Presentations – how to?

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Outline

1. Structure
2. Layout
3. Outfit
4. Presence
5. Tips and tricks
6. Most common mistakes
7. Bad examples
8. Conclusions
Structure

Outline
- After title
- Main parts

Main context
- Structure – assumptions, methods, results
- Plots, pictures, lists

Conclusions
- Coming from assumptions
- Clear and convincing
Layout

- Big letters
- Contrasting colours
- NO SHOUTING
- Consistent look, but different methods
Outfit

Don’t put on disguise

Iron your shirt

You’re not playing football, nor stripping

Take a shower and wash your clothes
Presence

1. Introduce yourself
2. Don’t hide and face audience
3. Speak as loud as possible
4. Don’t hurry, unless your time is running out
5. Stand straight
Tips and tricks

1. Use themes
2. Remember about copyrights!
3. Read your presentation at least once and record yourself
4. Let someone else see it and give you feedback
5. Export your presentation to PDF file
Most common mistakes

Using Comic Sans and other “funny” fonts

Black text on dark background

Adding too many effects

Not checking whether your presentation is working

So called “text wall”
Bad examples

Text written with font size 10 - camel
Text written with font size 14 - zebra
Text written with font size 18 - crocodile
Text written with font size 24 - dog
Text written with font size 32 - hamster
Text written with font size 48 - cat

Dark text on dark background

Light text on light background
2012 Marketing Goals

• Incrementally increase ROI ASAP FYI
• Improve conversion rates through the following well-worded processes:
  – Vastly increasing the number of bullet points we use.
  – Increasing our corporate synergy through the use of transparency of our social networking stratagems.
  – Brainstorming new ways to use the word ‘stratagem’.
  – Build on 2011 marketing successes such as:
    • 70% increase in attendance of webinars.
    • 33% increase in leads from webinars.
    • 15% increase in people referring to me as ‘Leads McFancypants’
Bad picture

Good picture
Conclusions

• Be yourself, but be a professional
• Keep your presentation clean and readable
• Think before you start – make a plan
• Place yourself in the audience