

How to make your point & get your message across

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Do you remember the last great presentation you have seen?

Before you open up powerpoint...

A. Understand Audience and Environment

B. Define Goal and Message

C. ...and then build your narrative





1. Understand Audience and Environment

General public on a science fair

- Different ages and backgrounds



High School students through a Google hang out

- Same age and background with interest in interactivity and social media sharable material



Elementary school students in a classroom

- Learn through fun





2. Define Goal and Message

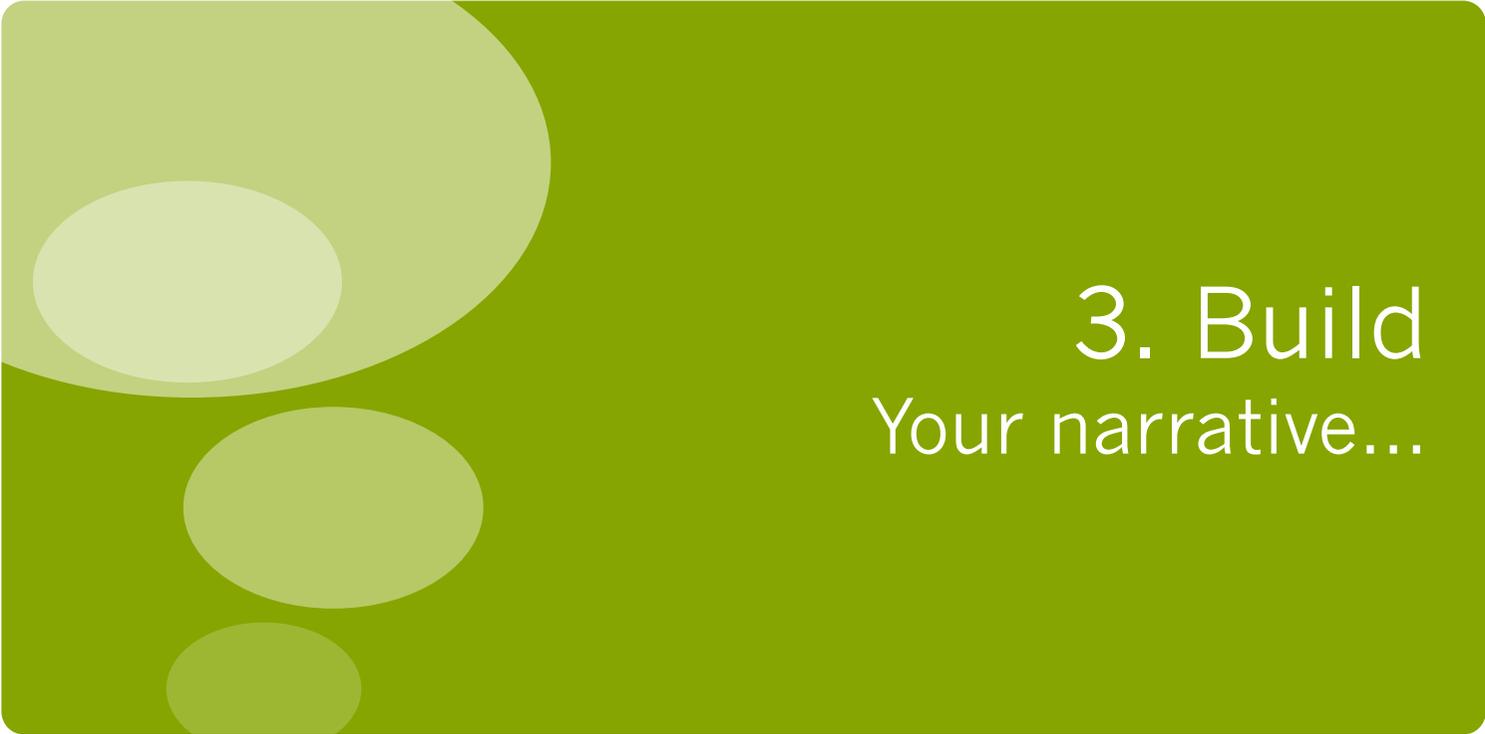
Define your Goal and Message

What do you want your audience to do and remember after your presentation?



- Write it down in one sentence
- Aim for:
 - Simple and clear
 - New and relevant
 - Factual and realistic

- <http://youtu.be/2FMBSblpcrc>

A green rounded rectangle with a dark green background and a lighter green gradient on the left side. Three overlapping circles of varying shades of green are positioned on the left side of the rectangle. The text "3. Build Your narrative..." is written in white on the right side of the rectangle.

3. Build Your narrative...



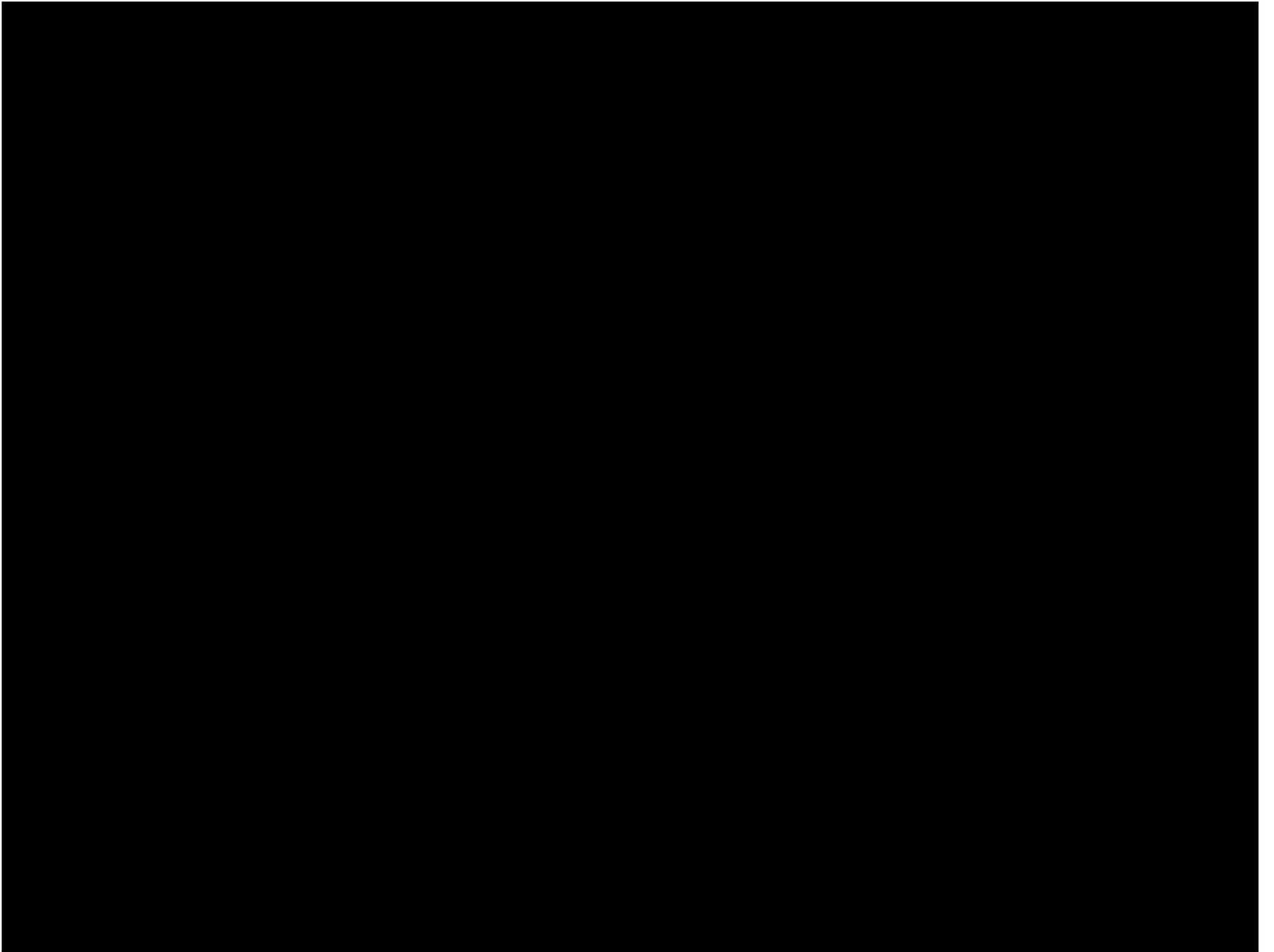
Owen Flanagan of Duke University, a leading consciousness researcher, writes that "Evidence strongly suggests that humans in all cultures come to cast their own identity in some sort of narrative form. We are inveterate storytellers."[3]

Beginning

Once upon a time...



- who is involved, what are they doing and what challenge they are trying to overcome:
 - Get your message out as quickly as possible
 - Make the audience care

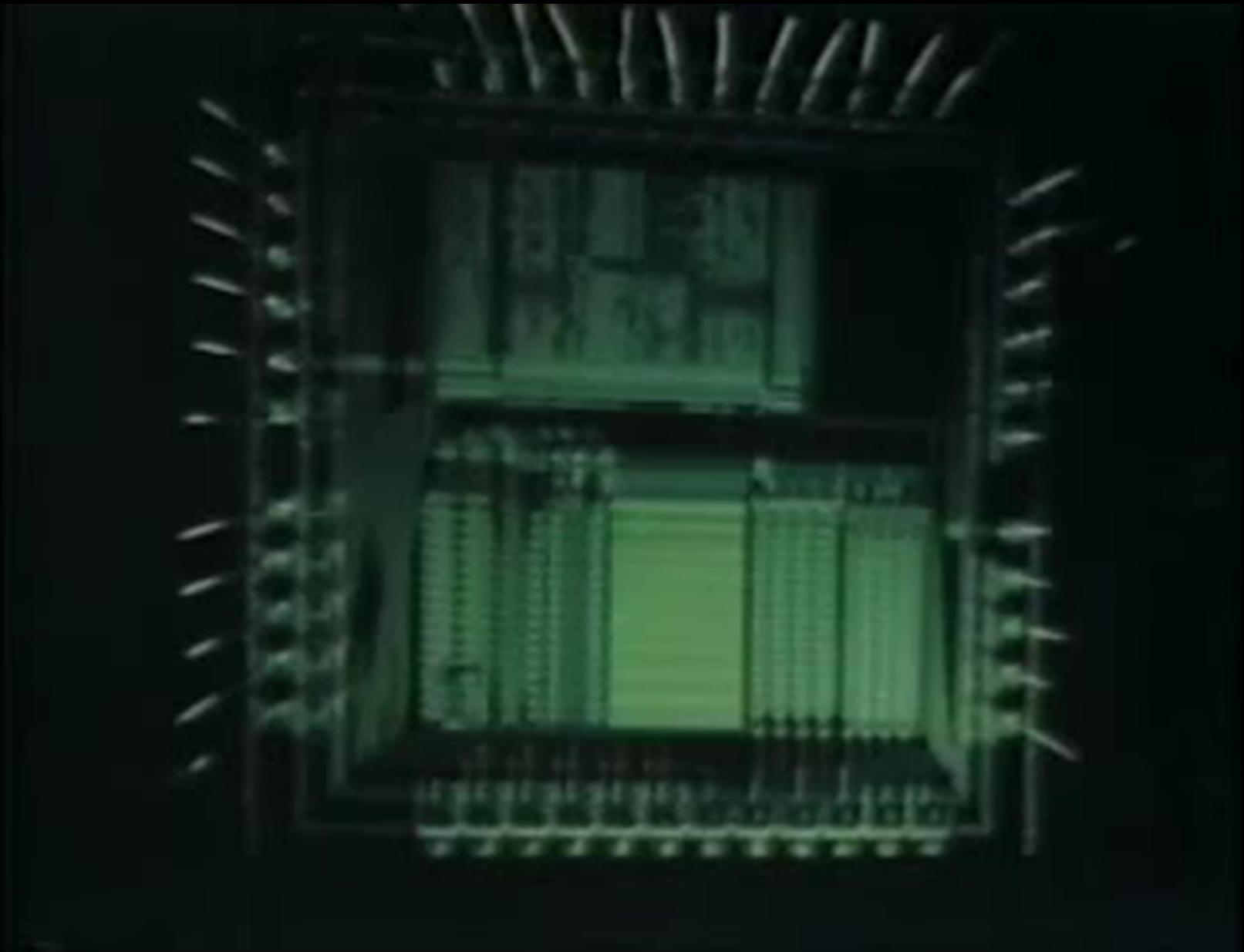


Middle



- Tell about the journey and the obstacles on the way
 - Make a list of all the evidence you want to use
 - Address any controversies in your claims
 - Think of examples, analogies, possible props or other support material

**Avoid too much jargon*



End



- Present the significance of the results
 - Tell your audience how your subject might affect their lives
 - End on a positive note

**Avoid simply summarizing*





Will my slides help and clarify information for the audience, or will they distract and confuse them?

Slides

Keep it simple!

- Use as little text as possible
- Use Images and photos
- Each graph and infographic should make only one point



Slides

Avoid:

- Odd looking fonts or smaller than size 24
- Distracting templates or colors
- Confusing graphics
- Artistic transitions



Iraq: I&W of Civil Conflict

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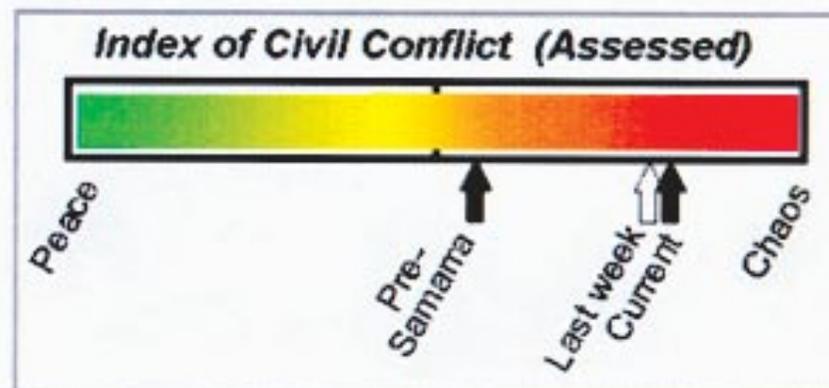
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Key Reads:

- Political / religious leaders increase public hostile rhetoric
- ▲ Political / religious leaders lose moderating influence over constituents
- Provocative sectarian attacks / assassinations
- Unorganized spontaneous mass civil conflict

Additional Indicators:

- ▲ Militias expand security role
- ▲ Governance
- ▲ Police ineffectual
- Army ineffectual
- Neighbors enable violence
- ▲ Sectarian tensions / violence displace populace
- ↑ Sectarian conflicts between / within ISF forces
- ↓ ISF refuse to take orders from central government, mass desertion
- Kurdish accelerate moves toward secession / annexing Kirkuk
- ◆ Low level violence motivated by sectarian differences



↕ CHANGE SINCE LAST WEEK

● ROUTINE

■ IRREGULAR

▲ SIGNIFICANT

◆ CRITICAL

Urban areas experiencing "ethnic cleansing" campaigns to consolidate control ... violence at all-time high, spreading geographically.

18 Oct 06

Prezi



- http://prezi.com/vgj5kiy-3zsd/?utm_campaign=share&utm_medium=copy



93% of our communication is through
body language (James Borg)

Body Language



- Make eye contact
- Use “vocal variety”
- Clear diction
- Gesture
- Relax Posture

*Be aware of nervous mannerisms

Rehearsal

Just do it!

- Rehearse to someone else
- Say it out loud
- Present in an environment that is similar to the final one if possible



- [http://www.ted.com/talks/
how_simple_ideas_lead_to_scientific_discoveries.html](http://www.ted.com/talks/how_simple_ideas_lead_to_scientific_discoveries.html)

Conclusion

- Make your own equation!
- Make your talk the last great presentation someone has seen





How about instead of presenting you would
dance your PHD?

[http://www.ted.com/talks/
john_bohannon_dance_vs_powerpoint_a_modest_proposal.htm](http://www.ted.com/talks/john_bohannon_dance_vs_powerpoint_a_modest_proposal.htm)