

How to make
GREAT PRESENTATIONS

Manuela Cirilli - CERN





#1

Content

What

#2

Design

Visual

#3

Delivery

Connect

ONE SIZE

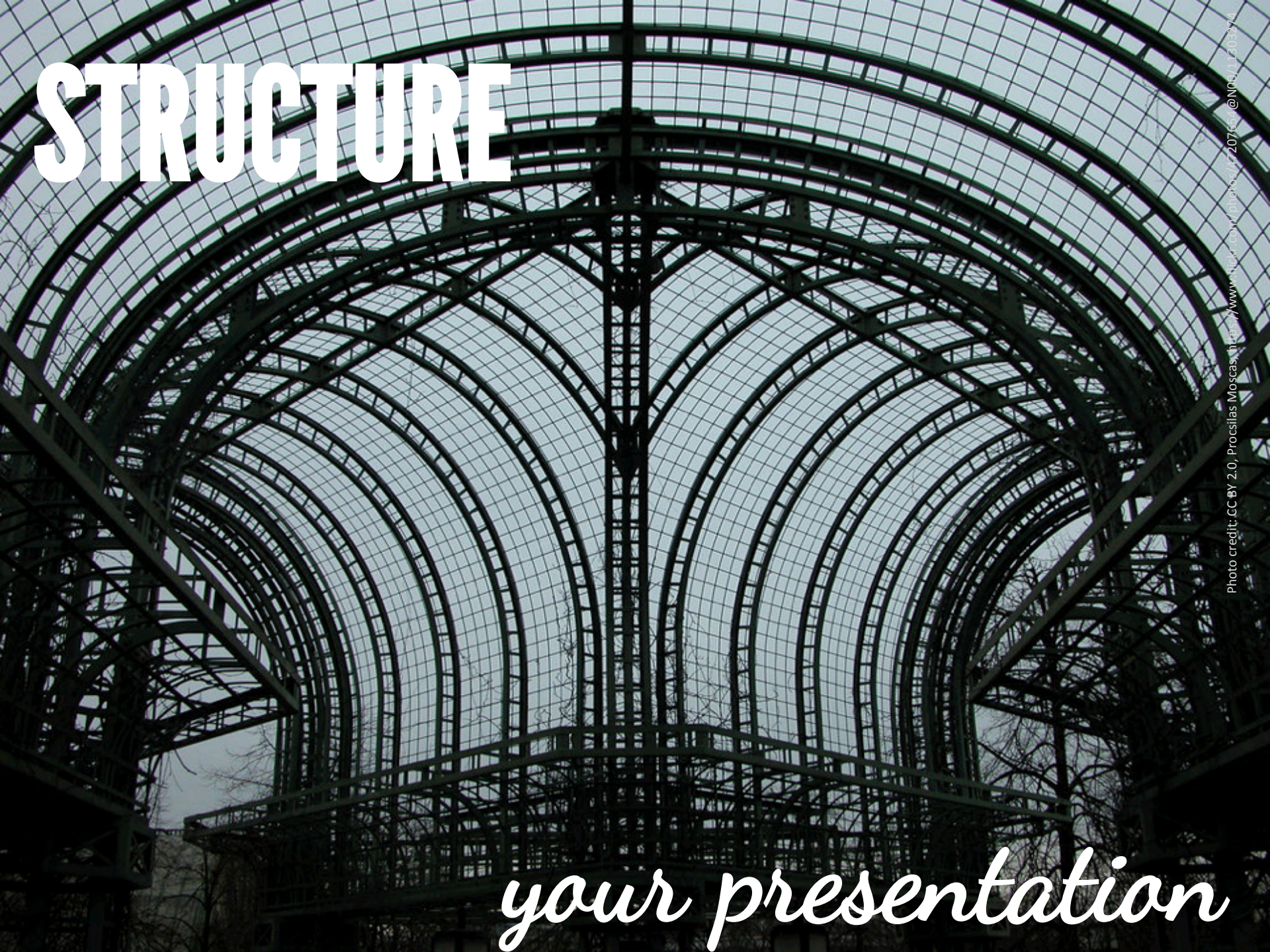


FITS ALL?

CONTENT



is King



STRUCTURE

your presentation



Presentation Structure

Start

Middle

End





KNOW



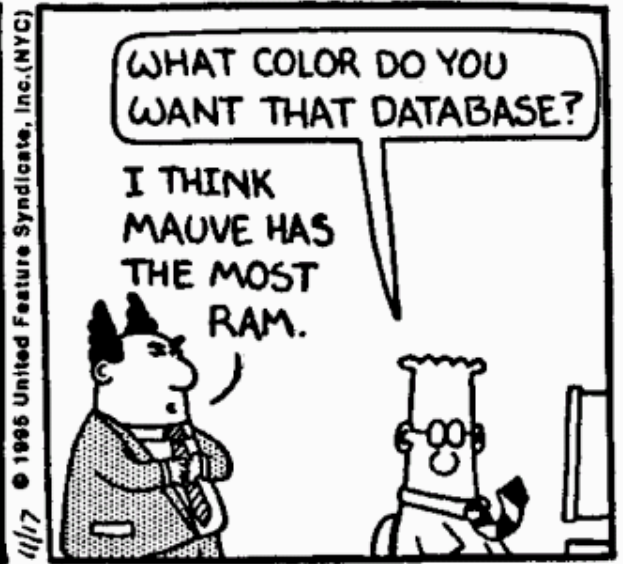
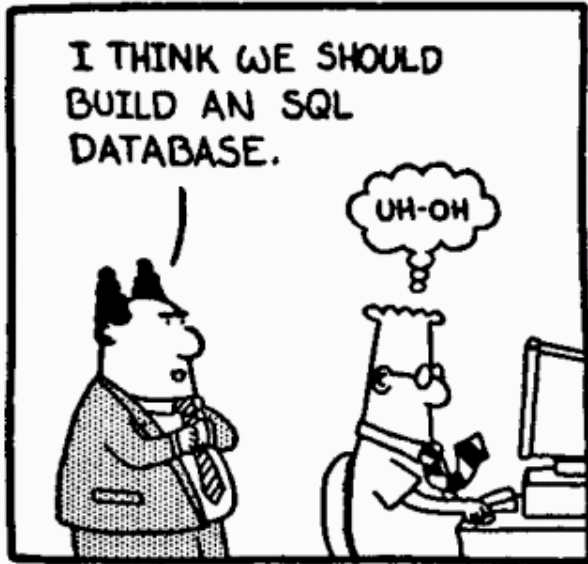
your audience

KNOW



your audience

JARGON / TLA



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**ONE DOES NOT
SIMPLY**

**RUN A MEETING WITHOUT AN
AGENDA**

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

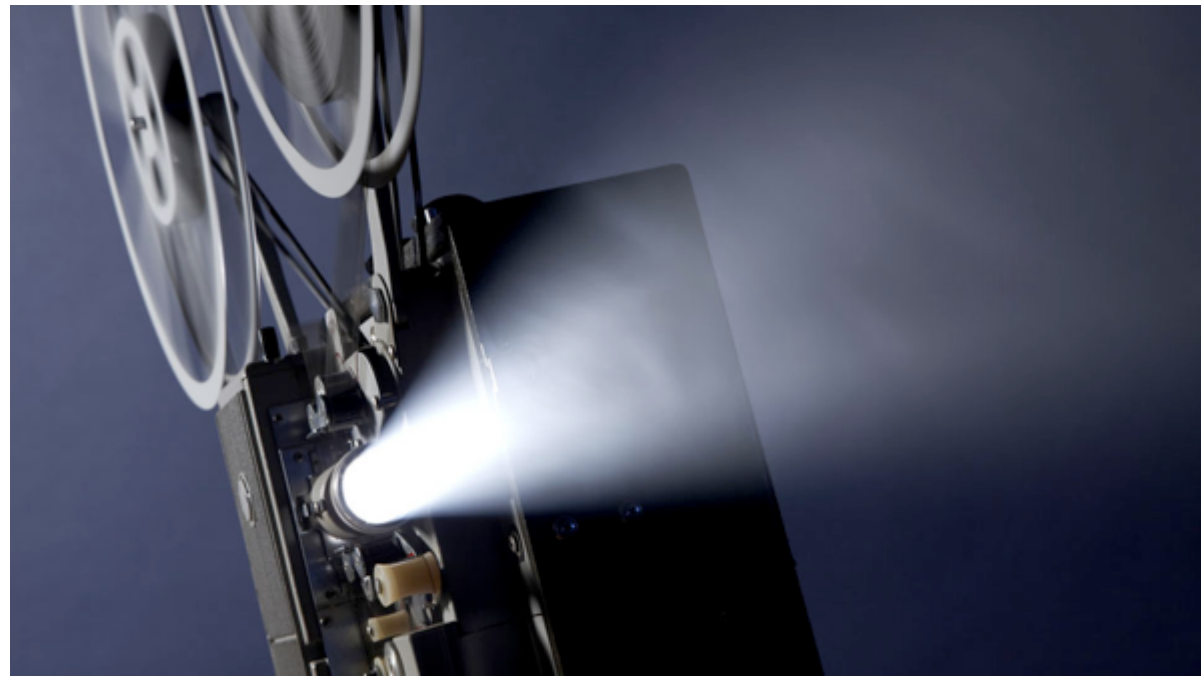
Photos

Maps

Movies

TV

PPT slides



Visual Communication

SLIDES

are NOT

HANDOUTS

SLIDES

are NOT

MEMORY AIDS

GOOD

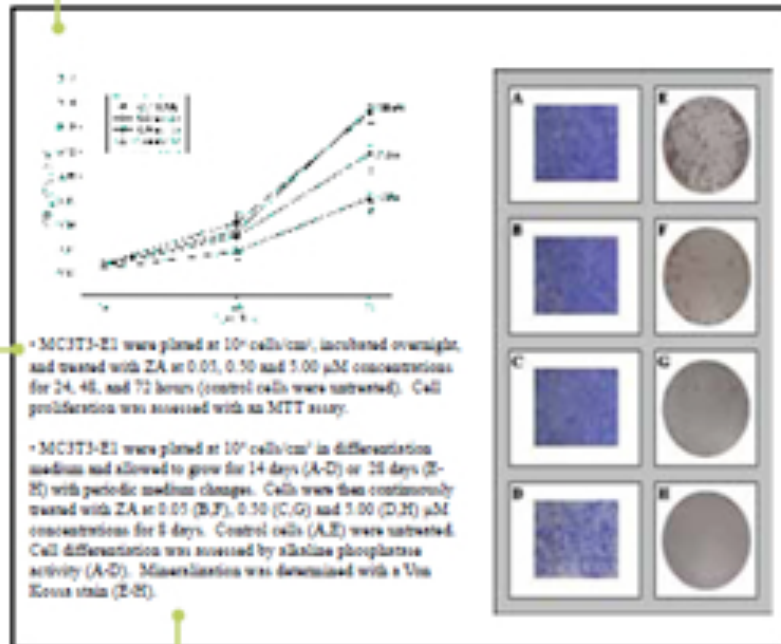
DESIGN

Helps the audience

YES, ALSO IN SCIENCE

BEFORE

Graph details too small to read

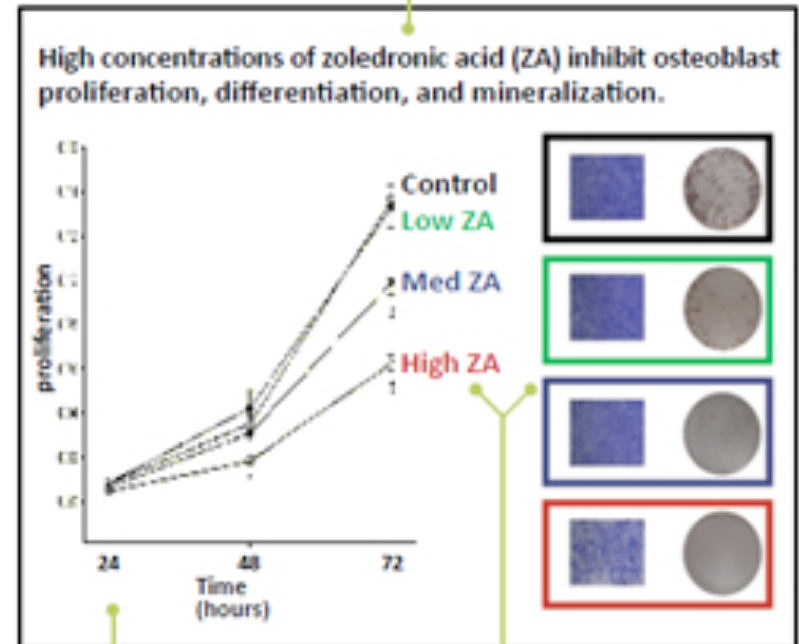


Text pulled directly from figure legend

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

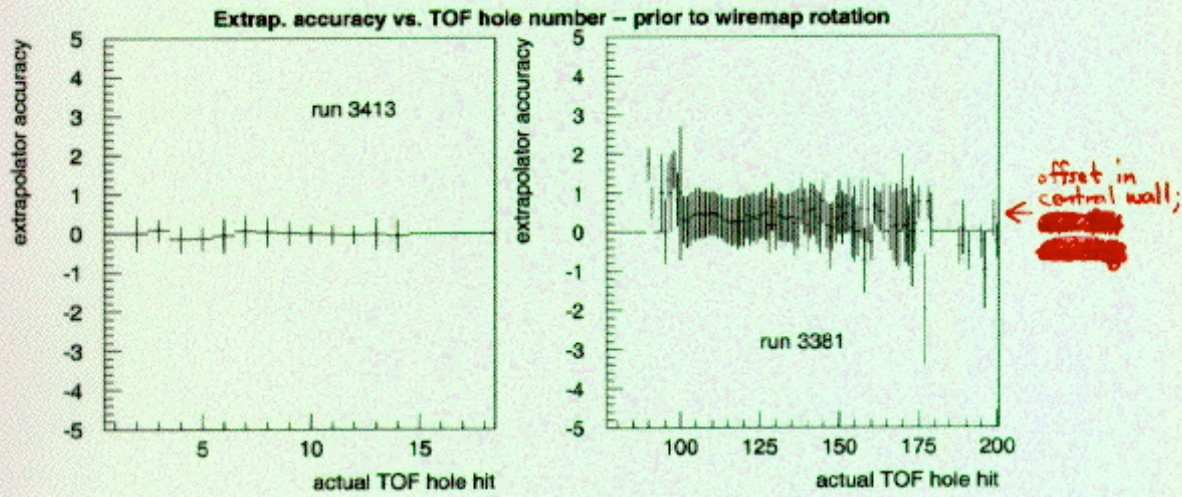


bad tool?

Initial set of parameters:

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

99/07/17 09.17



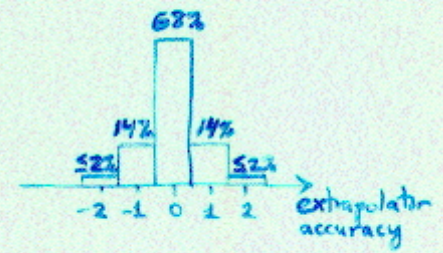
— for this initial set of parameters, slot-to-track match is quite good

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

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

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

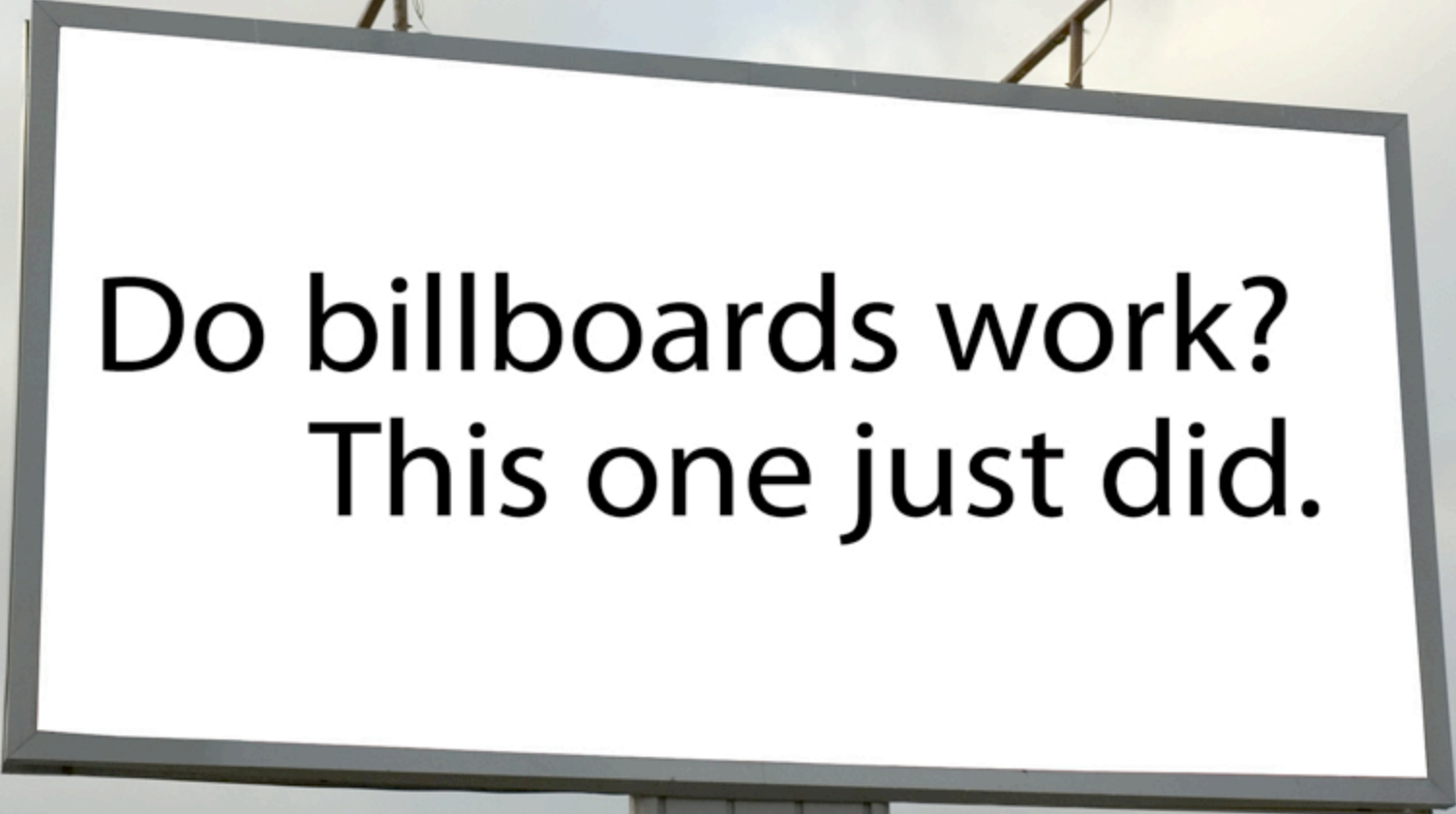
— for Au98 data, will employ slot-to-track matching approaches that deal with these "natural" misses



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
Holiday Home 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
100% Free For Commercial Use.

HOME FIND FONTS **HOT** RECENT ALMOST FREE WEBFONT GENERATOR FAQ SEARCH FONTS & FOUNDRIES

FONT LISTS

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

urbanfonts

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Tweet 12K Like 8.6K Search fonts

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

WHICH FONTS?

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

NO

Arial

Times new roman

Comic sans

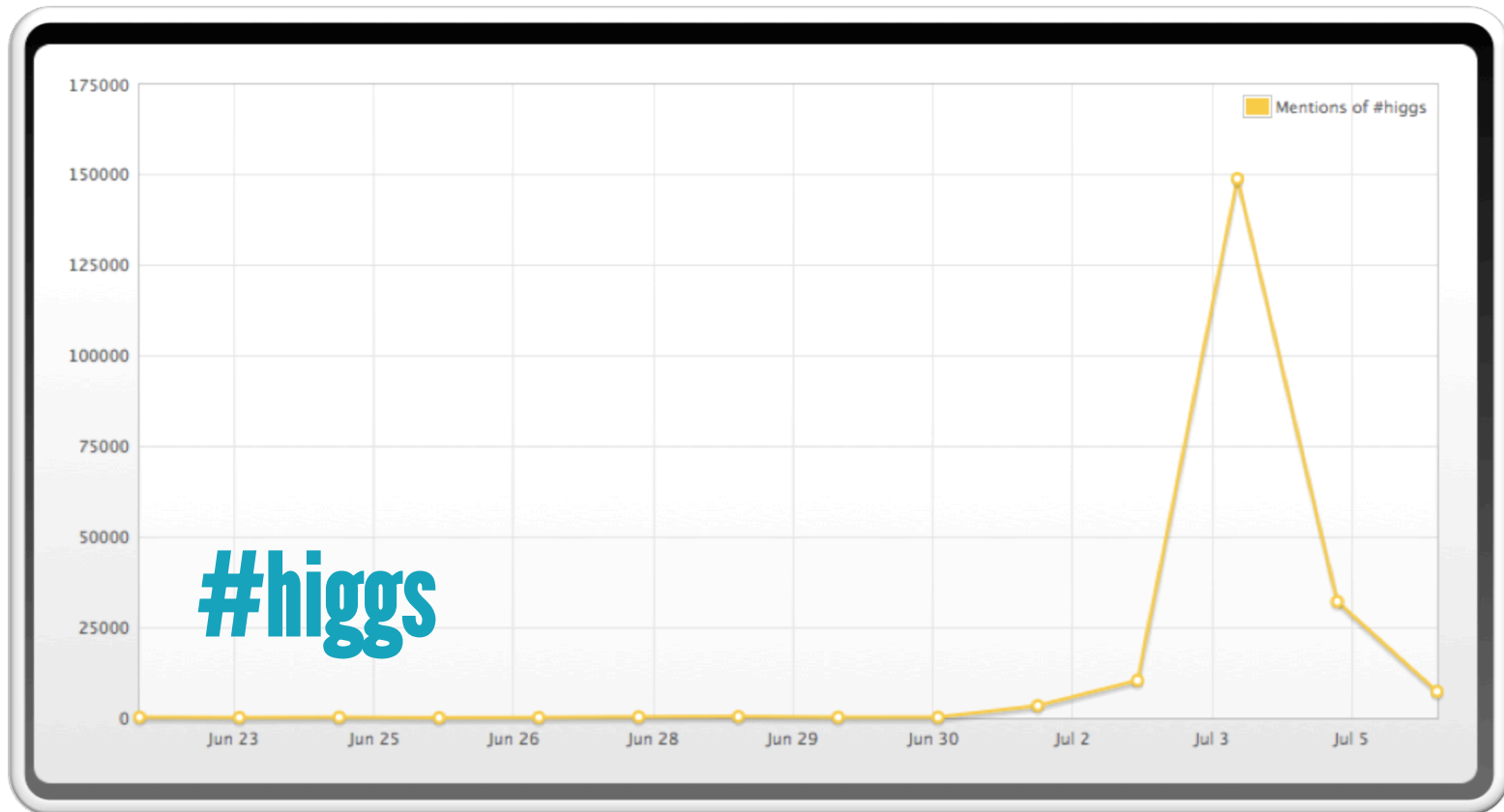
YES

BEBUS NEUE

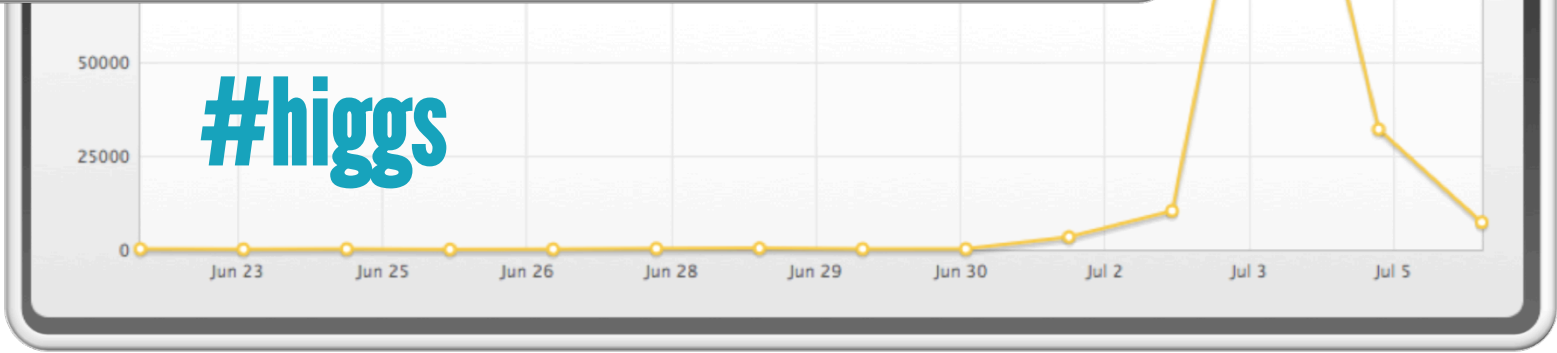
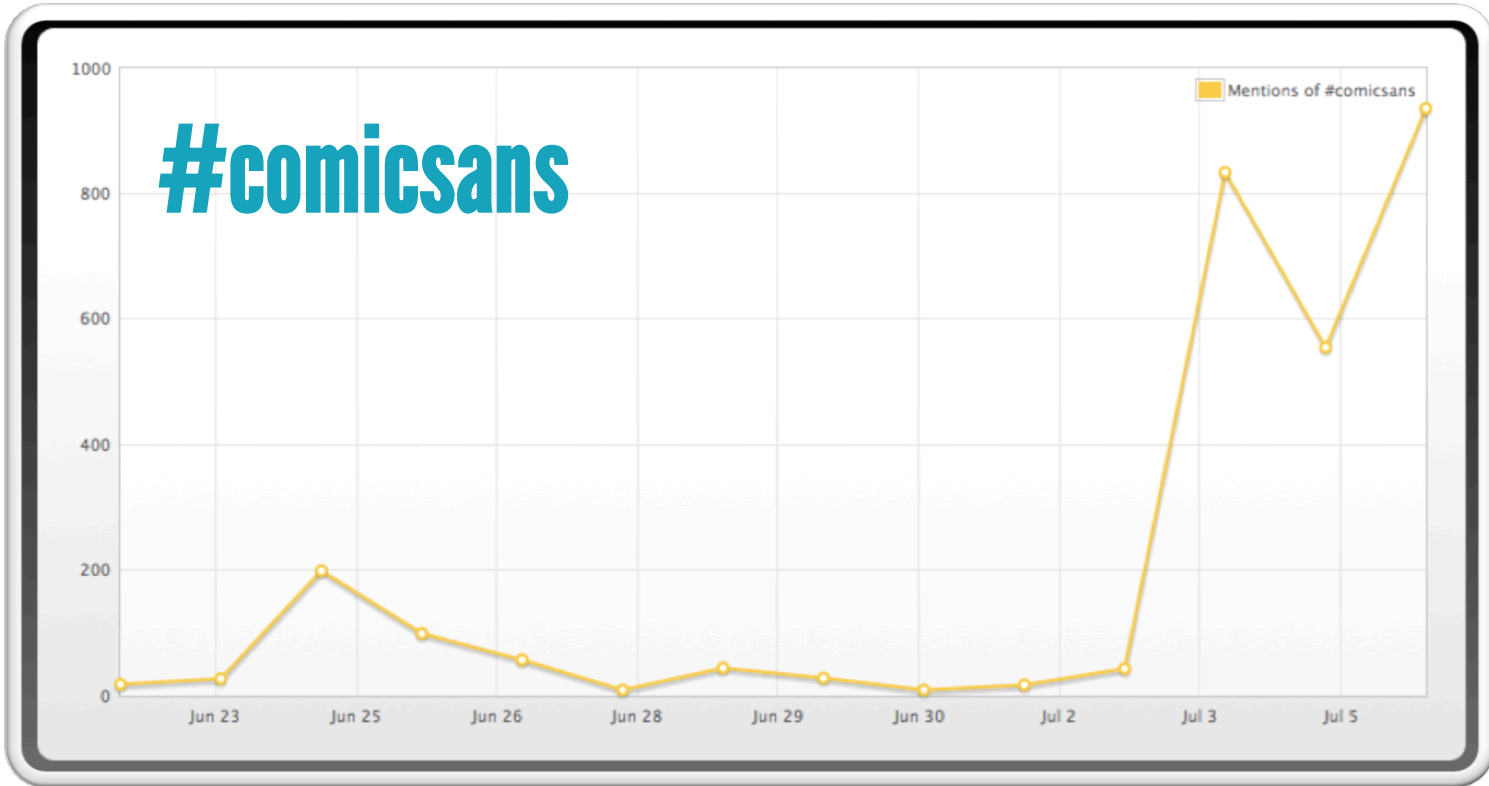
Pacifico

Bree serif

FONTGATE



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



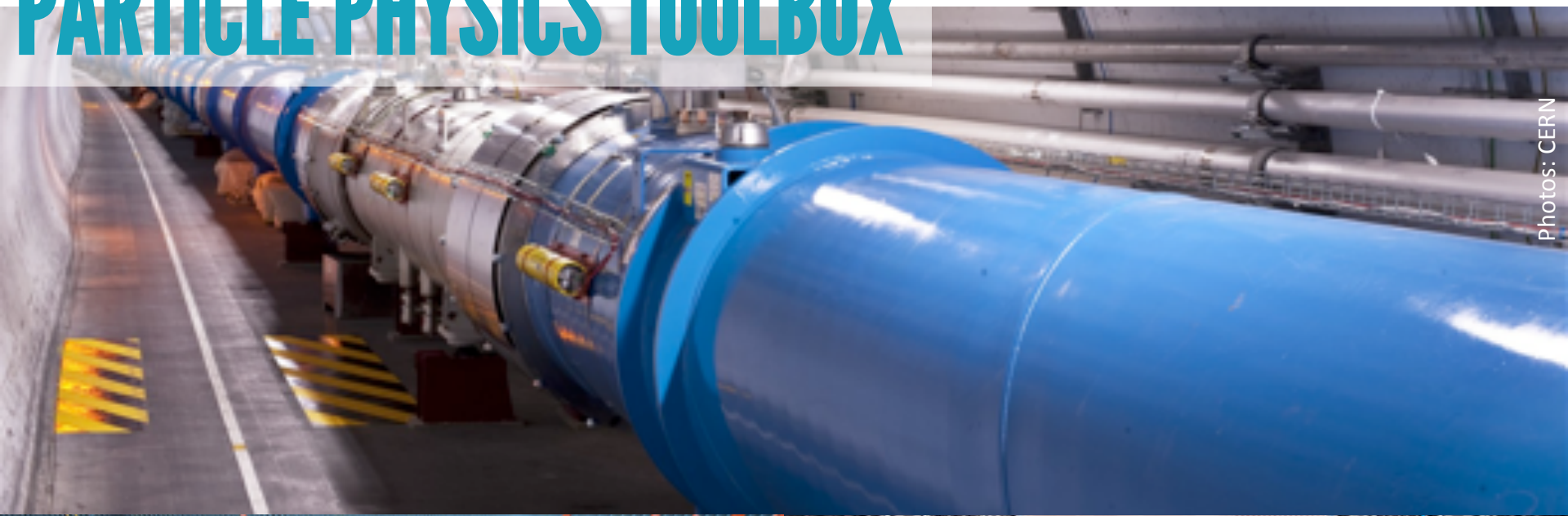
are powerful

BULLET POINTS

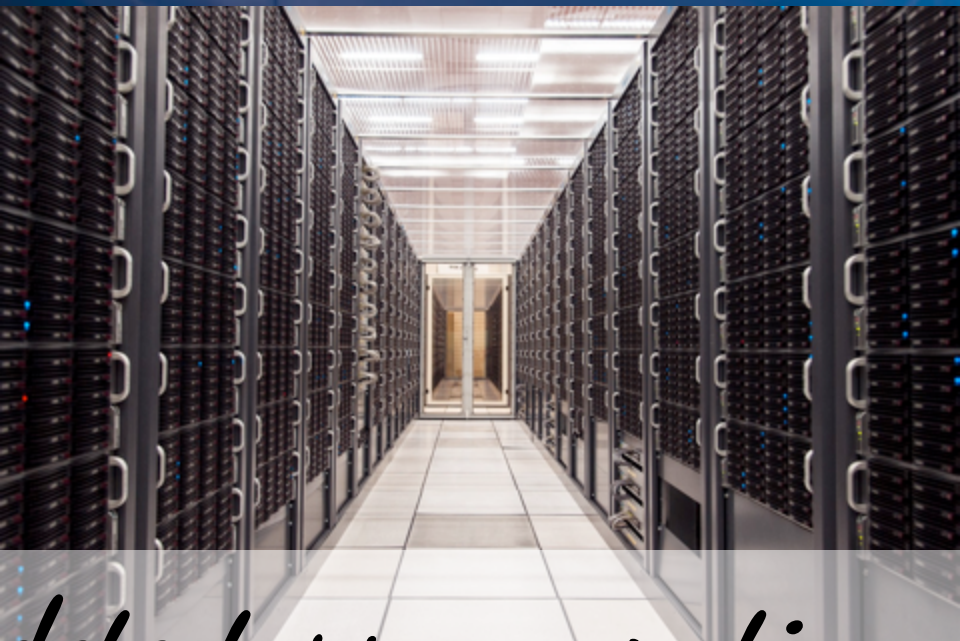
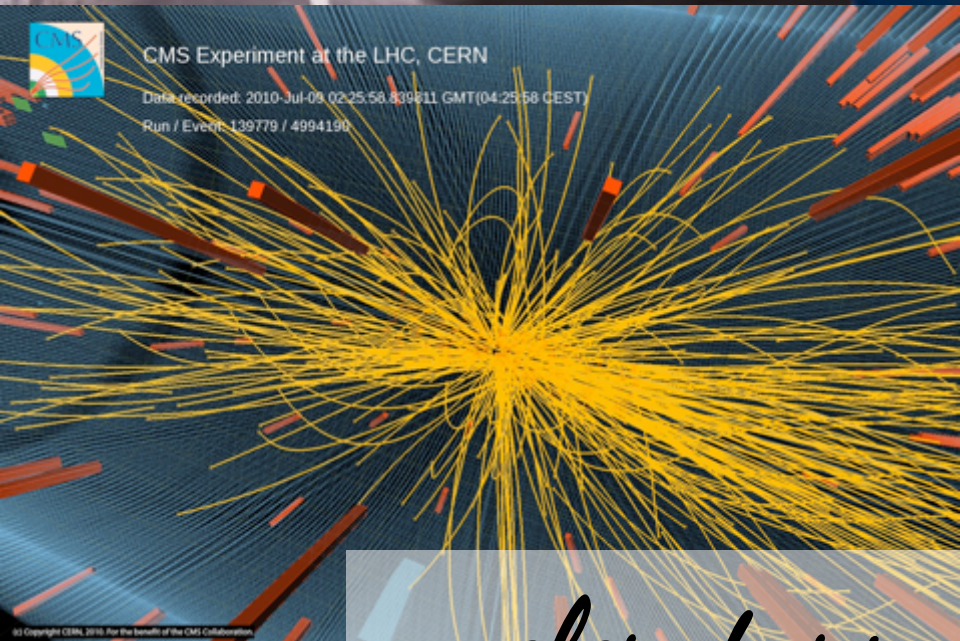
From particle physics tools to medical applications

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

PARTICLE PHYSICS TOOLBOX



Photos: CERN



accelerators, detectors, computing

MEDICAL APPLICATIONS

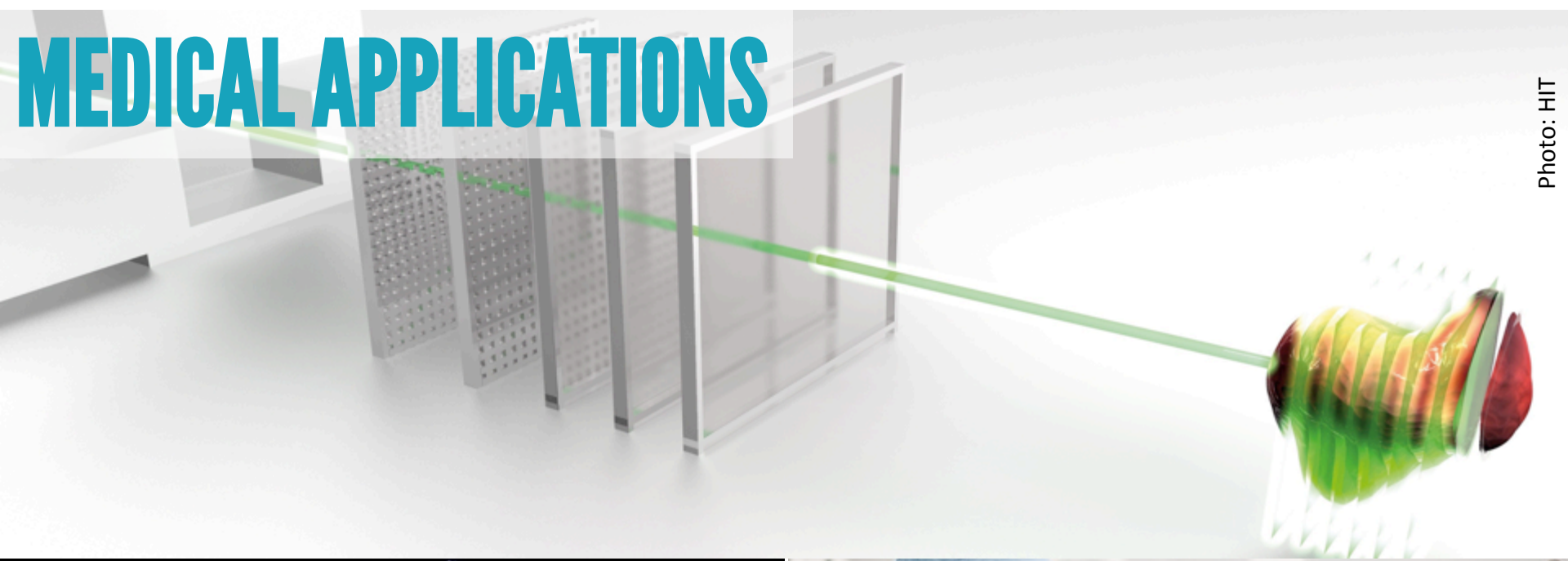


Photo: HIT




Hadron therapy, imaging, e-health

Always

ATTRIBUTE

your images

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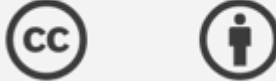
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Format of work

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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

B I U A B I U A A₂ A₃ A₄ A₅ A₆ A₇ A₈ A₉ A₁₀ A₁₁ A₁₂ A₁₃ A₁₄ A₁₅ A₁₆ A₁₇ A₁₈ A₁₉ A₂₀ A₂₁ A₂₂ A₂₃ A₂₄ A₂₅ A₂₆ A₂₇ A₂₈ A₂₉ A₃₀ A₃₁ A₃₂ A₃₃ A₃₄ A₃₅ A₃₆ A₃₇ A₃₈ A₃₉ A₄₀ A₄₁ A₄₂ A₄₃ A₄₄ A₄₅ A₄₆ A₄₇ A₄₈ A₄₉ A₅₀ A₅₁ A₅₂ A₅₃ A₅₄ A₅₅ A₅₆ A₅₇ A₅₈ A₅₉ A₆₀ A₆₁ A₆₂ A₆₃ A₆₄ A₆₅ A₆₆ A₆₇ A₆₈

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 your presentation

7

8

9 KNOW your audience

10 KNOW your audience

11 JARGON / TLA

12 ONE DOES NOT SIMPLY

13 BEWARE The trap of the extra slide

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

15 in a minute or two!

16 VISUAL DESIGN

17 DEATH BY POWER POINT

18 WE CAN'T read AND Listen AT THE SAME TIME

19

20 SLIDES are NOT HANDOUTS

21 SLIDES are NOT MEMORY AIDS

22 GOOD DESIGN Helps the audience

23 YES, ALSO IN SCIENCE

24 POWER POINT bad tool!

25

26 WHAT WILL YOU REMEMBER?

27

28 Do billboards work? This one just did.

29 TOO MANY FONTS

30 USE less as these GREAT FONTS

31 WHICH FONTS?

32 FONTFACE

33 FONTFACE

34 BAD COLOUR CHOICES

35 COLOUR SCHEME Choose one and stick to it!

36 IMAGES are powerful!

37 BULLET POINTS

38 VISUAL METAPHORS

39 VISUAL APPLICATIONS

40 Always ATTRIBUTE your images

41 CREATING COMMONS

42 CAN'T ALWAYS WIN

43 Give your slides UNITY

44

45

46 DATA VISUALISATION

47 THE SPLASH

48

49 Make your topic of the beginning

50 THE BIG PICTURE

51 ENTICEMENT

52 ASK THEM QUESTIONS

53 CALL FOR ACTION

54 THE EXTRA TOUCH

55 LOOK AT YOUR AUDIENCE

56 GESTURES

57 FIND YOUR CENTRE

58 VOICE

59 VOICE

60 DON'T

61 REMEMBER You're not obliged to tell jokes

62 PRACTICE

63 JUST BEFORE

64 YOUR CONFERENCE PRESENTATION

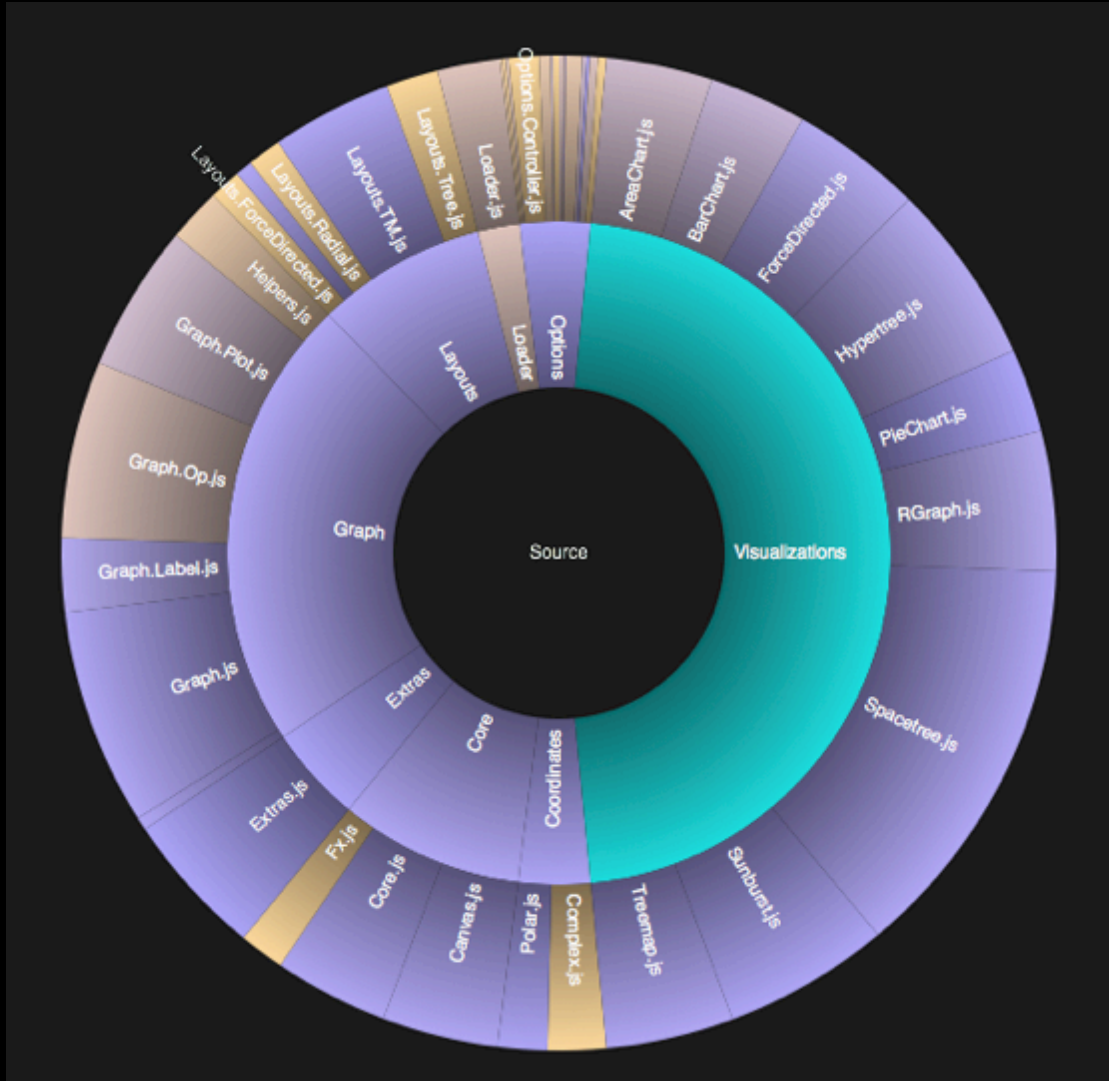
65 REMEMBER The audience is on your side

66 RULES

67 The golden rule ACT AS YOU FEEL

68

DATA VISUALISATION



Explore new possibilities

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



ASK THEM QUESTIONS

The image features a dark, textured background. Scattered across this background are numerous white, rectangular strips of paper. Each strip has a large, bold, black question mark printed on it. The strips are layered and oriented in various directions, creating a sense of depth and movement. The overall composition is visually busy and emphasizes the theme of questioning.

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

REMEMBER



You're not obliged to tell jokes

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

PRACTICE

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



Makes perfect

JUST BEFORE

Avoid: iced water, coffee/tea, milk

Breathe

Visualise yourself

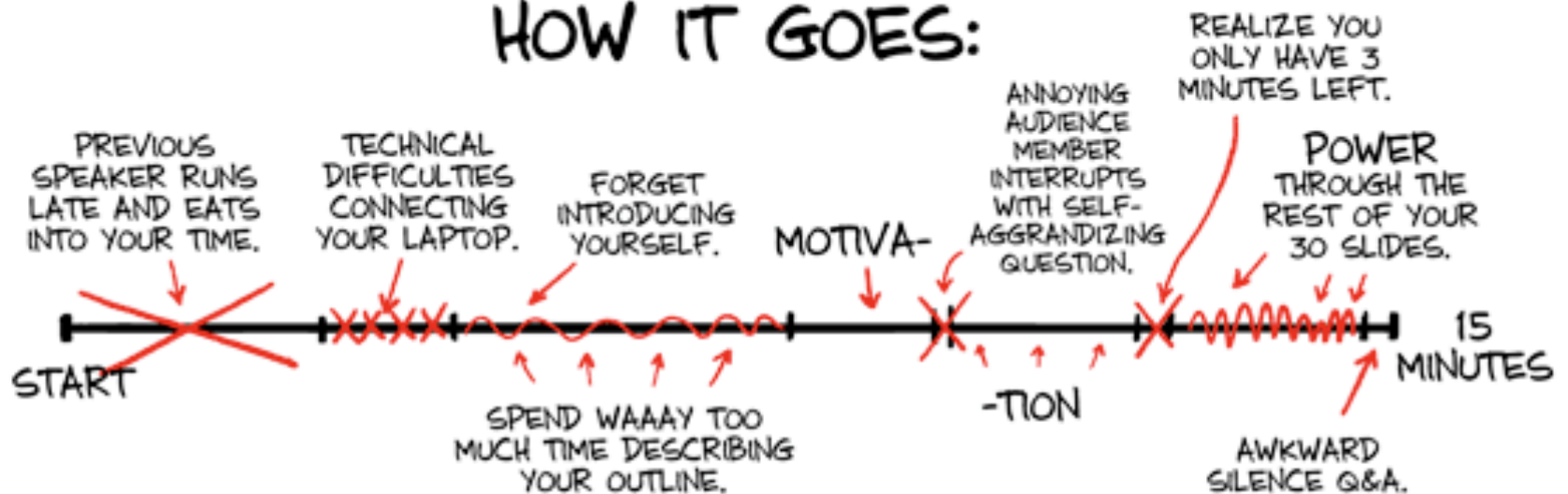
YOUR CONFERENCE PRESENTATION



HOW YOU PLANNED IT:



HOW IT GOES:



REMEMBER

*The audience
is on your side*

RULES...



<http://www.momshavegotthis.com/wp-content/uploads/2012/09/General-Conference-Activities-Tearing-Paper-01.jpg>

*...are (sometimes)
made to be broken*

The golden rule

ACT AS YOU FEEL



@manucirilli



Manuela.Cirilli@cern.ch



manuela.cirilli



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