Convincing Scientific Presentations
DAY 1

Viva Talent
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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
PRE COURSE WORK REFLECTIONS
YES, AND
What ways do you prefer to give feedback?

What makes it harder/easier?
What ways do you prefer to receive feedback?

What makes 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

INTRO  Transition  BIG PICTURE  Transition

Transition  CHALLENGE  Transition  RESULTS

Transition  CONCLUSION

Q&A
Hook your audience’s attention

Intro
Open with a bang!
Opening Attention Grabbers

- Arresting Statements
- Facts
- Quotes
- A statement of your objectives
- Short anecdote or story
What’s the problem to be solved?
Transition

Wrap up BIG PICTURE

Connect with CHALLENGE
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
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
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
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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