

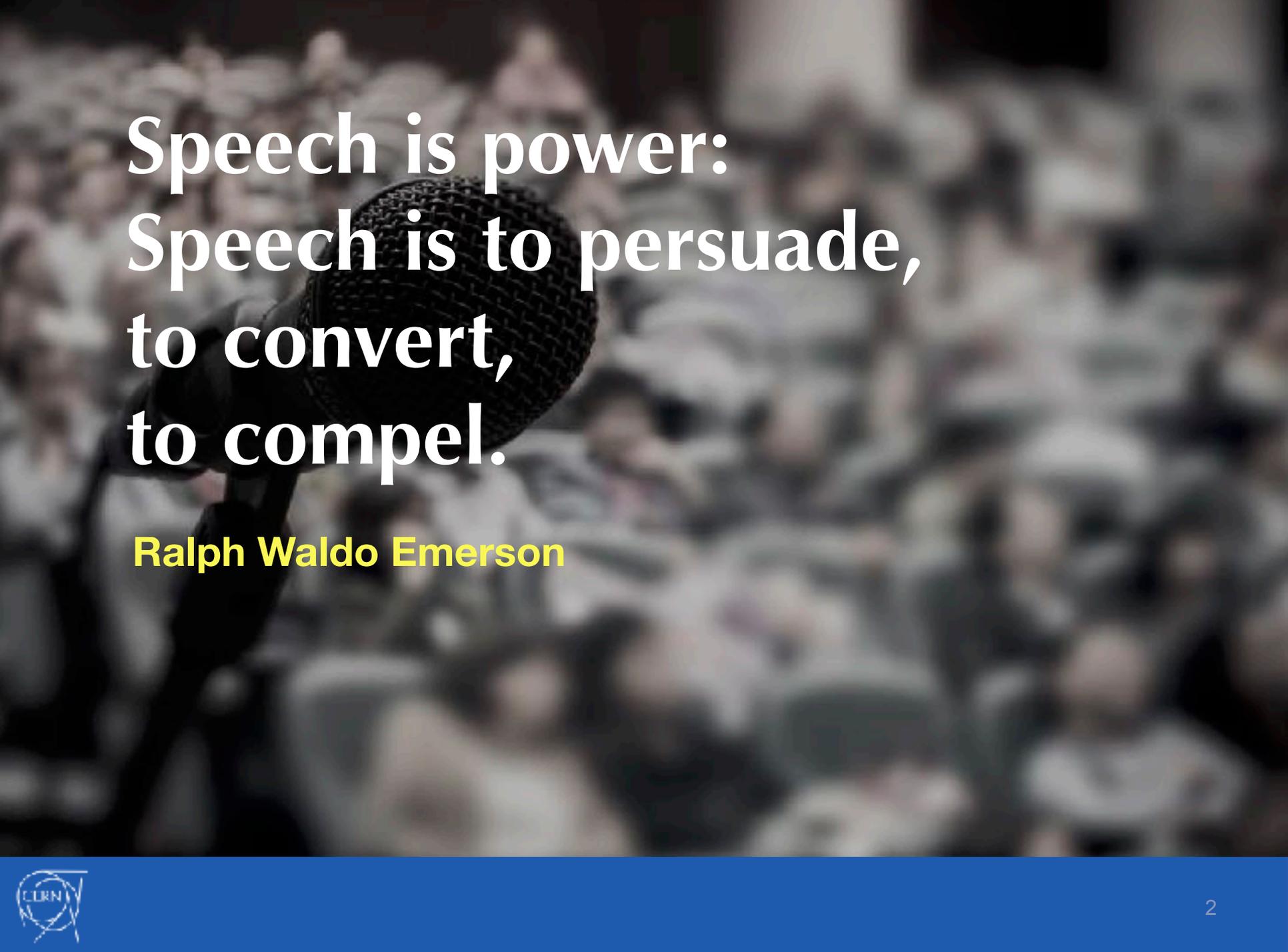
Convincing Scientific Presentations

DAY 1

Viva Talent

Natalie Wilkins & Jenna Clarke

Geneva, 8 November 2017



**Speech is power:
Speech is to persuade,
to convert,
to compel.**

Ralph Waldo Emerson

Learning Objectives

At the end of this session you will be able to collaborate effectively as a work package team to:

Structure and plan a presentation

Develop clear & concise messages

Develop effective visual aids to convey your messages

DAY 1

**PREPARATION
VISUAL MASTERY**

DAY 2

DELIVERY

Hello!
My Name Is

PRE COURSE WORK REFLECTIONS

YES, AND

What ways do you prefer to give feedback?

What make it harder/easier?

**What ways do you prefer to receive
feedback?**

What make it harder/easier?



Coffee Break

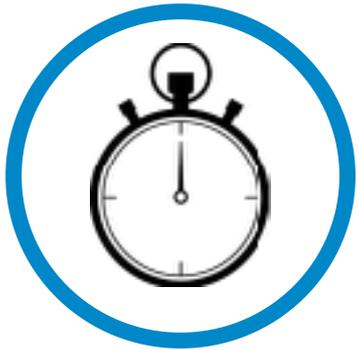
Take 15 minutes



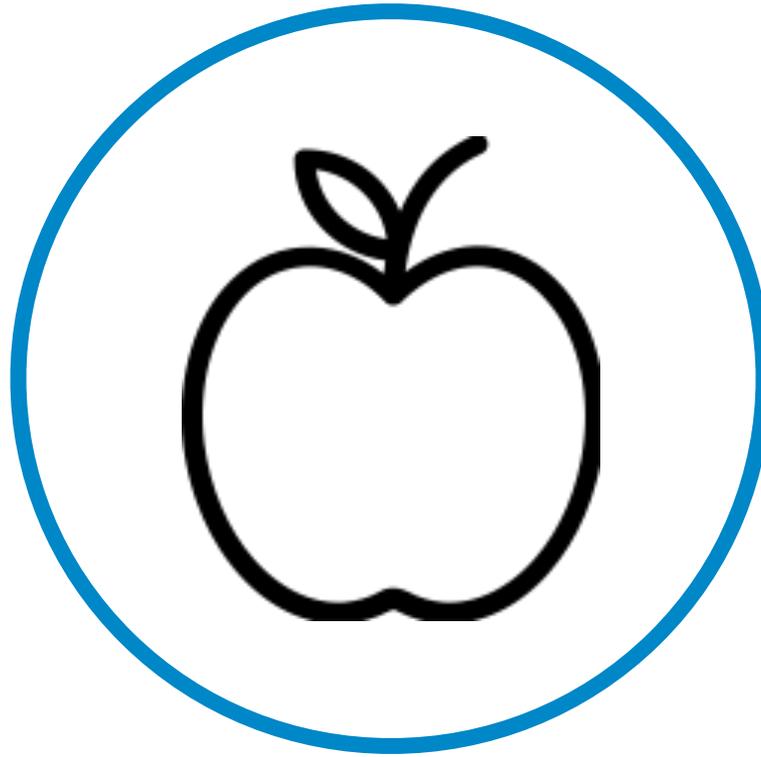


Peer Review Exercise

Take 40 minutes

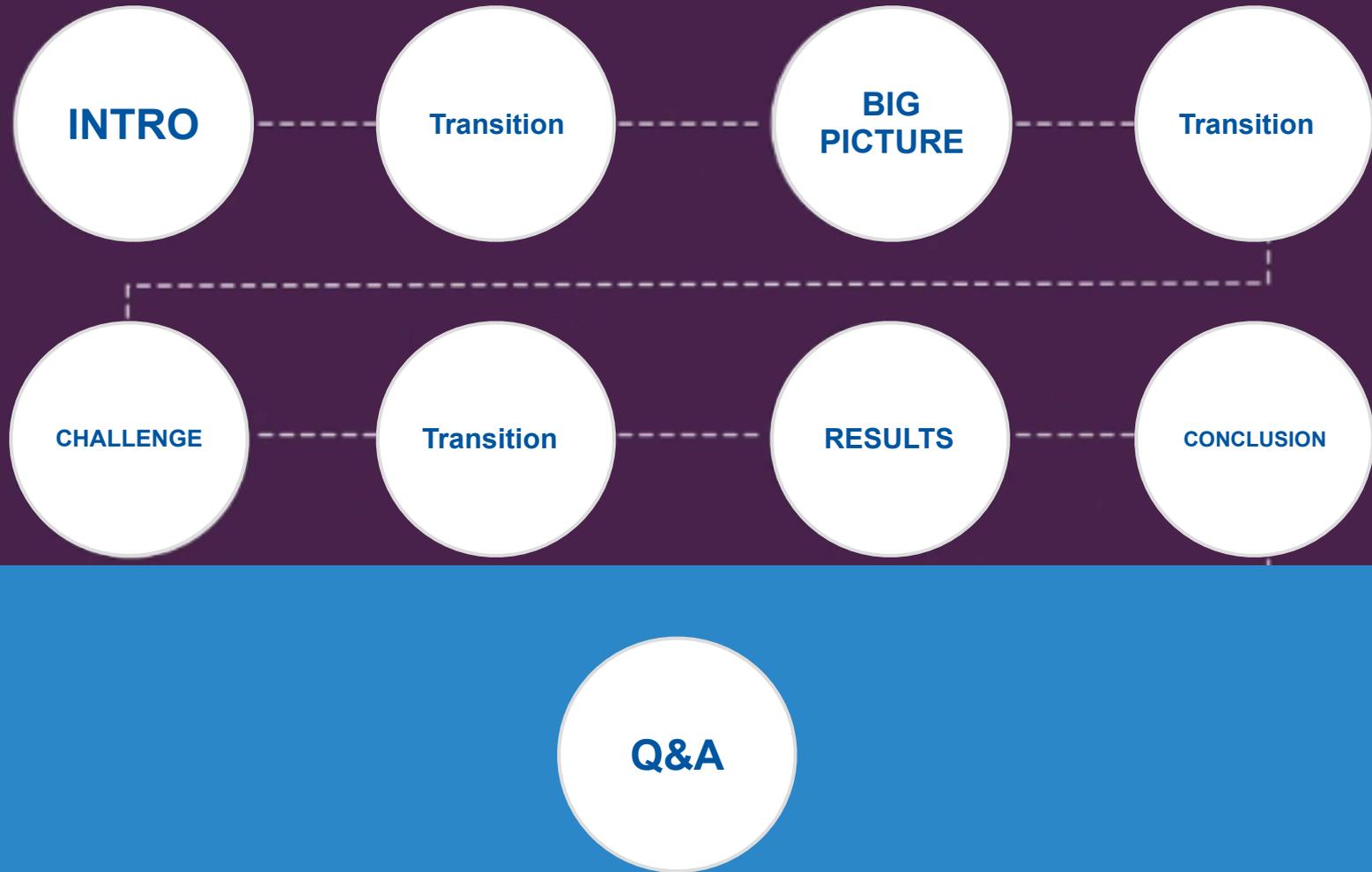


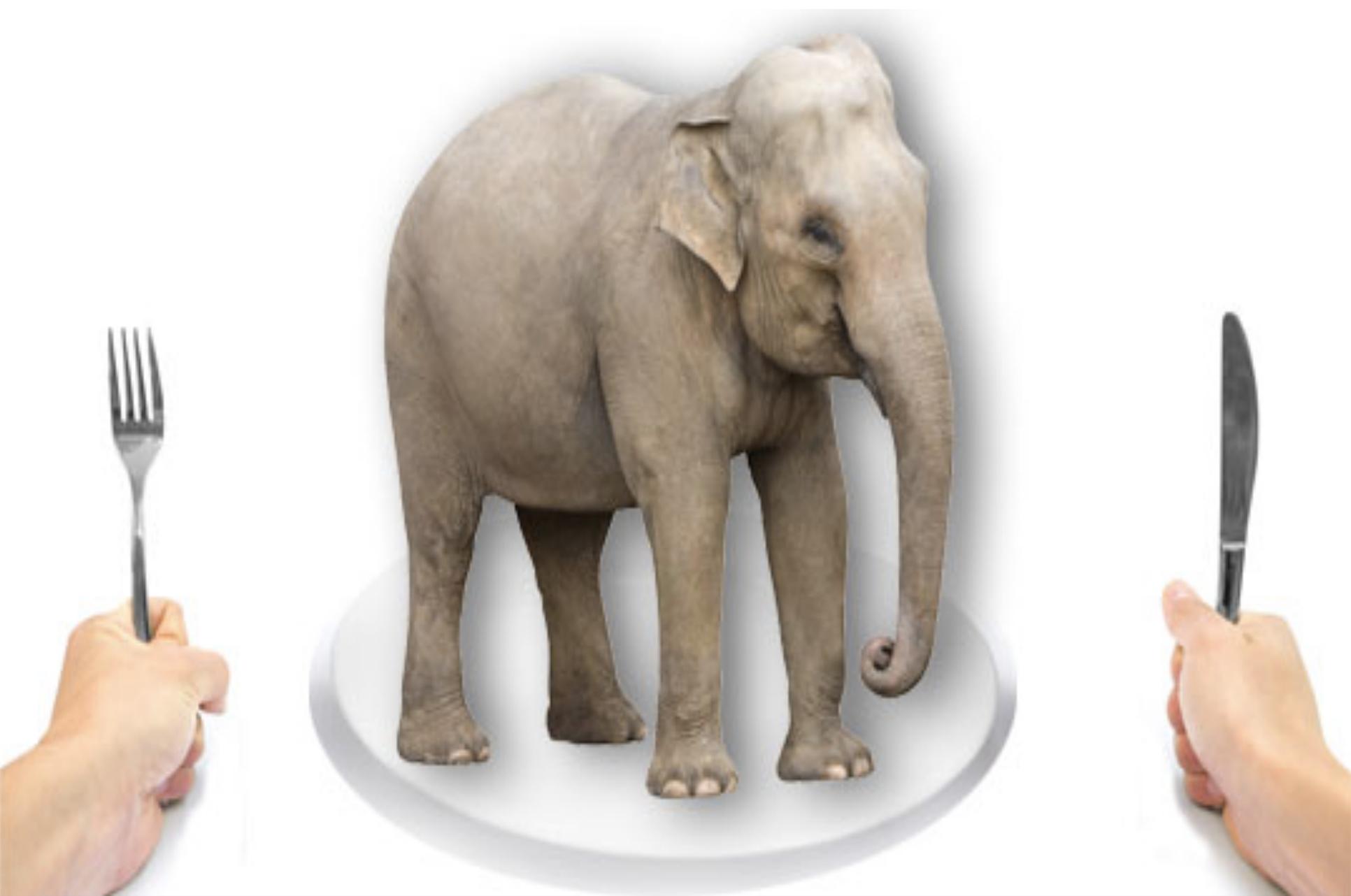
- **Round 1** - One team to provide each other a very brief overview of the draft presentation. Focussing on describing purpose of the presentation. The other team will parallel evaluate the presentation using the checklist on pg. 4 of the workbook capturing what they have done well and what can be improved. [20 mins]
- **Round 2** - The teams switch and repeat [20 mins]



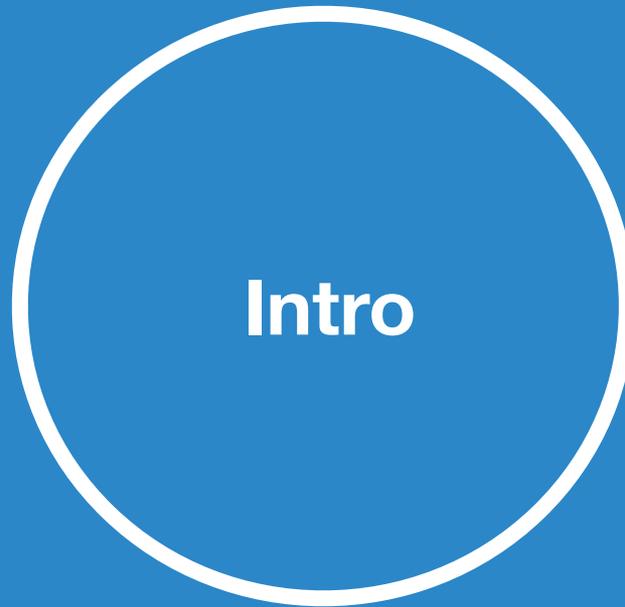
60 minutes

30 MINUTE PRESENTATION





Hook your audience's attention



Open with a bang!

Opening Attention Grabbers

**Arresting
Statements**

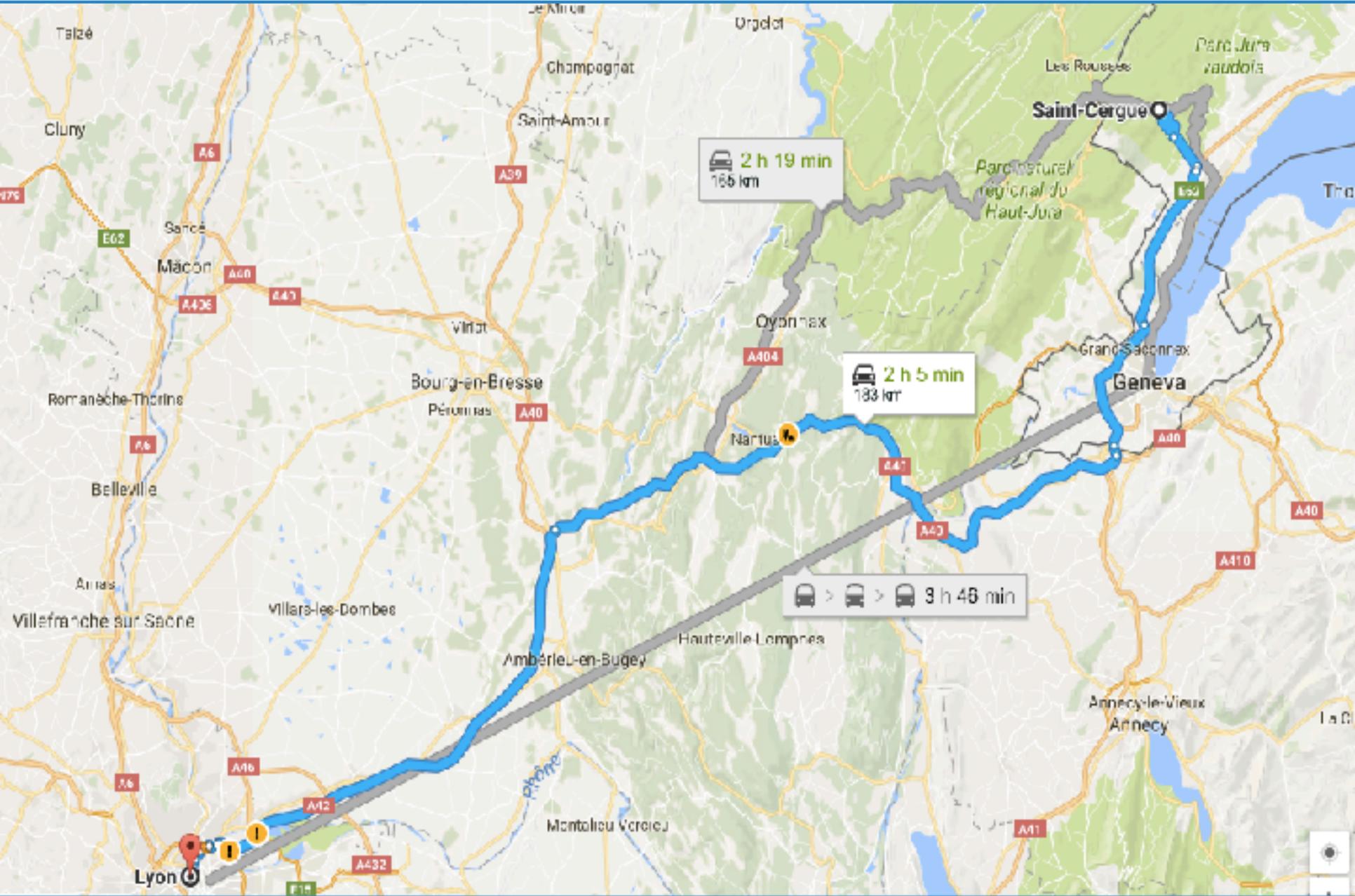
Facts

Quotes

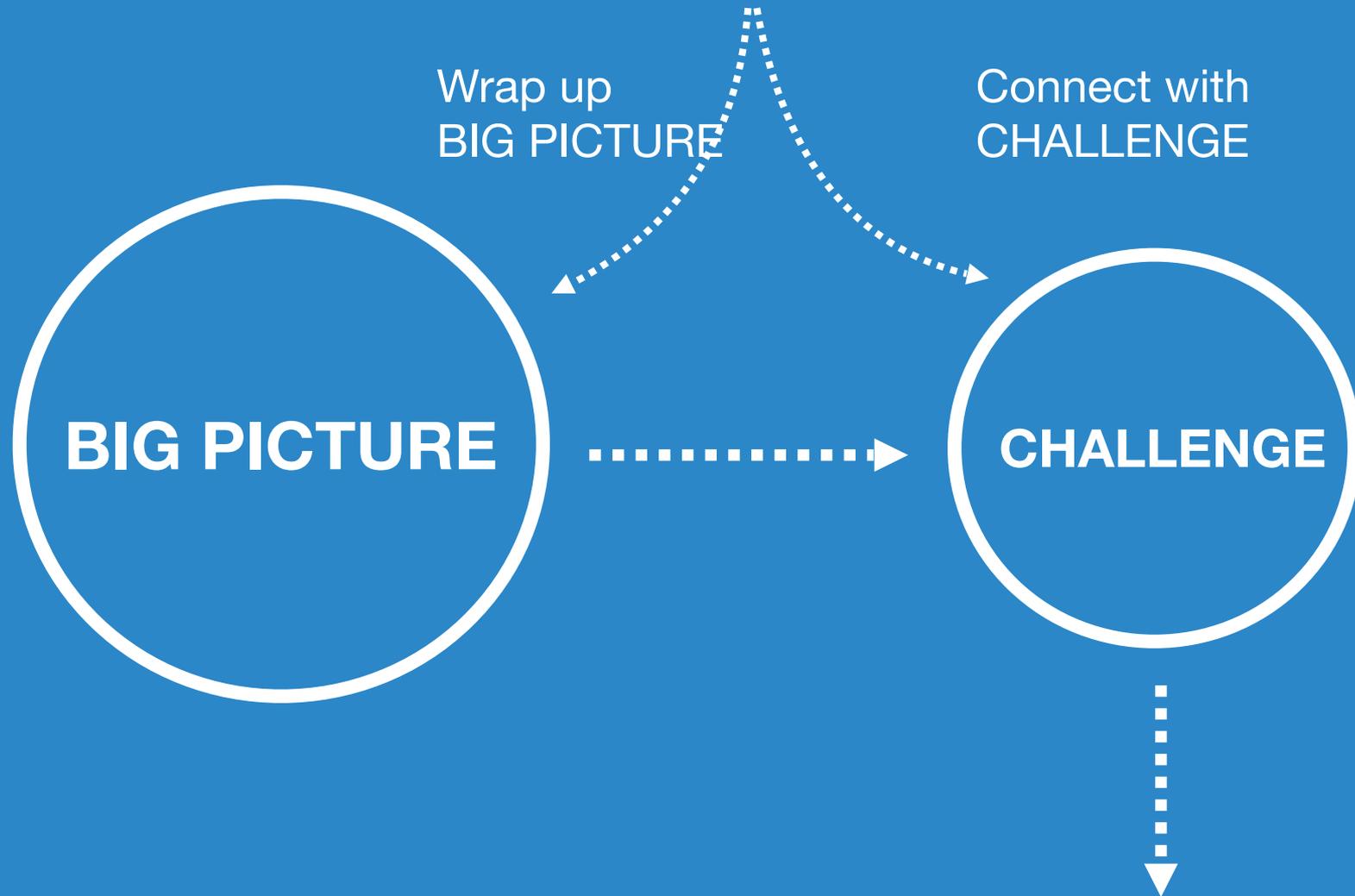
**Short
anecdote
or story**

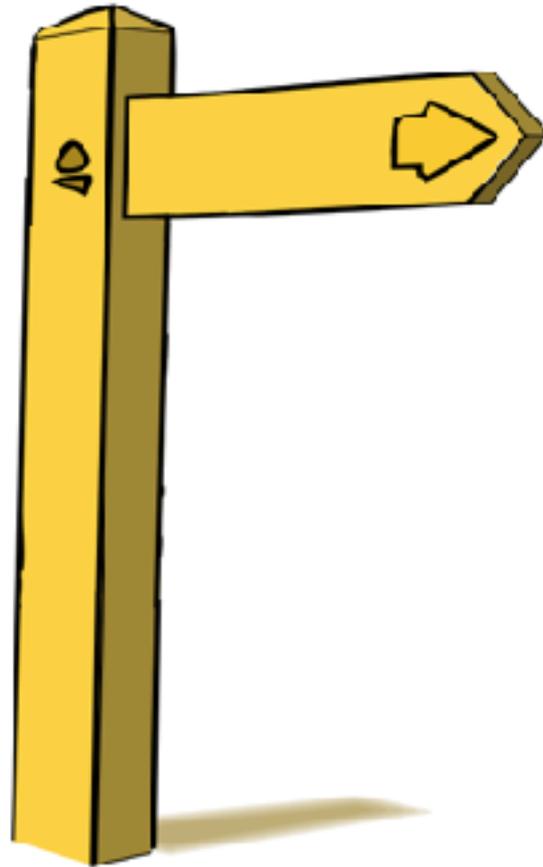
**A statement
of your objectives**

What's the problem to be solved?



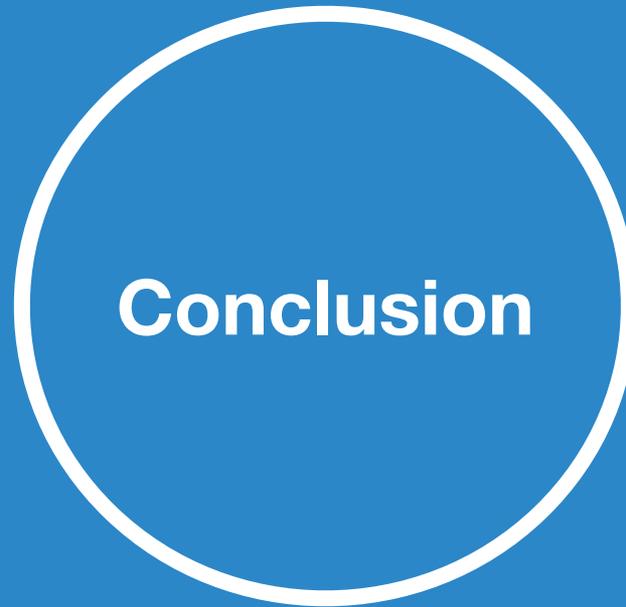
Transition





Wrap up with confidence

Relate the conclusion to the hook



Q&A

Ethos

(credibility
appeal)

Logos

(logical appeal)

Pathos

(emotional
appeal)

Ethos - “character”

Building credibility happens
before and after the presentation

Credibility is built by customization
and audience analysis

PRESENTATION TITLES

Title Tips

- Keep it under 10 words
- Leave out filler words
- Don't use a question
- Mention what is being studied
- Use words that people will search for

VERB + NOUN + SOMETHING SPECIAL

**Don't face it, don't read
it, and don't rush it**

Word Translation Exercise

Logical Appeal

Does your presentation opening hook tie back to the close?

..... Logical Appeal

Are your main points logically sequenced with smooth transitions?

Logical Appeal

Include graphs , formulas, data

Logical Appeal

What is the outlook?

Coffee Break

Take 15 minutes



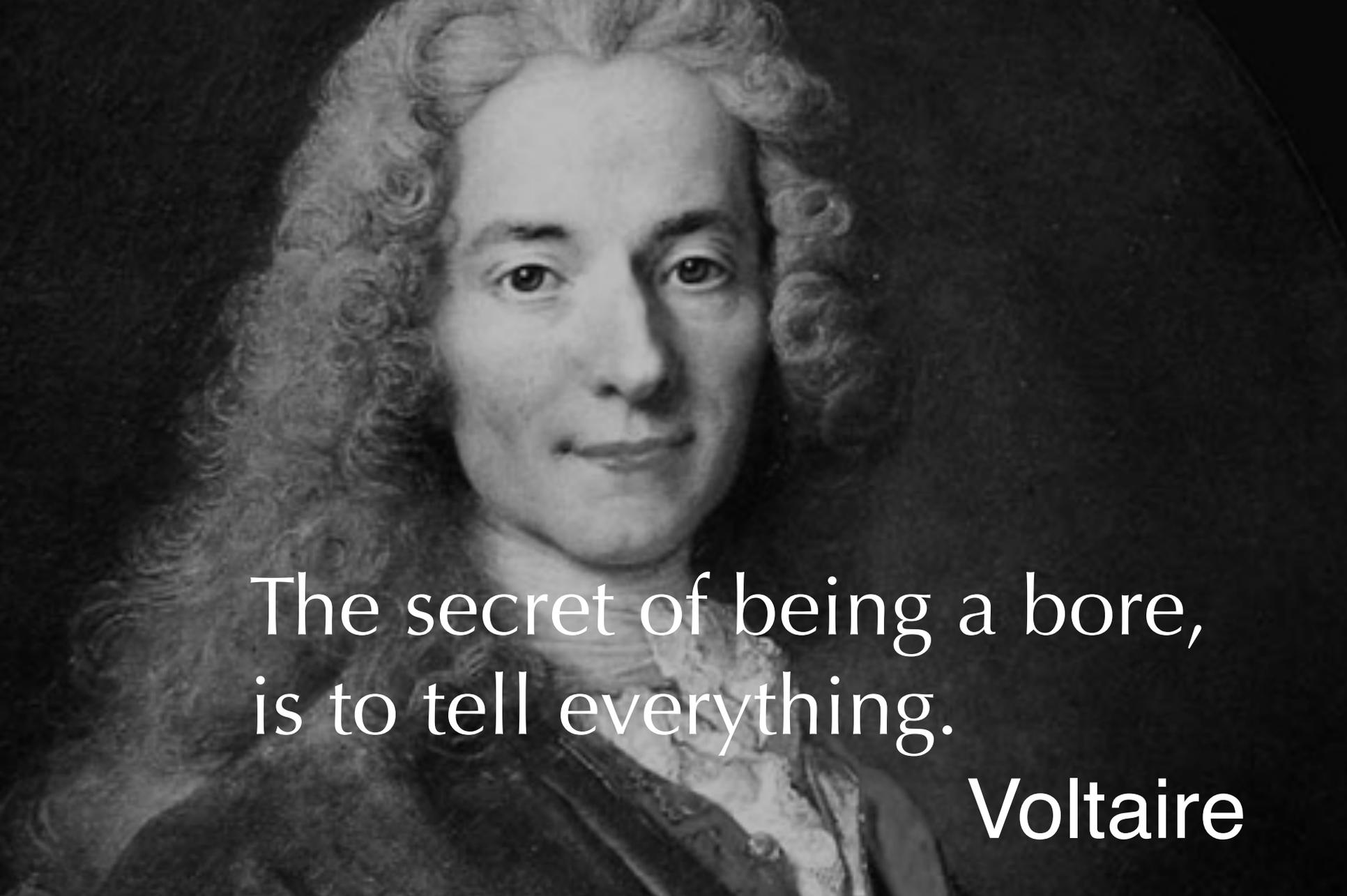
Video

Emotional Appeal

“Educating the mind without
educating the heart
is no education at all”

Show Emotion

Tone, body language, and energy

A black and white portrait of Voltaire, showing him from the chest up. He has long, curly hair and is wearing a dark coat over a white cravat. The background is dark and indistinct.

The secret of being a bore,
is to tell everything.

Voltaire

**“93% of a message is
carried by non-verbals”**

- Albert Mehrabian

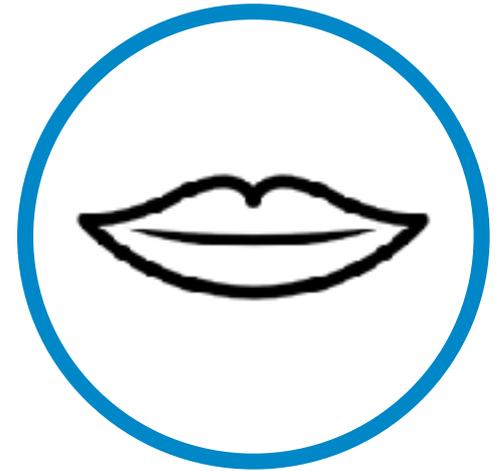
Of the information remembered



85%



11%



4%

Researchers have found that:

- Only **10%** of presentation is remembered
- Increases to **50%** if visual aids are used
- **70%** if both visual aids and participation is used



The Trouble with Visual Aids

Many people simply put too much information into a visual aid and then compound the situation by saying something like ‘you probably can’t read this’ and then trying to talk through an awkward description of what is on the screen.

The other problem is that people will automatically read anything that is put in front of them. So if they spot something on the slide that mentions something unrelated to the presentation, e.g. ‘your flies are undone’ (admittedly this doesn’t come up in a presentation that often) people stop thinking about what the speaker is saying and their mind drifts away to this new topic. To test this, we predict that most men will check that they are properly dressed within the next fifteen minutes.

Evening Assignment

- Update your draft presentations using lessons from today and upload to shared private page
- Do a team rehearsal - record yourself
- Bring revised presentation draft to Day 2
- Be ready to deliver a 20-minute presentation on Day 2

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