Making the most of your 10 minutes of fame Dave.Barney@cern.ch



I am not going to evangelize!



Presentation skill ≠ soft skill

Exercise 1: You have 10 minutes to prepare a 1-minute presentation on your favourite topic (not necessarily particle physics!)

Send any slides to <u>David.Barney@cern.ch</u> using filename: **1_<Yourname>.<extension>** (or you can use your own laptop)

I will choose some at random for presentation!



zun MATEJ Drawing faces Confidence + Mativation Fearless Organization Expertise Resources Demonstration -> connected with Andience Problem + solution Everyone paid attention

Antoine Zmins INFN Cale bestured -> to slides Historical reference "Useful" information Drama Interesting Visual Problem + solution

Intorice mus Quartum Diana Emotional Personal Reuse of material Change in tone "Just boogle it" Body language Examples

Magdy Music scales

Demonstration

Eye contact

Short intro of himself

Confidence

Pacing

Use of resources inc space

Kalpanie Abstract painting

Use of materials Humour

Positive = confidence

Inspirational

Very dear

Logical

Reference

Some common "likes" of all talks:

- Confidence
- Emotion & passion
- Use of body language & change of tone of voice
- Presented a clear problem and clear solution
- Clarity of information & messages

What are the most common problems with presentations?

Problems Too much information Small images Too compressed thes straight into details Take too long (not enough time) Repetetive Wrong audience Reads the slides

Why do people put too much information into a presentation?

TMI Trying to teach Replace documents Fear of putting too little Presenter is not clear > at raid of forgetting something aziness

Your audience is intelligent But not knowledgeable

You are the only expert in the room!

GUIDELINE #1:

THE PRESENTATION IS FOR THE AUDIENCE MAKE SURE YOU KNOW YOUR AUDIENCE!

What is the purpose of a presentation?

What is the purpose of a presentation?

For the audience to understand one or more **messages** And possibly act upon those messages

message *≠* information

Supercars of Wuppertal (1/3)



This is "information"

Koenigsegg Agera in Wuppertal



This is also "information"

The only Koenigsegg Agera in Wuppertal is the official Eurizon taxi!



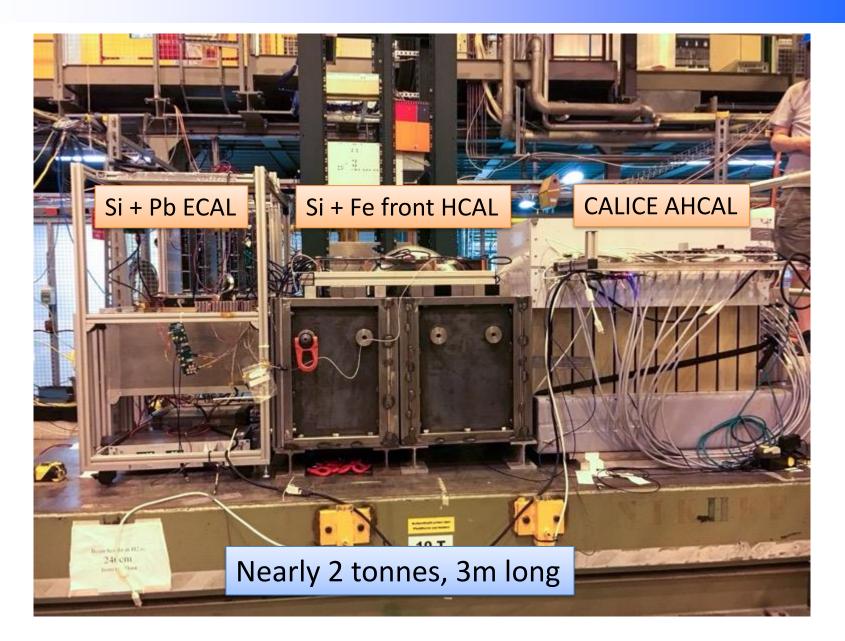
This is a "message" that you can act upon!

What is a message?

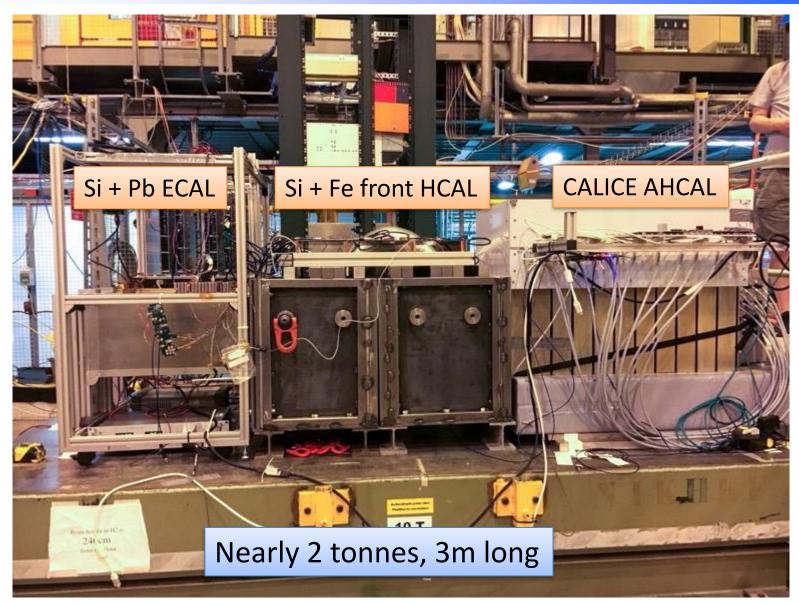
It is <u>not</u> the "what" It is the "**so what?**" Including the "so what?" explicitly on your slides is a basic redundancy

Even if the "so what?" is the only text on your slide, an offline reader will be able to understand the important points of the presentation The "title" part of your slide is perfect for putting the "so what?"

HGCAL Beamtest 2017



Full prototype HGCAL is at the limit of what can be placed on the CERN SPS H2 moving table



Omitting the "so what?" or not being clear can have serious consequences...

For a pretty extreme view, take a look at: https://www.inf.ed.ac.uk/teaching/courses/pi/2016_2017/phil/tufte-powerpoint.pdf

And a nice response: http://web.mit.edu/5.95/readings/doumont-responds-to-tufte.pdf

Review of Test Data Indicates Conservatism for Tiles Penetration

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-107 Southwest Research data
 - Crater overpredicted penetration of tile coating significantly
 - Initial penetration to described by normal velocity
 - Varies with volume/mass of projectile(e.g. 200ft/sec for 3cu. In)
 - Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
 - Test results do show that it is possible at sufficient mass and velocity
 - Conversely, once tile is penetrated SOFI can cause significant damage
 - Minor variations in total energy (above penetration level) can cause significant tile damage
 - Flight condition is significantly outside of test database
 - Volume of ramp is 1920cu in vs 3 cu in for test

Exercise 2: Decoding NASA

Look at your handouts. Work in pairs! You have 5 minutes to determine the three most important conclusions from this slide

Some context & glossary:

This concerns a **US Space Shuttle**

- Tiles = the special foam tiles covering the Space Shuttle
- Crater = simulation program
- SOFI = spray-on foam insulation, used on the separate fuel tanks of the space shuttle
- ramp = piece of debris
- **cu in** = cubic inch

1) The "Crater" simulation is not a realistic representation of what happened

2) A penetration of the tile cannot be ruled out

3) If this happened, the consequences could be catastrophic



Anecdotes can be even more memorable than messages

A Phenomenological Profile of the Higgs Boson

• First attempt at systematic survey

A PHENOMENOLOGICAL PROFILE OF THE HIGGS BOSON

John ELLIS, Mary K. GAILLARD * and D.V. NANOPOULOS ** CERN, Geneva

Received 7 November 1975

1975

A discussion is given of the production, decay and observability of the scalar Higgs boson H expected in gauge theories of the weak and electromagnetic interactions such as the Weinberg-Salam model. After reviewing previous experimental limits on the mass of

We should perhaps finish with an apology and a caution. We apologize to experimentalists for having no idea what is the mass of the Higgs boson, unlike the case with charm [3,4] and for not being sure of its couplings to other particles, except that they are probably all very small. For these reason, we do not want to encourage big experimental searches for the Higgs boson, but we do feel that people performing experiments vulnerable to the Higgs boson should know how it may turn up.

FOCUS ON YOUR MAIN MESSAGES (AND ANECDOTES WHEN APPROPRIATE) AND DON'T LET POWERPOINT CONTROL HOW YOUR MESSAGES APPEAR

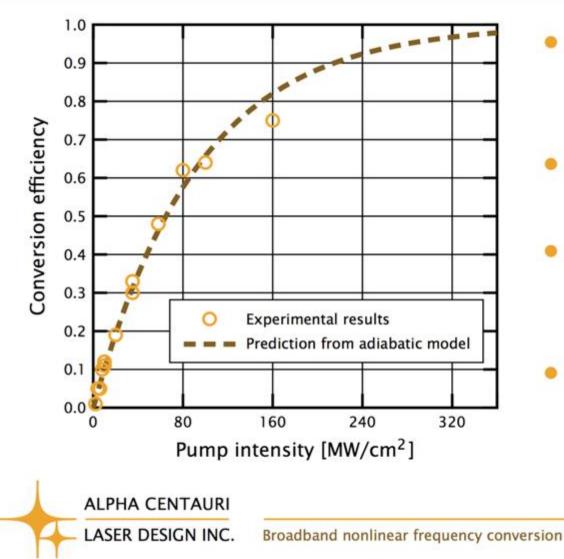
GUIDELINE #2:

Plots

The following is taken from the excellent "Traditions, templates, and group leaders" by Jean-Luc Doumont

http://www.treesmapsandtheorems.com/barriers

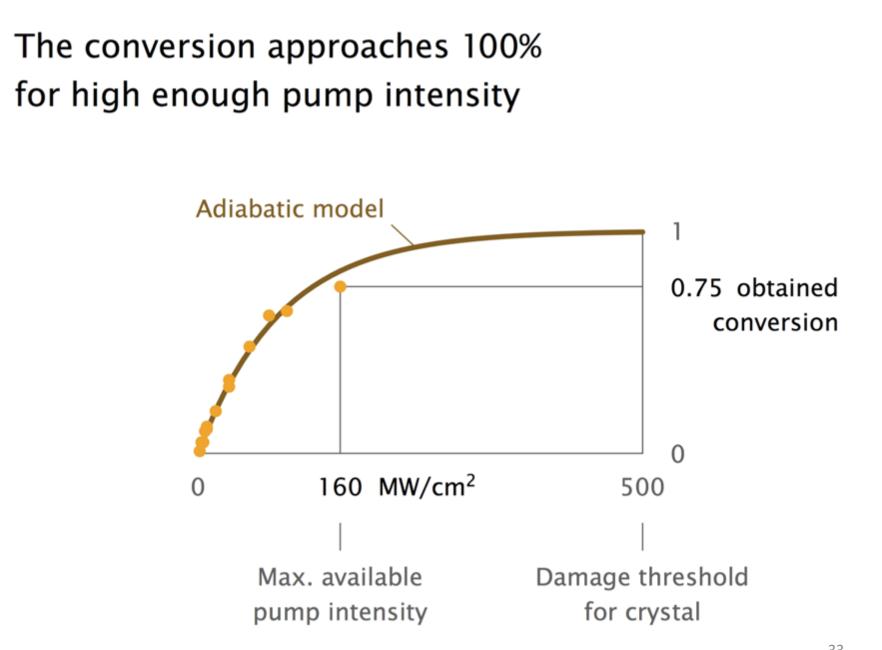
Efficiency of adiabatic frequency conversion



- Maximum pump intensity available experimentally: 160 MW/cm²
- $\lambda_1 = 1530 \text{ nm}; \lambda_2 = 1064 \text{ nm}$ (Q-switched Nd:YLF)
- The maximum demonstrated conversion efficiency was 75 percent
- Periodically poled crystal can get damaged from 500 MW/cm² of pump intensity

Tue 14 Feb 2012

Slide 17 of 43 32



Global Reconstruction - Full Simulation Reconstruction and Detector Performance: Photons

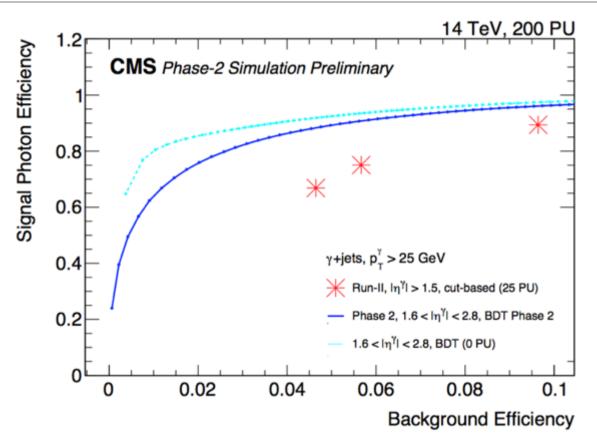


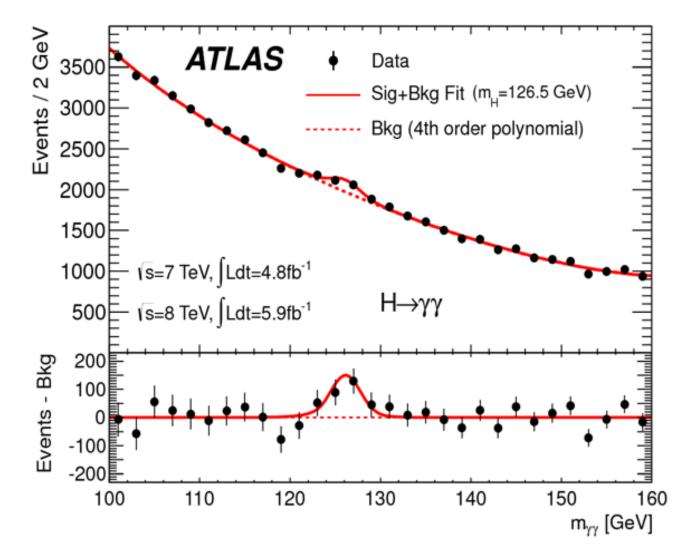
Figure 11.6: Photon efficiency versus photon-misidentification probability in simulated γ + jets events for the BDT training. Signal photons are matched within $\Delta R(\eta, \varphi) < 0.1$ to isolated photons generated within the kinematic phase space $p_T^{\gamma} > 25$ GeV and $1.6 < |\eta_{\gamma}| < 2.8$. Misidentified photons are defined as reconstructed photons found in the same kinematic phase space but not matched to an isolated generated photon. The performance of a Run 2 cut-based ID is also presented, evaluated on a similar sample of γ + jets produced using the Run 2 conditions (average pileup of 25 pp collisions at $\sqrt{s} = 13$ TeV).

GUIDELINE 3:

DON'T MAKE THE AUDIENCE WORK TOO HARD TO UNDERSTAND PLOTS/FIGURES

AND DARE TO BE (A LITTLE!) DIFFERENT

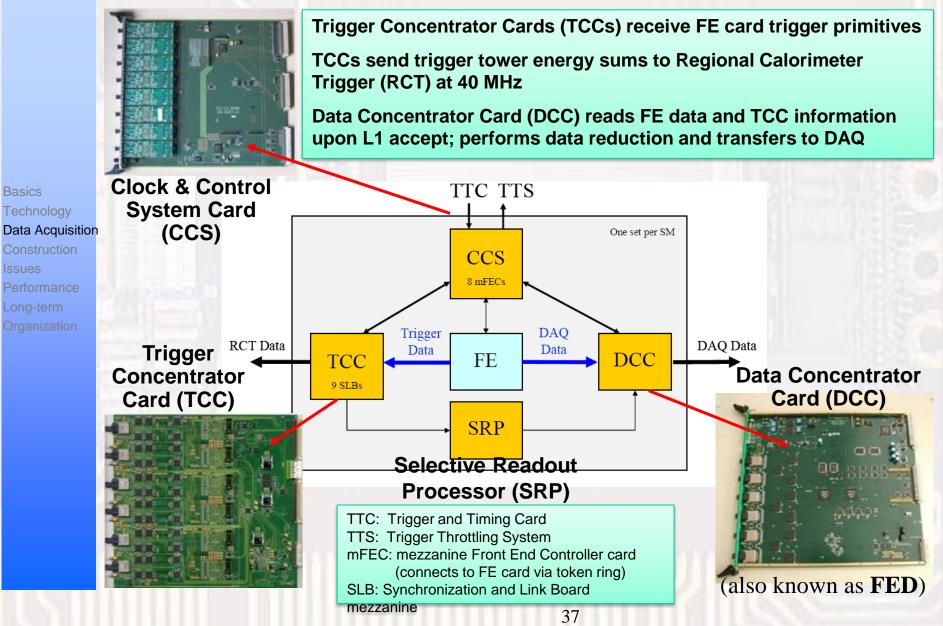
We are all familiar with the concept of signal-to-background (or s-to-noise)

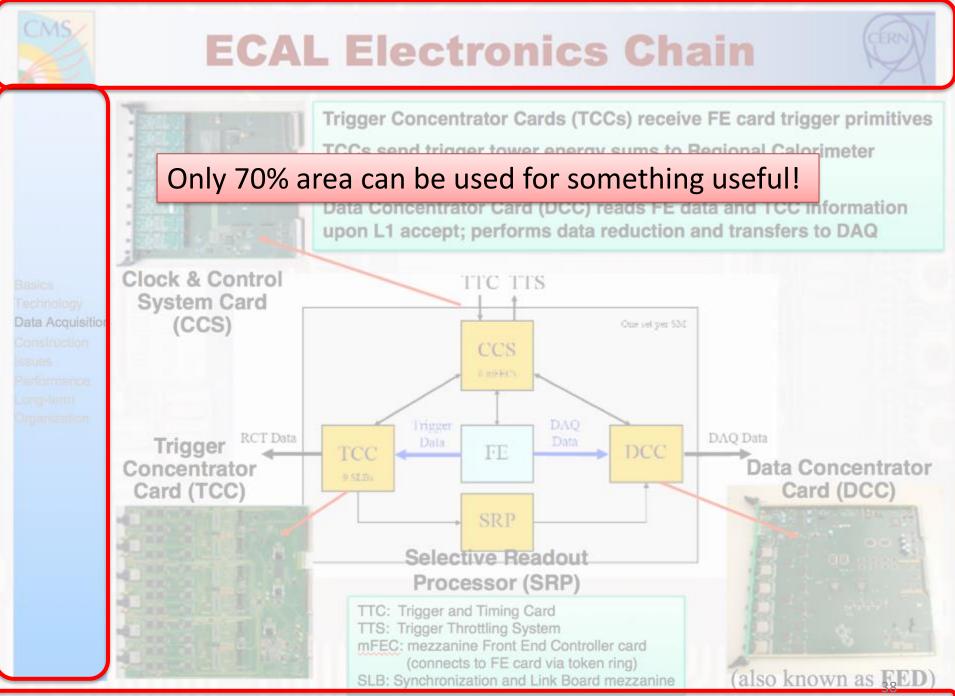




Basics





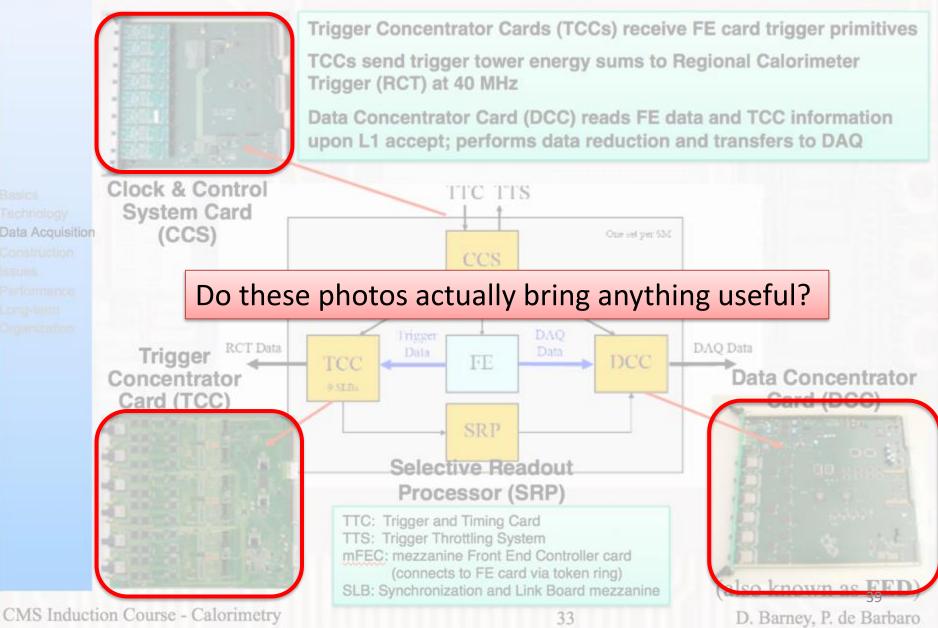


CMS Induction Course - Calorimetry

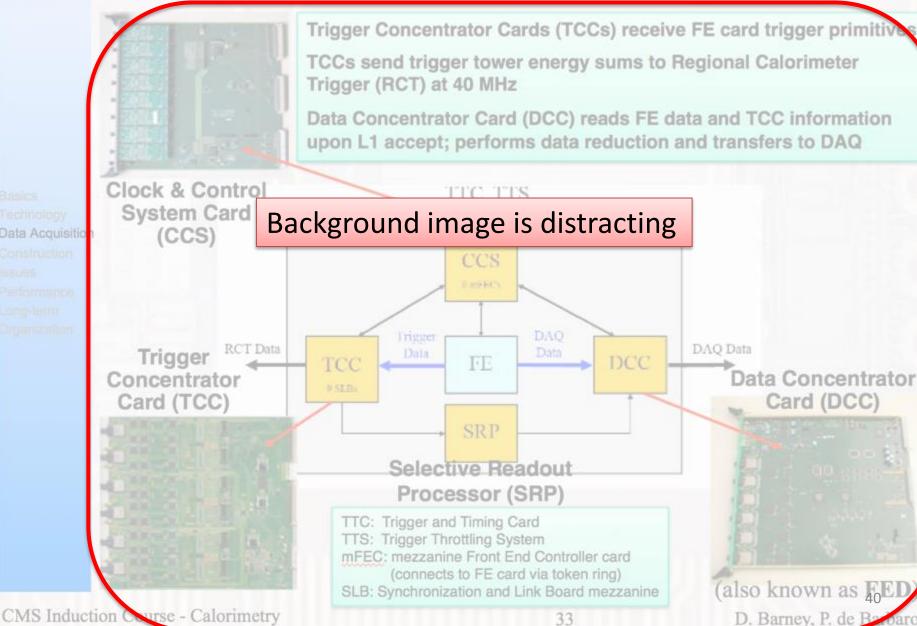
D. Barney, P. de Barbaro





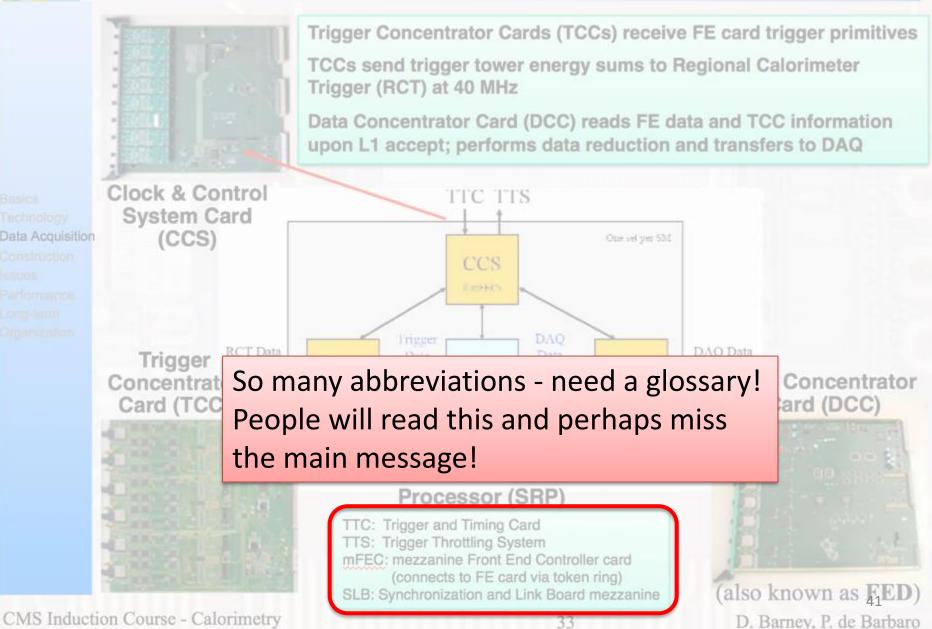






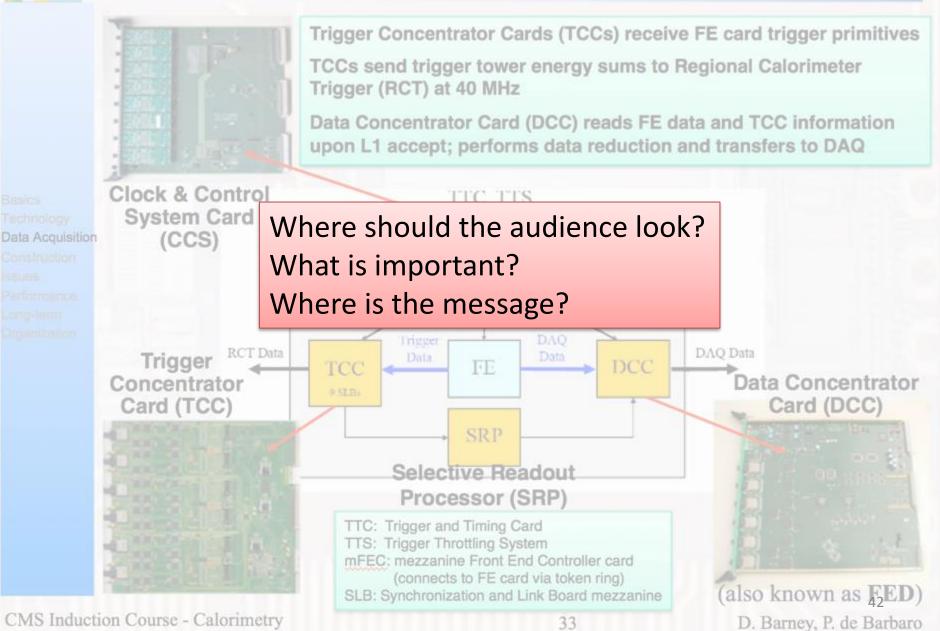












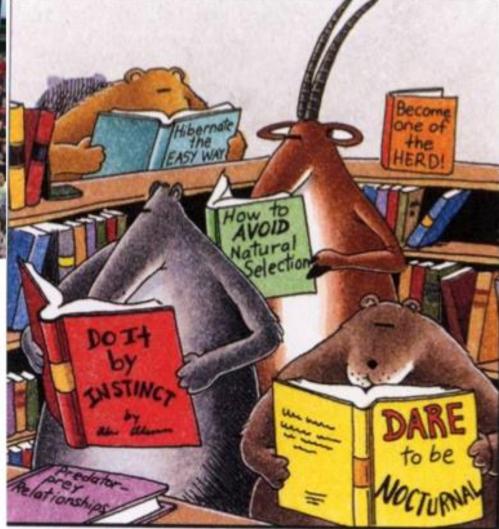
Images and cartoons: Can be great, but be careful not to decrease your S/N and lose your main message(s)!



If I have a novel idea, how do I navigate?



- Numerous discussions, several levels many stages,
- Long process: "how can it be known to the outside world, that the idea was mine" particularly to pertinent committees
- Options and metrics to get individual recognition.
- Motivations to seek more new ideas and/or help career promotion?



In the animal self-help section

Challenge #6

What we do at CERN: Smash things together, see what happens!



Before the particle accelerator

Bullet lists have their uses, but don't overdo it!

Good examples: Pros vs cons Checklists

Beam monitoring in charged-particle therapy

Parallel-plate ionization chambers



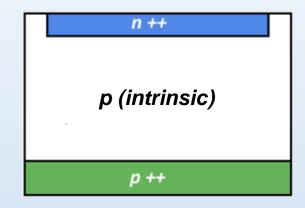
PROS:

• Robust, stable, radiation resistance

CONS;

- Slow response time
- Limited sensitivity
- Measurement of number of particles from the produced charge depends on energy
- Daily QA and calibration measurements.

Silicon detectors



PROS:

- Good sensitivity (single particle detection)
- Small signal duration (direct count of number of particles)
- Fine segmentation -> beam profile
- Time resolution (measurement of beam energy with time-of-flight techniques)

CONS:

- Pile-up effects at high frequencies
- Radiation resistance.

Test of UFSD detectors for beam monitoring

Practical Aspects in irradiation-test organization

- > Ensure that facility is compliant with your requirements (energy, flux, etc.)
- Ensure that your system is compliant with facility requirements (dimension, operation, safety, etc.)
- Respect instructions of the facility about positioning and alignment of your samples. Get this checked by facility staff before going, if possible
 - \circ spare devices can be useful if re-test needed
- Dosimetry usually (but not always) done by facility staff. When this is available, it is likely to be accurate typically ±10%
 - o dosimetry may be complex
 - possibly bring your own reference dosimeter. This is even more important when the experimental team is not present during irradiation
- Inform the facility about the need of maintaining equipment for post-irradiation measurements (annealing tests, etc.)
- Personnel Dosimetry: always required when working with ionizing radiation

Federico Ravotti," Dosimetry Techniques and Radiation Test Facilities for Total Ionizing Dose Testing", Short course RADECS2017



17/01/2018

GUIDELINE 4:

MAXIMIZE YOUR S/N RATIO!

Content ordering

Most presentations follow a standard format:

- title
- overview of talk
- what we did
- what we found

This is the exciting stuff!

- what this means

what do we do next

Higgs-discovery talk

https://indico.cern.ch/event/197461/contributions/1478916/att achments/290953/406672/ATLAS_Higgs-CERN-seminar-2012.pptx

But compare to a newspaper...

Trump back-pedals on Russian meddling remarks after outcry

Republicans and Democrats attack president's comments in press conference with Putin

Opinion: Republicans followed Trump off a cliff of treachery



Trump backflips on Russia interference - video

Donald Trump sought to partially reverse course on Tuesday in the face of furious, bipartisan criticism of his public undermining of US intelligence agencies during a press conference with Vladimir Putin in Helsinki.

The US president sought to bring closure after more than 24 hours of bitter recrimination by saying he had simply misspoke when he said in Finland that he saw no reason to believe **Russia** had interfered in the 2016 US election.

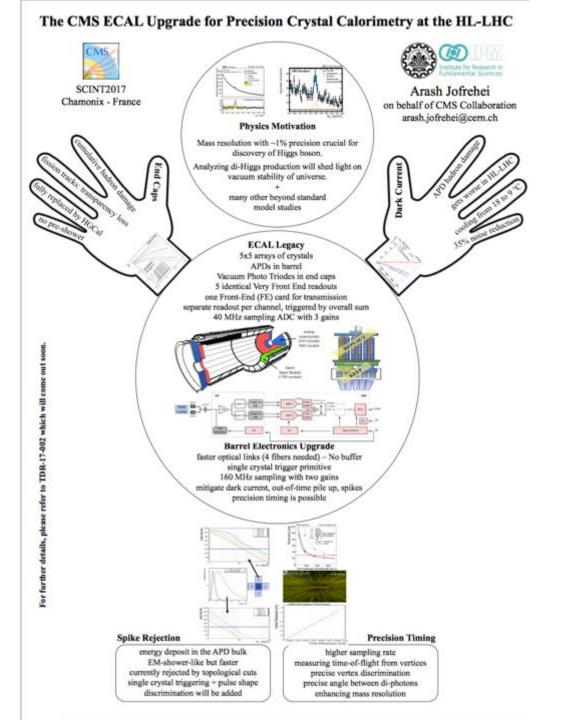
- Headline get attention!
- Image get attention!
- Give the main message(s)
- details
- links to more information

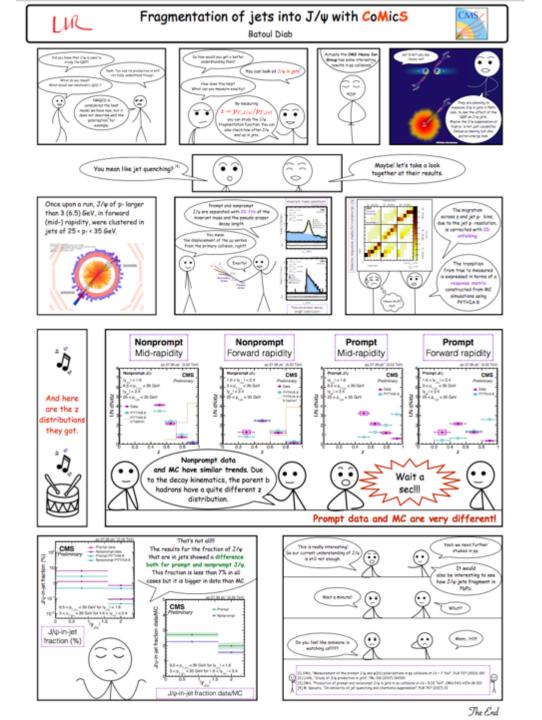
So how *could* the Higgs discovery have been announced?

And what about posters?

Even more important to grab the attention as you do not have a captive audience!

A poster is essentially an abstract for a paper: summarize main points and show reader where to get more information







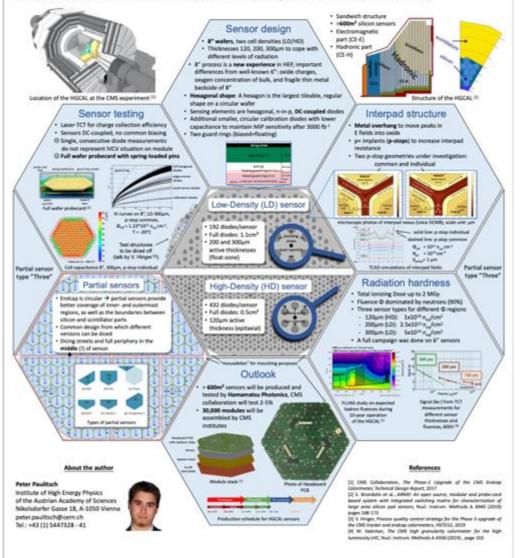
The Silicon Sensors for the High Granularity Calorimeter of CMS



Peter Paulitsch on behalf of the CMS collaboration

Background

The High Luminosity UHC (HL-UHC) will have a factor 5 higher instantaneous luminosity compared to the end of UHC operation, resulting in a proportionally higher event rate and a factor 10 increase of integrated luminosity (3000 fb '). Therefore, unprecedented levels of radiation and particle shower densities will affect experiments such as CMS. To address these challenges, the CMS collaboration will replace the existing endcap calorimeters with a new High Granularity Calorimeter (HGCAL) during the Phase-II Upgrade, around 2024-2026, which will include more than 600m⁴ of slicon sensors to allow efficient mitigation of pileup and facilitate particle flow calorimetry.



O High Granularity Calorimeter NIM Replacement



kathryn aggie 🗧

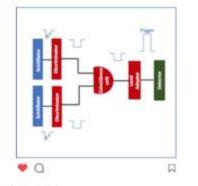
6 posts 50k followers

100 following

Kathryn Coldham & Agustina Quesada

Queen Mary University of London 🕮 & Johns Hopkins University 🎫 kathryn.coldham@cern.ch & agustina.guesada@cern.ch Supervisor: Dr. Dave Barney

Acknowledgements: Thanks to Dave Barney & Paul M. Rubinov!



45,120 likes

kathryn_aggie II Nuclear Instrumentation Modules (#NIM) are electronics modules used for triggering in data acquisition. An example of their usage is to create a trigger when a particle is incident on scintillators. If an input signal in the scintillators is above a certain threshold voltage, a NIM called a #discriminator converts the signal into a square wave output, removing any unnecessary information. The #coincidence #unit NIM then triggers when input signals from multiple scintillators are

simultaneous O, indicating that the signals are not likely to be noise. Finally the #level #adaptor formats the signal to send a trigger to a detector, for example a calorimeter.

42,102 likes

Add & planned.

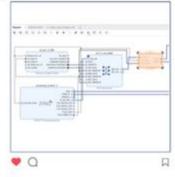
kathryn aggie 🖸 An image of the NIM setup is shown above. There are several #disadvantages associated with NIMs. The NIM system is guite bulky and not convenient for transportation. Also, the module parameters must be manually adjusted; there is no computer system to remotely take care of this. During precious beam test time, the beam must be stopped to adjust module parameters. Beam time is expensive and only a certain amount is allocated per project. Therefore, it would be convenient to replace the NIM system with something smaller and more transportable that can alter parameters easily and remotely. In addition, this new system could be easily reproduced in laboratories around the world.



39,656 likes

kathryn aggie A #NIM+ can replace NIMs, as was proposed at Fermilab by Lorenzo Uplegger. SThe NIM+ contains a ZedBoard and a custom discriminator. With approximate dimensions of 13 cm by 23 cm, it is much smaller than the existing NIMs so will be easier to transport. In addition, parameters can be adjusted using a computer system, making the use of the NIM+ much more efficient.

kathryn_aggie Biery, K et al. The Fermilab Test Beam Facility Data Acquisition System Based on atsdag



32.009 likes

kathryn_aggie 5 #Vivado is being used to program the Zyng APSoC, so the NIM+ can replace the NIM system. 🙆 The FPGA-based PL provides the flexibility to create the necessary #peripherals for the project. Shown in the image is a #block #diagram with an added peripheral (highlighted in orange).



36,396 likes

kathryn aggie
The #ZedBoard is a #computer with a Zyng All-Programmable System on a Chip (#APSoC). This incorporates a Processing System (#PS) that uses an ARM processor and Programmable Logic (#PL) that is #FPGA based. This enables it to handle two types of processing: the PL is useful for deterministic, high-speed processing while the PS can run software and an operating system.

kathryn_aggie Crockett, L et al. (2014). The Zyng Book. Scotland: Strathclyde Academic Media

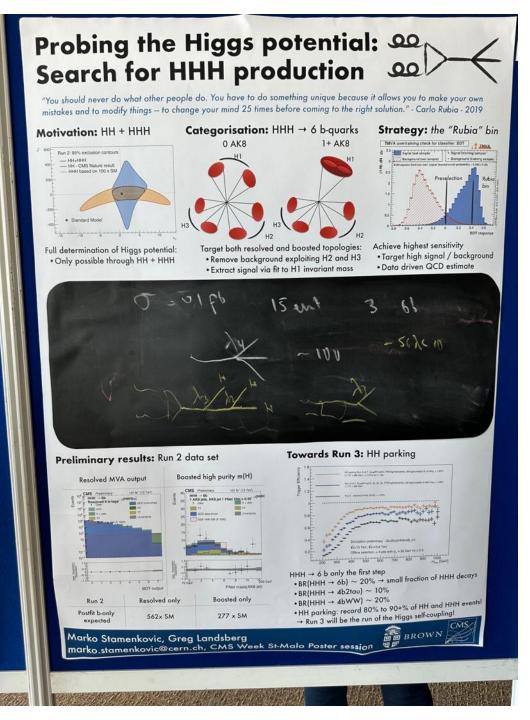


29,794 likes

kathryn aggie 🖸 As an example, this NIM+ replacement can be used in High Granularity Calorimeter (#HGCAL) testing. The photograph shows the NIMs as part of the test set-up. HGCAL will replace the CMS detector endcaps, to survive the tough radiation environment and high pileup of the High-Luminosity LHC.

kathryn_aggie CM5 Collaboration (2018). The Phase-2 Upgrade of the CM5 endcap colorimeter Technical Design Report. CERN.

Add a convenient.



The "blackboard" part is real – stuck on to the poster. Presenter can interact with people whilst describing the poster!

GUIDELINE 5:

DON'T BE AFRAID TO BE DIFFERENT

How to finish a talk?



THANK YOU!

irradiation-facilities.web.cern.ch Contact: Irradiation.Facilities@cern.ch





-(22)-

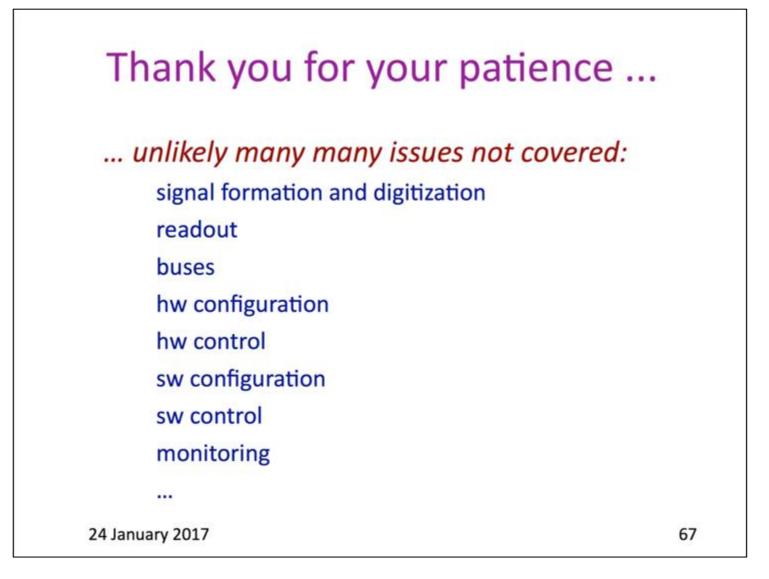
Thank you for your attention!



Thanks for attention!







How to finish a talk?

Could include in a summary an overall "so what"?

Guideline #1: the presentation is for the audience

Guideline #2: focus on your main messages spend 70% of your time in planning; 30% in using ppt

Guideline 3:

don't make the audience work too hard to understand plots/figures

Guideline #4: maximize your s/n ratio (& don't be afraid to use more slides!)

Guideline #5: Don't be afraid to be different Exercise 3: Working in pairs, you have 15 minutes to modify and simplify a presentation you have made in the last six months, to max. 5 slides (3 minutes)

Send any slides to <u>David.Barney@cern.ch</u> using filename: <u>3_Yourname>.<extension></u>

> I will choose some at random for presentation!

Guideline #1: the presentation is for the audience

Guideline #2: focus on your main messages spend 70% of your time in planning; 30% in using ppt etc.

Guideline 3:

don't make the audience work too hard to understand plots/figures

Guideline #4: maximize your s/n ratio & don't be afraid to use more slides!

Guideline #5: don't be afraid to be different

THANK YOU FOR STAYING AWAKE!

1-MINUTE PRESENTATIONS

Luca Ghislotti

The basics of a Hi-Fi system

Integrated



- Pre + Amp
 - Preamplifier



• Power amplifier

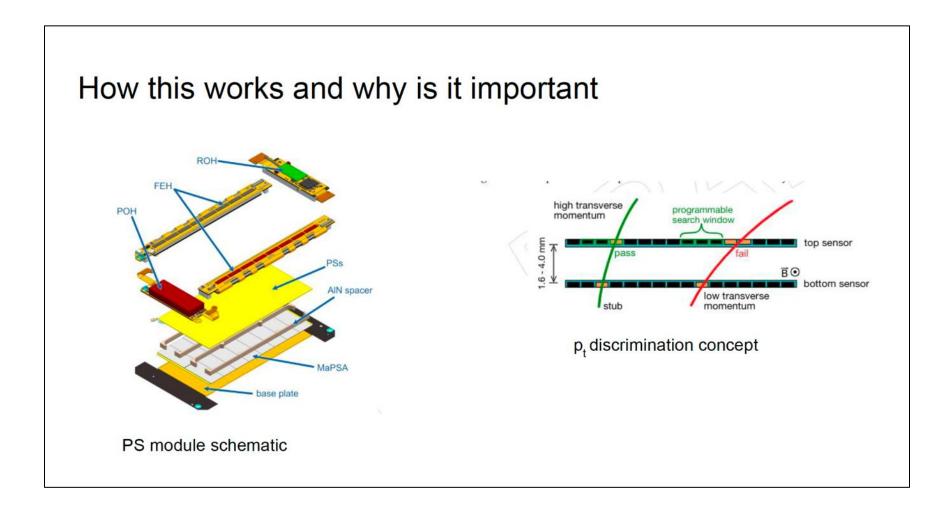


Daniil Rastorguev

(Semi-)automated assembly of PS modules

aka robotic arm moving silicon pieces by Daniil from DESY

Daniil Rastorguev









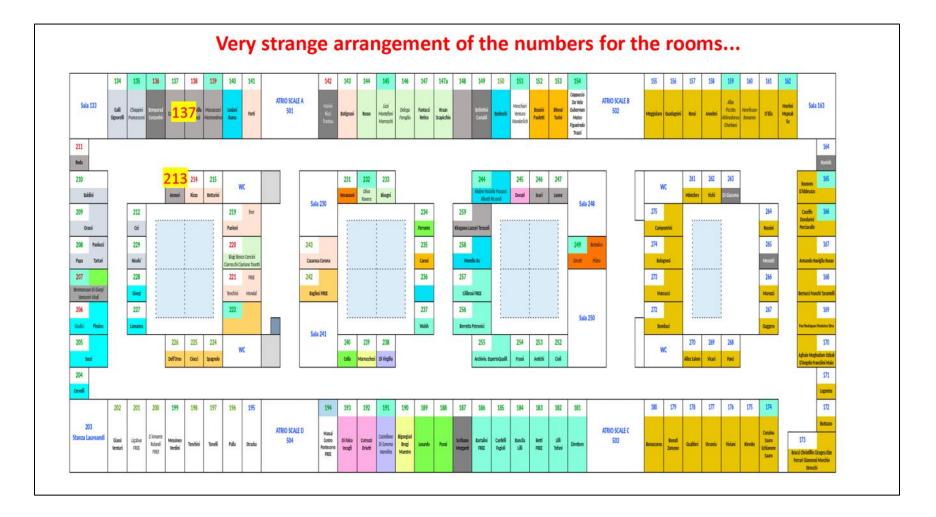


Antoine Venturini

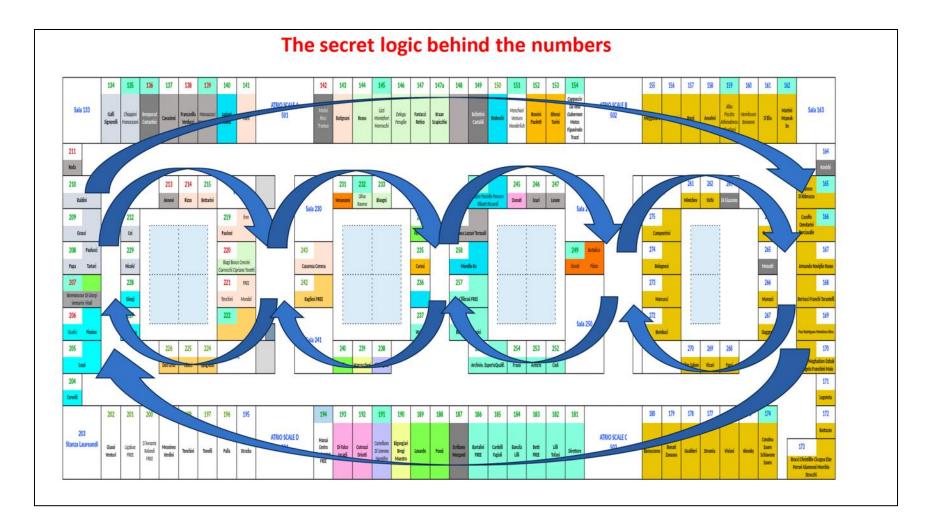
The Room Number @ INFN Pisa

Antoine Venturini

Antoine Venturini



Antoine Venturini



Elena Sidoretti

TO PROPERLY COOK PASTA an Italian guide for not so Italian people

Elena Sidoretti

THE PROPER WAY

- Just follow the recipe
- Don't do what you think could work



Elena Sidoretti

THE EASY WAY

• Ask an Italian person to cook it for you



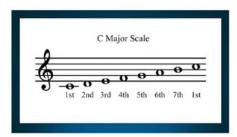
Magdy Louka



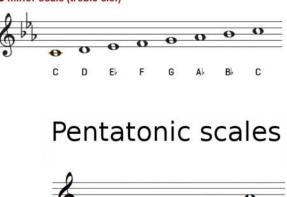
There are a several types of musical scales Every region has traditional local music

Some are very widely common

- Major scale
- Minor scale
- Pentatonic scale







Matej, Diana and Kalpanie

Face 2 euges 1 noso 1 heed 2 eary 1 nouth \sim