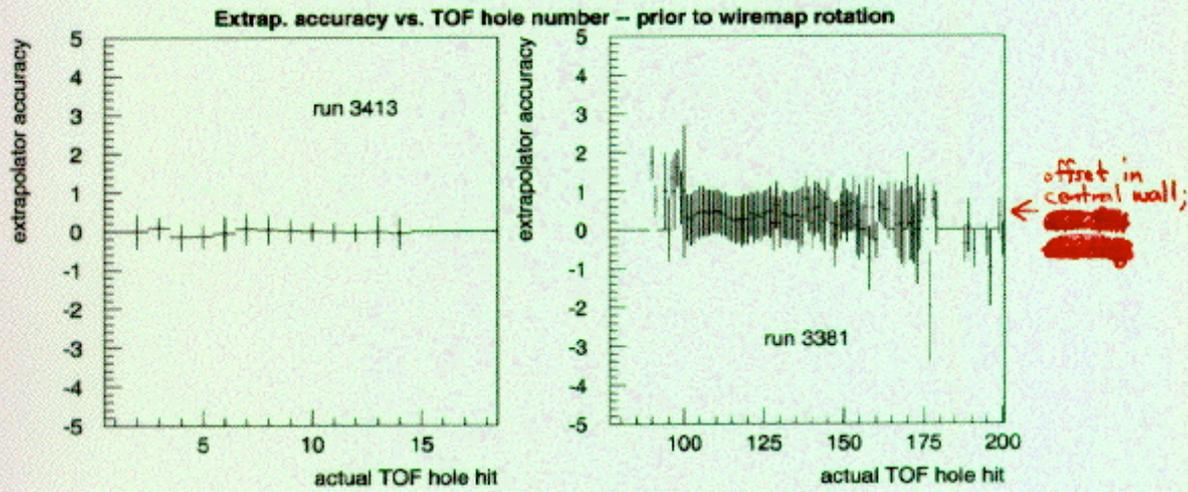
<http://www.aaindustrial.com.au/Portals/0/images/homepage/Hand%20tools.jpg>

bad tool?

Initial set of parameters:

- original DDC wiremap (before rotation)
- original TOF geometry (from survey)
- default mapped \vec{B} fields
- $B_{box} = 14.83$ kG (94% of default)

99/07/17 09.17



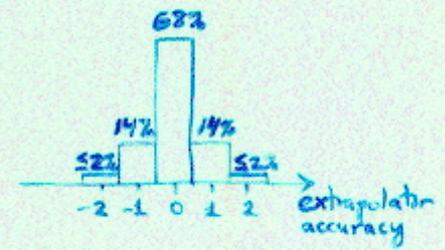
- for this initial set of parameters, slot-to-track match is quite good

BL slots: $\sigma \sim 0.4$ slot widths (2 cm)

central slots: $\sigma \leq 1$ slot width (1.7 cm)

- a significant probability of "natural" extrapolator misses, by 1 to 2 slot widths, is expected

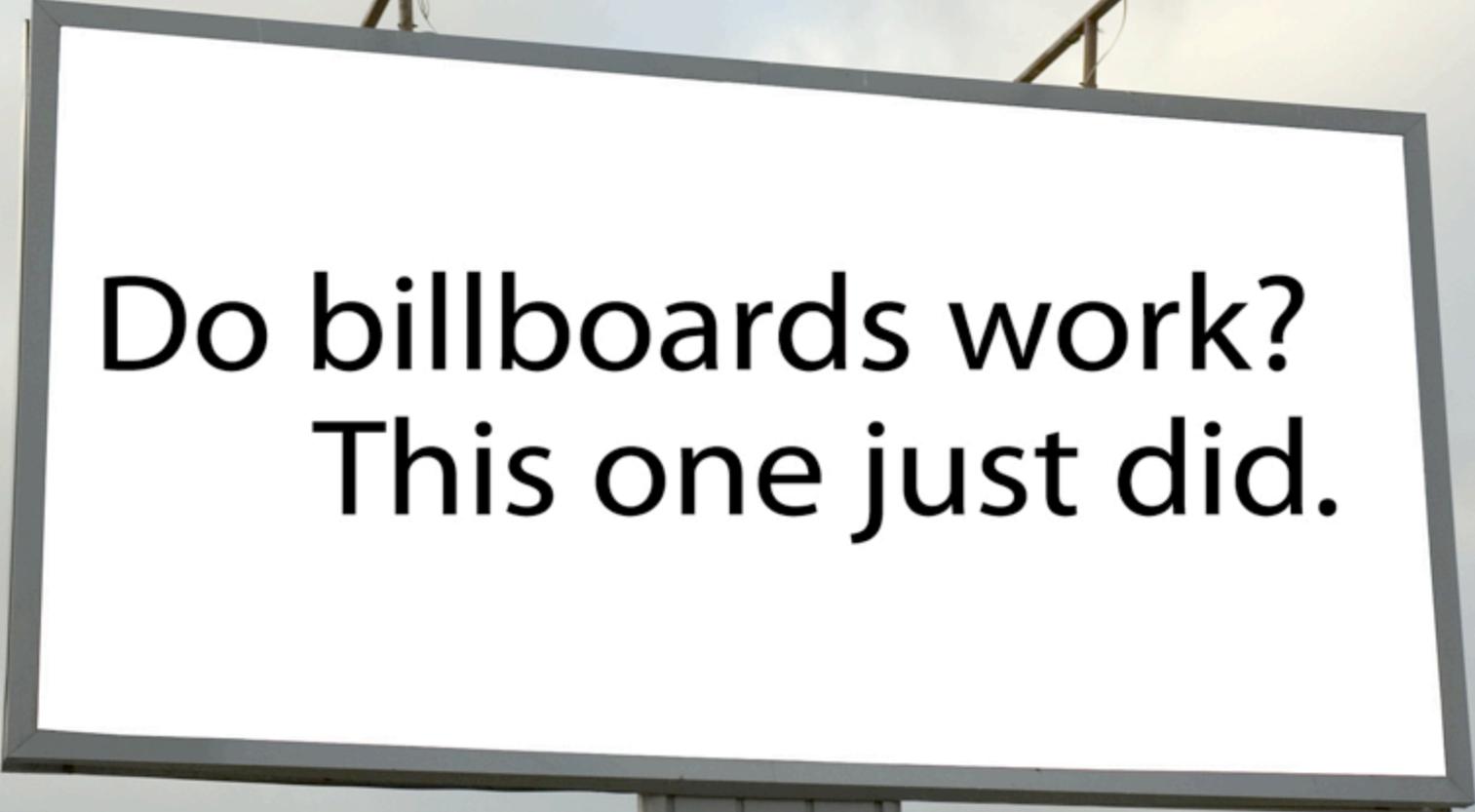
- for Au98 data, will employ slot-to-track matching approaches that deal with these "natural" misses



WHAT WILL YOU REMEMBER?

- Too much text
- Too many fonts
- Too small text
- Too small pictures/plots
- Unreadable labels on plots
- Bad colour choice(s)
- Too many logos
- Meaningless titles
- Slides cluttered by footers, headers, etc
- Overuse animations
- Fancy transitions

Too small text



**Do billboards work?
This one just did.**

TOO MANY FONTS

Alba^{SAIL} bellbottom VIDEO-EZY Bleeding
Brush BUBBLEGUM BURNT Cartoon TRIBAL Today
CheapFire CigarStore Cracked DARK CRYSTAL
DESDEMONA EVANESCENCE Fashion Victim Frail&Bedazzled
French Script^{curly} Ginger HappyHell HarryPotter Lover
HERCULES Bugslife
HolidayHome JAZZLET Jellyka Castles Queen MonaLisa
YellowSubmarine
Blaskletter MONSTERS INC Lollipop WHOA! MULAN
Wanted
Papyrus PartyTime Petal font PlayBill
NARNIA PRINCETOWN SMALLVILLE SantaClaus
SNICKERS StoryBook Porcupine Fancy Pens WALT DISNEY
WILLY WONKA

USE *two or three* GREAT FONTS

Font Squirrel website header with navigation menu: HOME, FIND FONTS, HOT, RECENT, ALMOST FREE, WEBFONT GENERATOR, FAQ, SEARCH FONTS & FOUNDRIES, FONT LISTS. Logo: FONT SQUIRREL 100% Free For Commercial Use.

HOTTEST FONTS TODAY
Open Sans AaBbCcDd

Open Sans Ascender Fonts 10 Styles

Alex Brush AaBbCc

Alex Brush TypeSETA 1 Style

Roboto AaBbCcDdEeF

Roboto Christian Robertson 18 Styles

Urban Fonts website font preview grid showing various font styles:

- Freestyle by Font-a-licious Fonts
- Celeste Hand
- SCI FIED by Dust Bust Fonts
- ARNOLD Arnold 2.1 by Aaron Smith
- Roman Antique by Jeffrey S. Lee
- ENGEBRECHTRE by Ray Larabie
- Space Patrol SpacePatrol by Nick Curtis
- PROPPELLERFUEL PropellerFuel by Alfabag
- Gloriana by Dave Nalle

WHICH FONTS?

Find a fantastic free **FONT** (on three)

NO

Arial

Times new roman

Comic sans

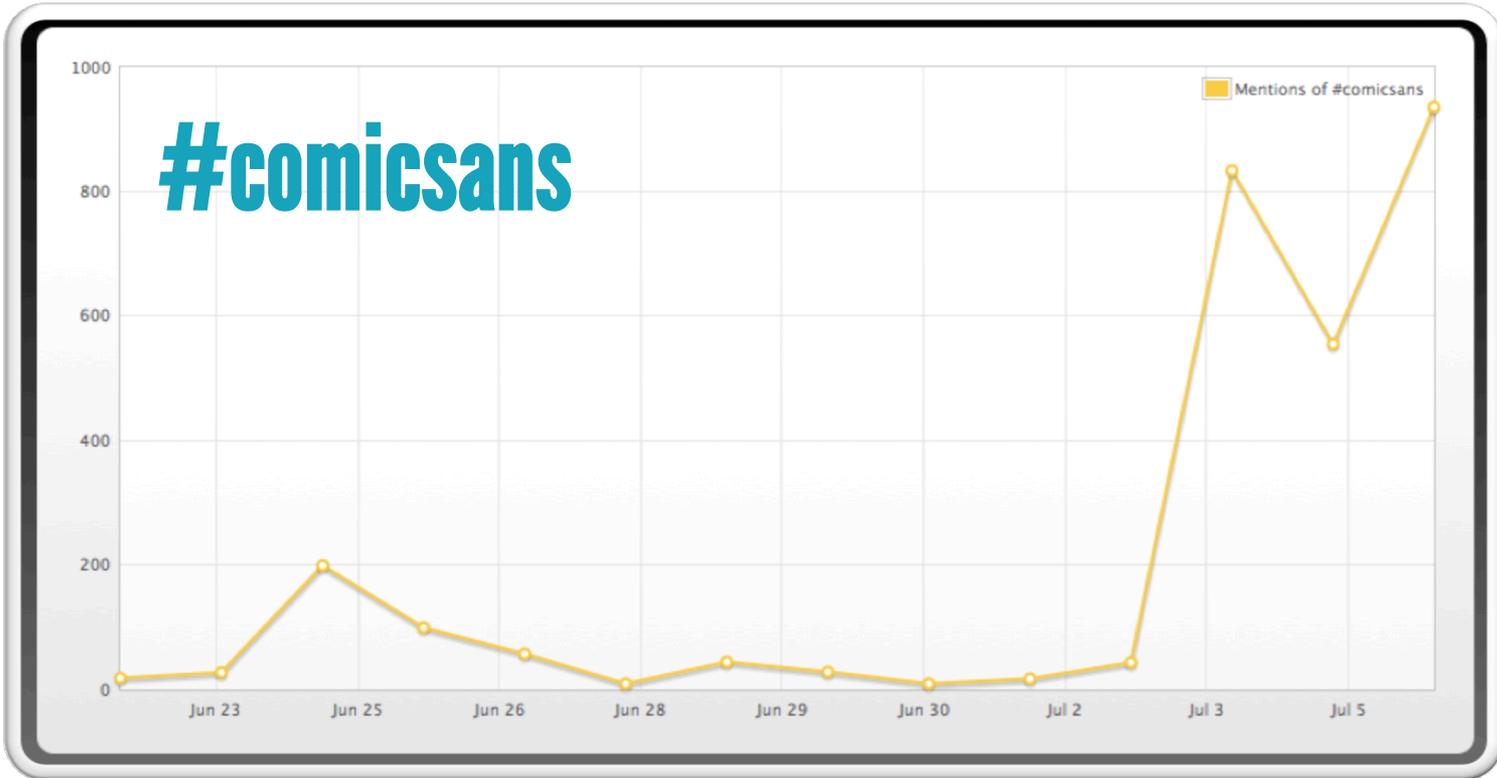
YES

BEBUS NEUE

Pacifico

Bree serif

FONTGATE



BAD COLOUR CHOICES

- This text is hard to read
- This is quite hard as well
- What about this one????

COLOUR SCHEME



Choose one and stick to it!

IMAGES



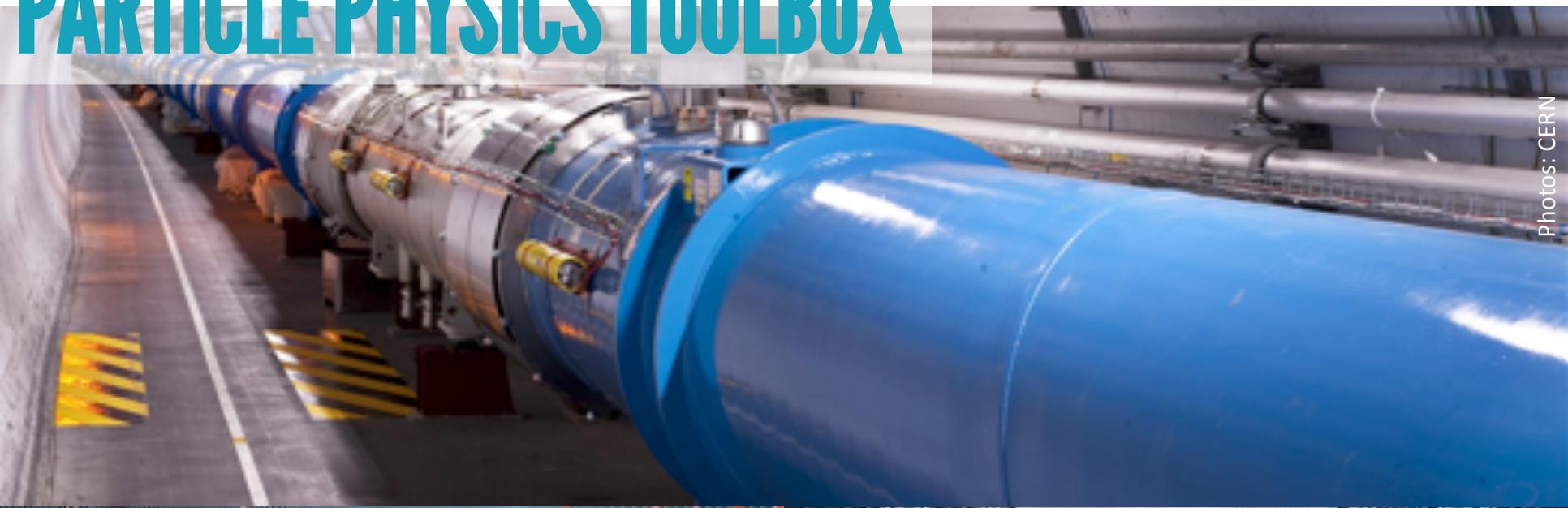
are powerful

BULLET POINTS

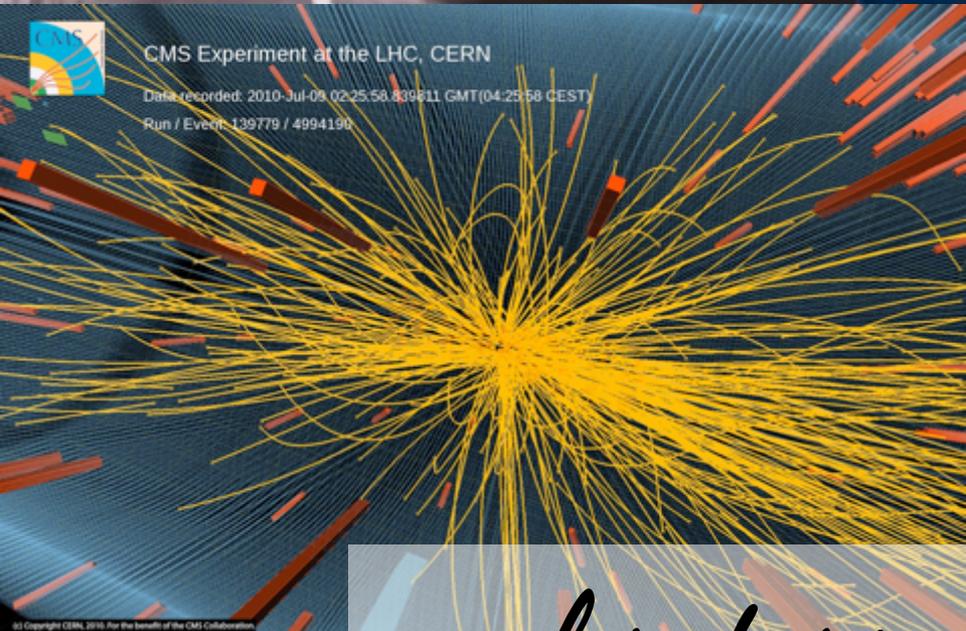
From particle physics tools to medical applications

- Accelerators
 - Hadron therapy to treat cancer
- Detectors
 - Medical imaging
- Distributed computing
 - Medical data analysis, e-health

PARTICLE PHYSICS TOOLBOX



Photos: CERN



CMS Experiment at the LHC, CERN

Data recorded: 2010-Jul-09 02:25:58.839811 GMT(04:25:58 CEST)

Run / Event: 139779 / 4994190

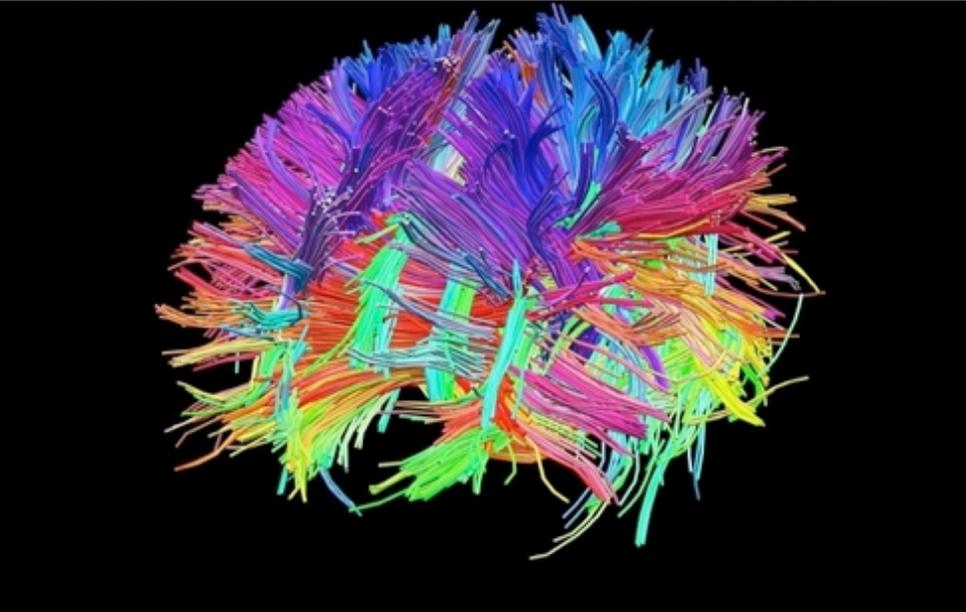
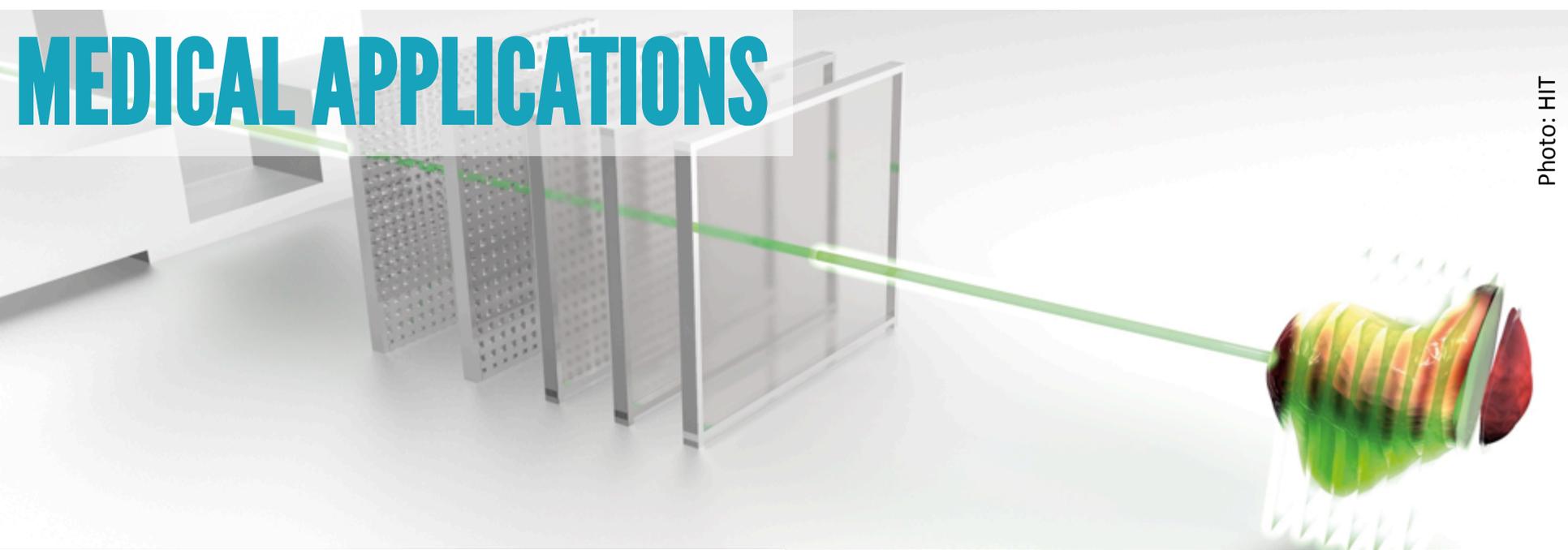


Manuela Cirilli - CERN

accelerators, detectors, computing

MEDICAL APPLICATIONS

Photo: HIT



Always

ATTRIBUTE

your images

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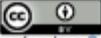
Source work URL

More permissions URL

Format of work

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```

Normal Icon Compact Icon

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CAN'T ALWAYS WIN

- Sometimes it will be very difficult, if not impossible to get rid of long texts and bullet points
- As scientists, we often use slides as documents, course material, or even manuals
- You can still do something to improve them over the “typical” presentation:
 - Short sentences
 - Identify keywords
 - Avoid nested lists!
 - Readable labels
 - Prepare an extended version for final upload

Give your slides

UNITY

Repeated
fants

Repeated
colours

Repeated
shapes

Home Themes Tables Charts SmartArt Transitions Animations Slide Show Review

Slides Font Paragraph Insert Format Slide Show

New Slide Section

Text Picture Shape Media Arrange Quick Styles Play

1 How to make GREAT PRESENTATIONS

2 

3 Content Design Delivery

4 ONE SIZE FITS ALL?

5 CONTENT is King

6 

7 BEWARE The trap of the intro slide

8 Who... and you? What... in your topic? Why... is it important?

9  ...in a minute or less!

10 VISUAL DESIGN

11 DEATH BY POWER POINT

12 WE CAN'T read AND listen AT THE SAME TIME

13  Visual Communication

14 SLIDES are NOT HANDOUTS

15 SLIDES are NOT MEMORY AIDS

16 GOOD DESIGN Helps the audience

17 YES, ALSO IN SCIENCE

18 POWER POINT bad tool!

19 

20 WHAT WILL YOU REMEMBER?

21  Do billboards work? This one just did.

22 TOO MANY FONTS

23 USE less on these GREAT FONTS

24 WHICH FONTS?

25 BAD COLOUR CHOICES

26 COLOUR SCHEME Choose one and stick to it!

27 

28 IMAGES are powerful

29 BULLET POINTS

30  PERSONAL PRACTICE TIPS

31  VISUAL APPLICATIONS

32 Always ATTRIBUTE your images

33 CREATIVE COMMONS

34 CAN'T ALWAYS WIN

35 Give your slides UNITY

36  Repeated fonts

37 DATA VISUALISATION Capture our imagination

38 THE SPEECH 

39  Prepare your slides with so much confidence

40 State your topic at the beginning (prepare your audience) KEEP THEM ATTENTIVE! Go back to your topic in the end (anchor your message)

41 THE BIG PICTURE What is the overall purpose? Why is it important? How does it relate to your audience?

42  ENTERTAINMENT

43 ASK THEM QUESTIONS 

44 CALL FOR ACTION What do I want them to...? ...do? ...think? ...decide?

45 THE EXTRA THICK Make it personal Why is it exciting, interesting, innovative...? Give them a powerful image to help Give them a good quote

46 LOOK AT YOUR AUDIENCE Make eye contact But do not stare! "scan" the room

47 GESTURES 

48 FIND YOUR CENTRE 

49 VOICE Posture and breathing are essential Speak clearly Don't shout or whisper

50 VOICE Don't be rushed Don't be slow Please Vary pitch, tone and volume

51 DON'T Don't start with "um" or "okay" Don't use fillers Don't mumble or garble Don't frown

52 REMEMBER  You're not obliged to tell jokes

53 PRACTICE 

54 JUST BEFORE Avoid: food/water, coffee/tea, milk breathe Visualise yourself!

55 REMEMBER The audience is on your side

56 The golden rule ACT AS YOU FEEL

57 

58 

THE SPEECH





State your topic at the beginning
(prepare your audience)

KEEP THEM ATTENTIVE!

Go back to your topic at the end
(anchor your message)

THE BIG PICTURE

What is the overall purpose?

Why is it important?

How does it relate to your audience?

ENTHUSIASM



<http://www.global-top-speakers.com/data/imagecache/1024x768/bilder/person/redner/impuls06.jpg>

ASK THEM QUESTIONS



Hook their attention

CALL FOR ACTION

What do I want them to...

...do?

...think?

...decide?

THE EXTRA TOUCH

Make it personal

Why is it exciting, interesting, innovative...?

Give them a powerful image to keep

Give them a good quote

LOOK AT YOUR AUDIENCE

Make eye contact

But do not stare!

“scan” the room

GESTURES



FIND YOUR CENTRE



VOICE

Posture and breathing are essential

Speak clearly

Don't shout or whisper

VOICE

Not too rushed

Not too slow

Pause

Vary pitch, tone and volume

DON'T

Don't start with "um" or "okay"

Don't use fillers

Don't mumble or garble

Don't chew

REMEMBER



You're not obliged to tell jokes

PRACTICE

http://2012books.lardbucket.org/books/a-primer-on-communication-studies/section_10/6d87ea0a44d1d7552cce3f7351218b30.jpg



JUST BEFORE

Avoid: iced water, coffee/tea, milk

Breathe

Visualise yourself

REMEMBER

*The audience
is on your side*

The golden rule

ACT AS YOU FEEL



YOUR CONFERENCE PRESENTATION

HOW YOU PLANNED IT:



HOW IT GOES:

