

*How to make*

# **GREAT PRESENTATIONS**

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**#1**

**Content**

*What*

**#2**

**Design**

*Visual*

**#3**

**Delivery**

*Connect*



# ONE SIZE



# FITS ALL?

# CONTENT



*is King*



# STRUCTURE

*your presentation*



# Presentation Structure

Start

Middle

End







# STORYTELLING



# KNOW



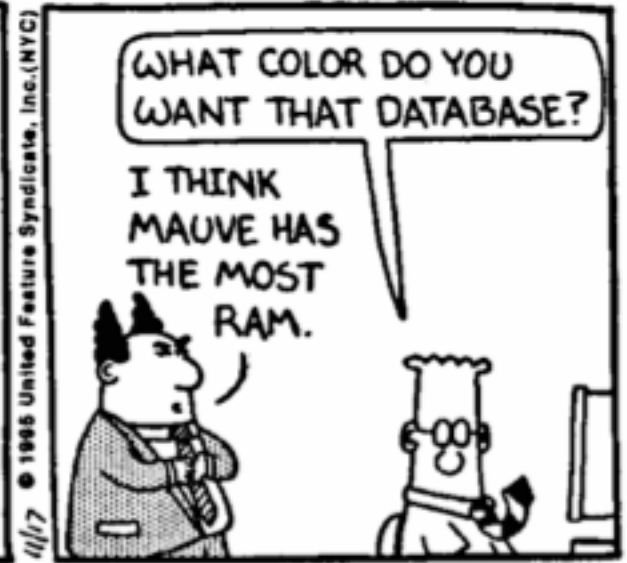
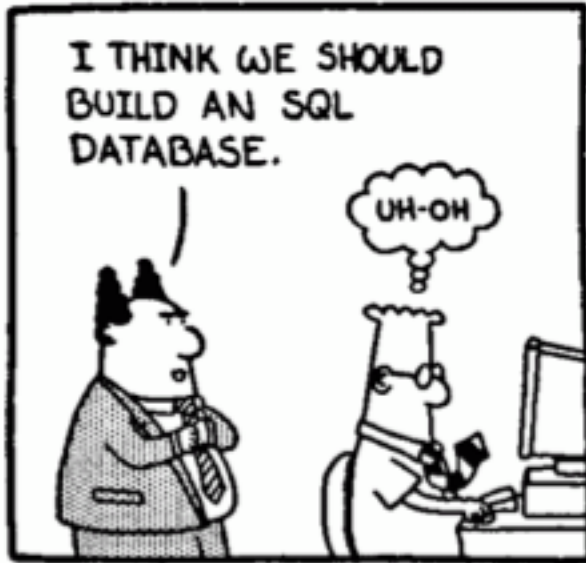
*your audience*



# KNOW

*your audience*

# JARGON / TLA



11/17 © 1995 United Feature Syndicate, Inc.(NYC)

# 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!*

# 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**

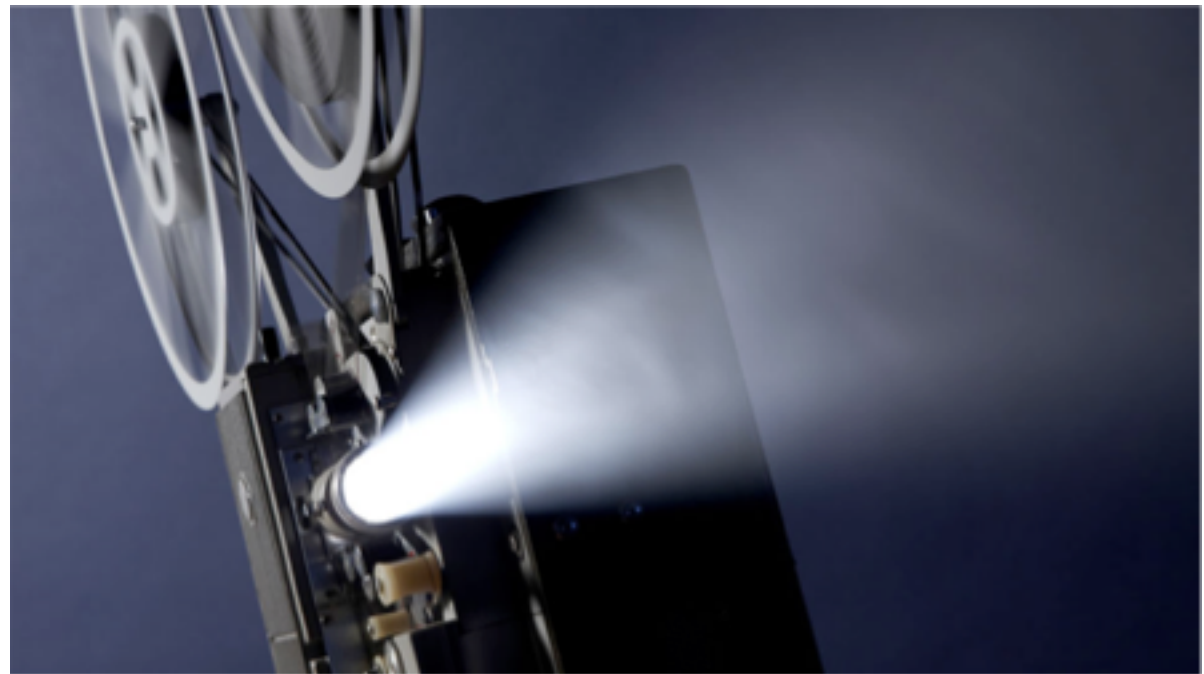
**Photos**

**Maps**

**Movies**

**TV**

**PPT slides**



*Visual Communication*

**SLIDES**

*are NOT*

**HANDOUTS**

**SLIDES**

*are NOT*

**MEMORY AIDS**

**GOOD**

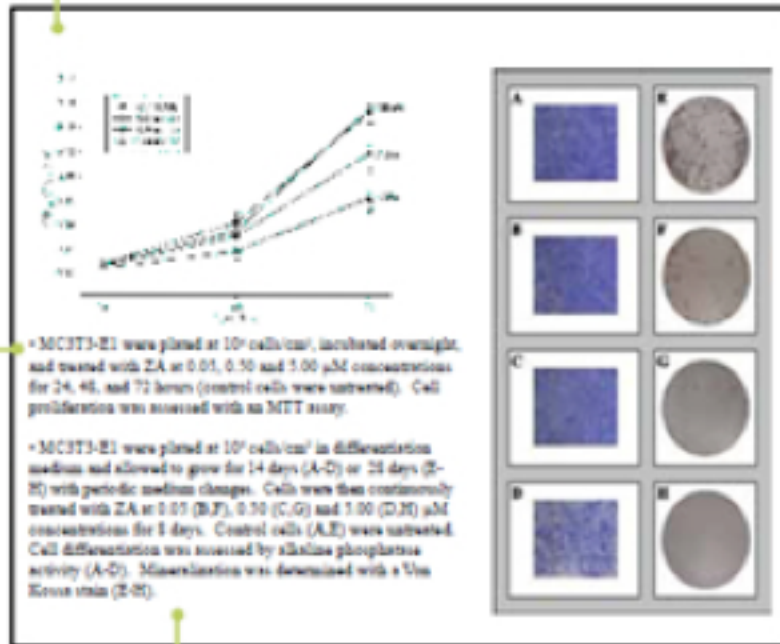
**DESIGN**

*Helps the audience*

# YES, ALSO IN SCIENCE

BEFORE

Graph details too small to read

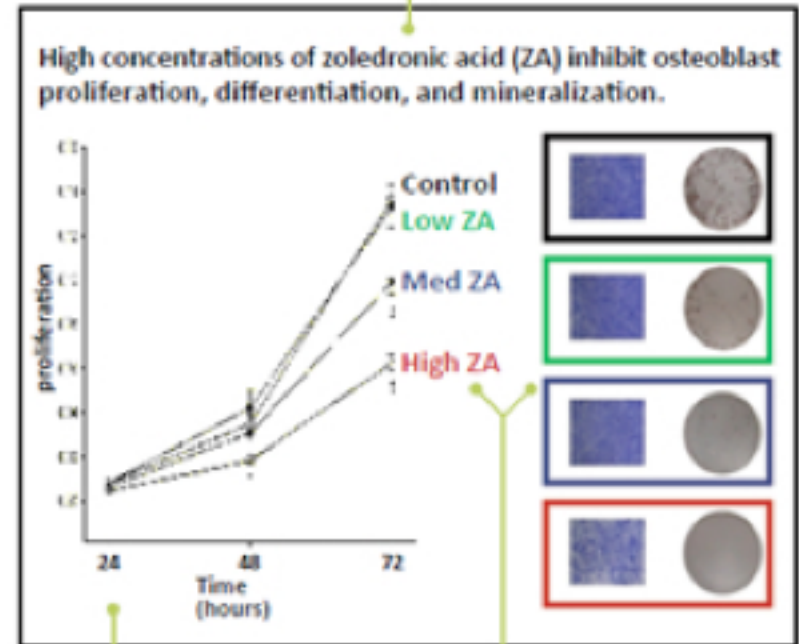


Text pulled directly from figure legend

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

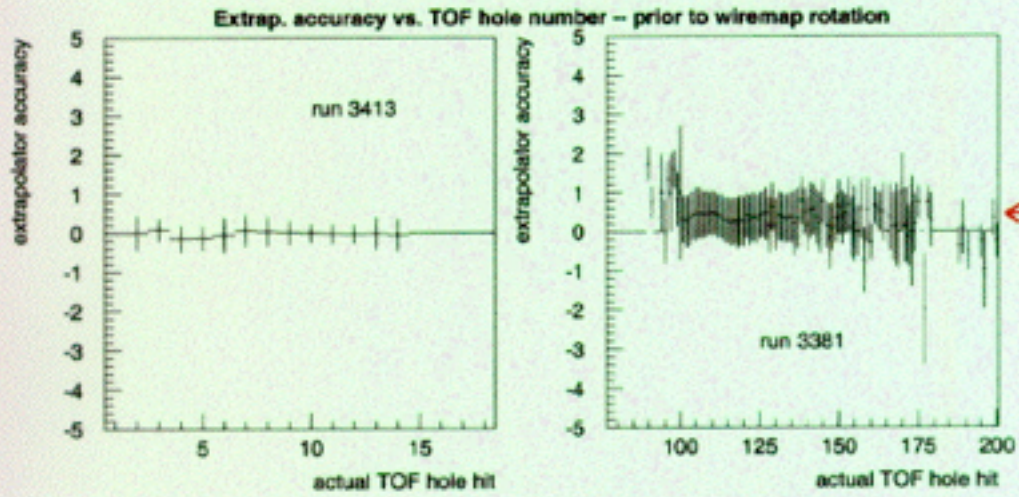


*bad tool?*



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

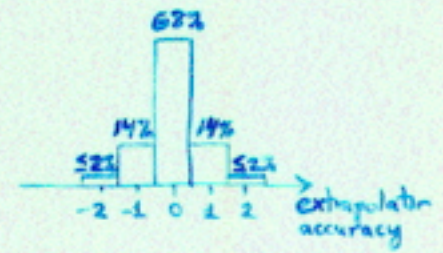
99/07/17 09.17



— 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



# DO YOU NEED SLIDES?




<https://abundantlifeforwomen.com/wp-content/uploads/2016/04/Speaker-on-stage-success-leadership.jpg>

*Ask yourself*

# 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<sup>SAIL</sup> bellbottom VIDEO-EZY Bleeding  
Brush BUBBLEGUM BURNT Cartoon TRIBAL Today  
CheapFire CigarStore Cracked DARK CRYSTAL  
DESDEMONA EVANESCENCE Fashion Victim Frail&Bedazzled  
French Script<sup>curly</sup> Ginger HappyHell HarryPotter Lover  
HERCULES Bugslife  
Holiday Home JAZZLET Jellyka Castles Queen MonaLisa  
YellowSubmarine  
Blackletter MONSTERS INC Lollipop<sup>WAO!</sup> MULAN  
Wanted  
Papyrus PartyTime Petal font PlayBill  
NARNIA PRINCETOWN SMALLVILLE SantaClaus  
Porcupine Fancy Pens WALT DISNEY  
SNICKERS StoryBook WILLY WONKA

# USE *two or three* GREAT FONTS





# WHICH FONTS?

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

**NO**

Arial

Times new roman

Comic sans

**YES**

BEBUS NEUE

*Pacifico*

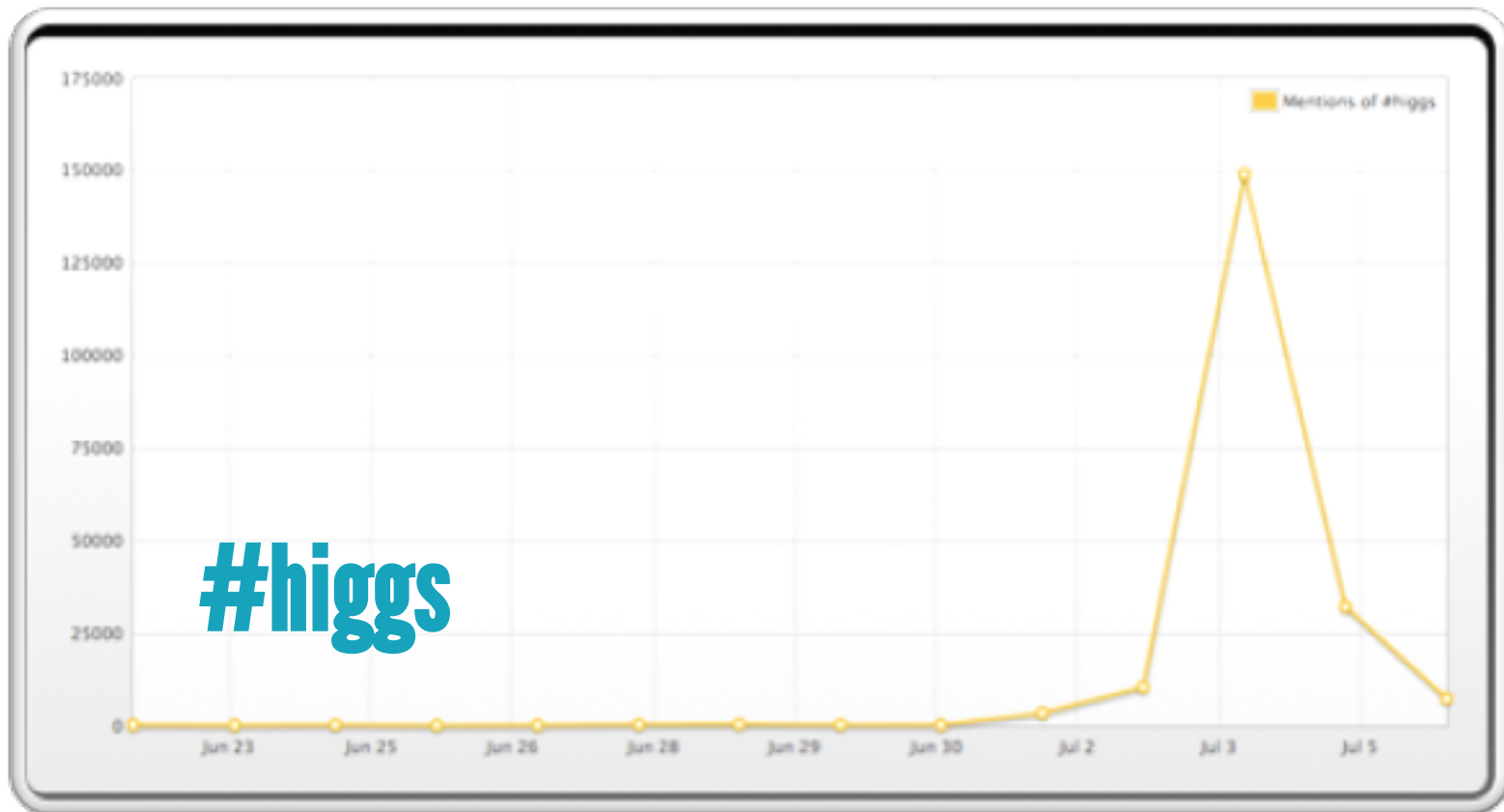
Bree serif

# FONTS MATTER

You'll always  
be mine...♥

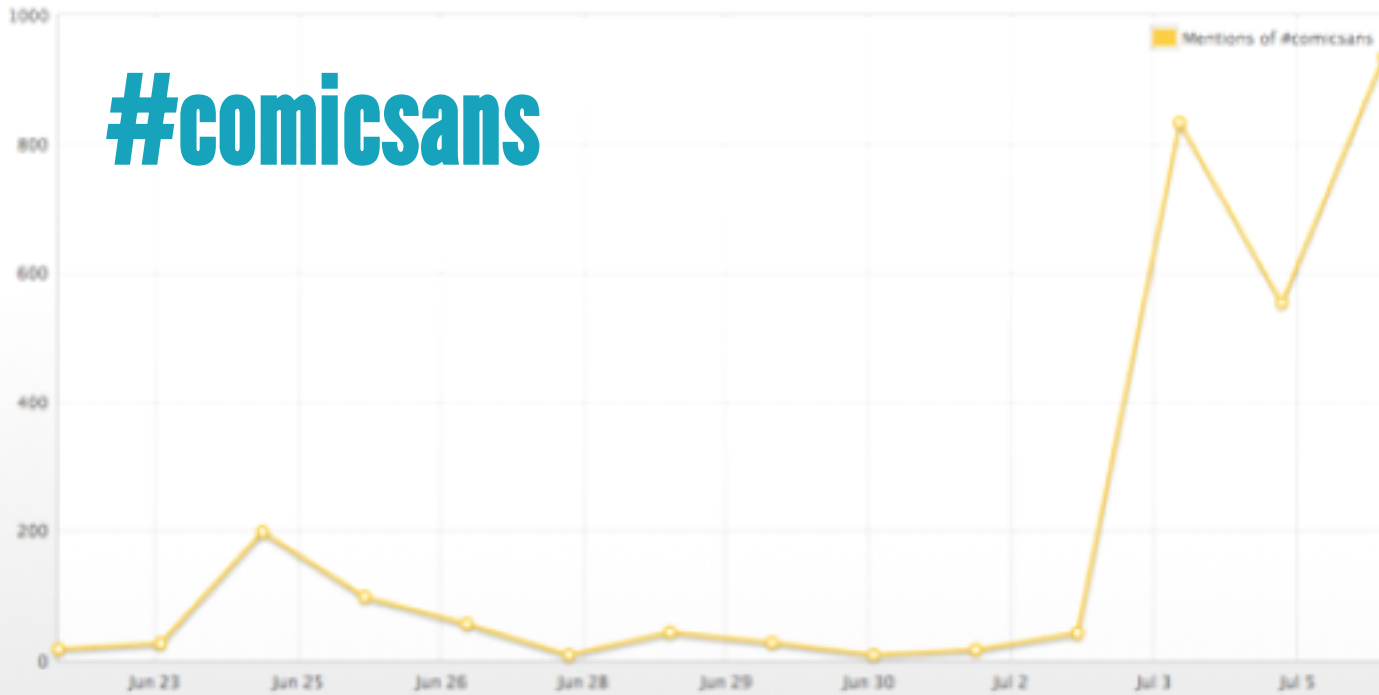
YOU'LL ALWAYS  
BE MINE...

# FONTGATE



# FONTGATE

## #comicans



## #higgs



# 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

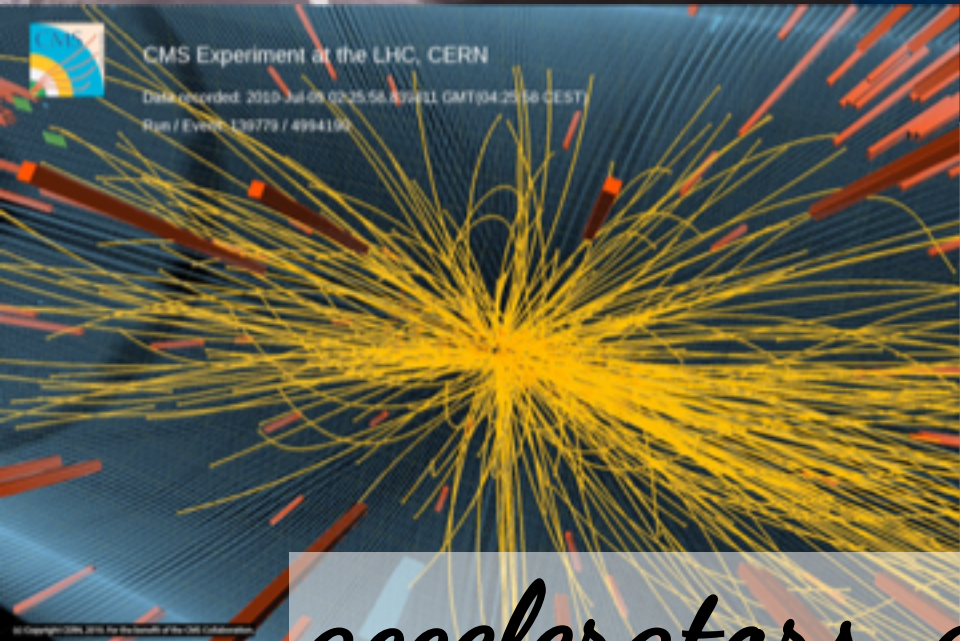
From particle physics tools to medical applications

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

# PARTICLE PHYSICS TOOLBOX



Photos: CERN

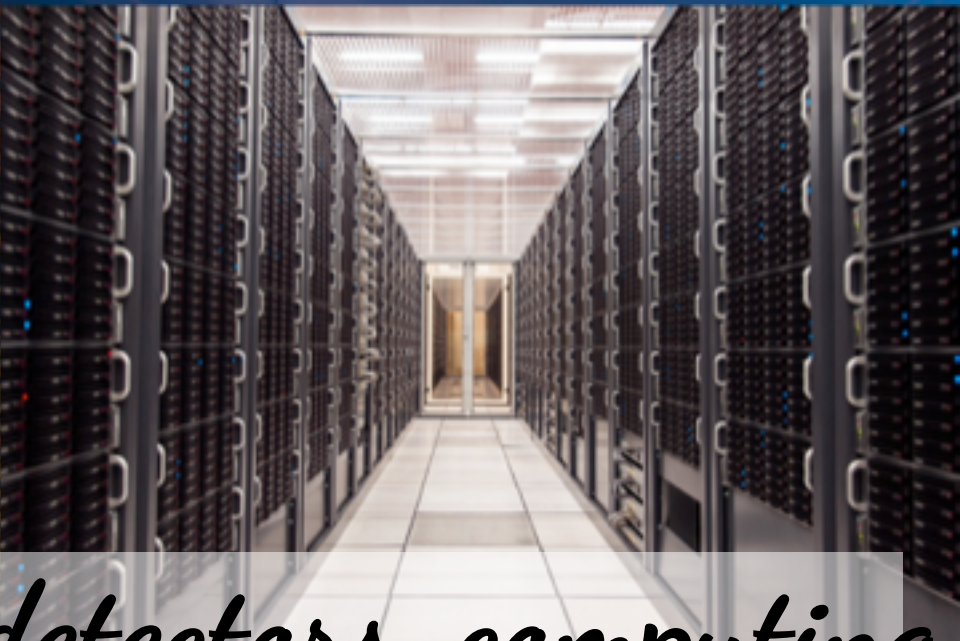


CMS Experiment at the LHC, CERN

Data recorded: 2010 Jul 09 02:25:56.87831 GMT(04:25:56 CEST)

Run / Event: 136779 / 4994190

© Copyright 2010, 2011 for the benefit of the LHC Collaboration



*accelerators, detectors, computing*

# MEDICAL APPLICATIONS

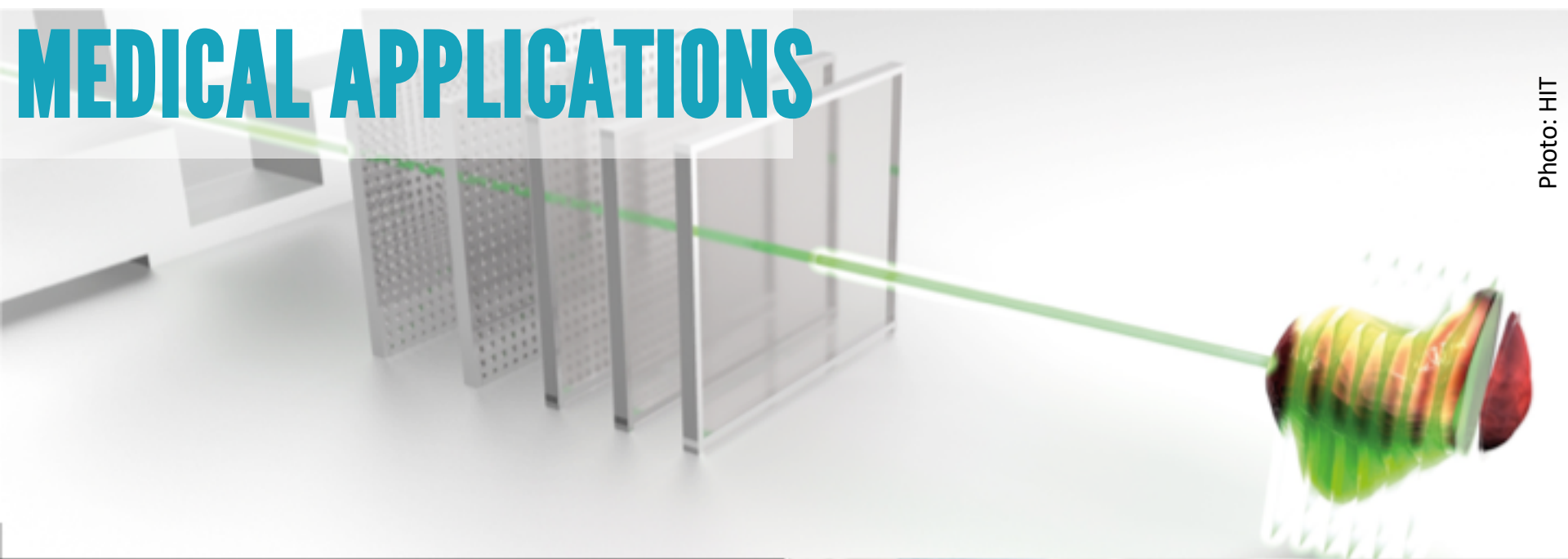
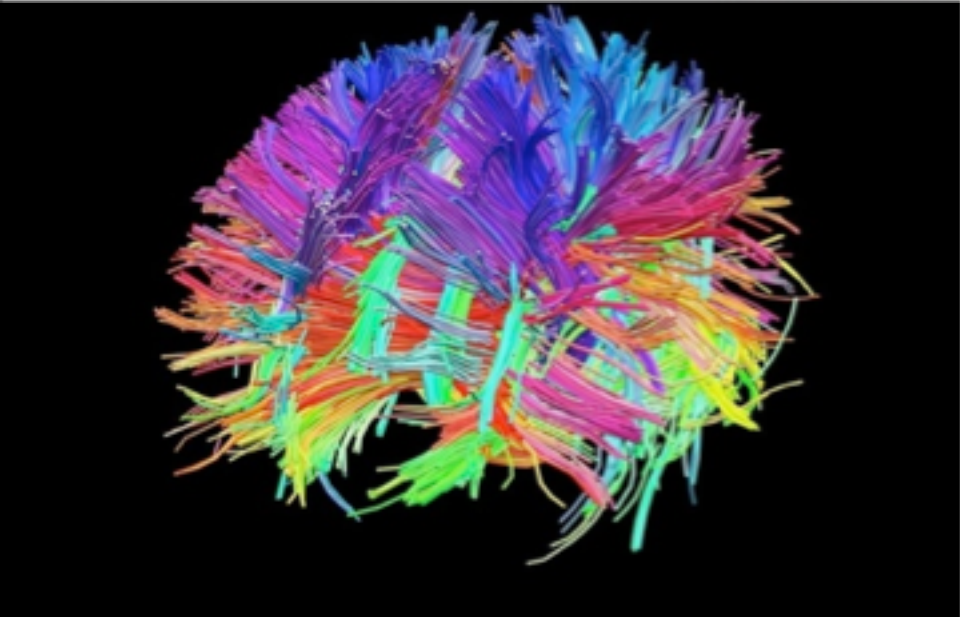


Photo: HIT



*Hadron therapy, imaging, e-health*


*Always*

**ATTRIBUTE**

*your images*



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License mark

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```

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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

# CAN'T ALWAYS WIN

Difficult to get rid of long texts and bullet points

Slides often double as documents, course material, manuals

To improve your slides:

**Short** sentences

Identify **keywords**

Avoid **nested** lists!

**Readable** labels

Prepare an **extended version** for final upload

*Give your slides*

**UNITY**

**Repeated**  
*fonts*

**Repeated**  
*colours*

**Repeated**  
*shapes*

Home Themes Tables Charts SmartArt Transitions Animations Slide Show Review

Slides: New Slide Section

Font: Paragraph

Insert: Text Picture Shape Media Arrange Quick Styles

Slide Show: Play

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65 REMEMBER The audience is on your side

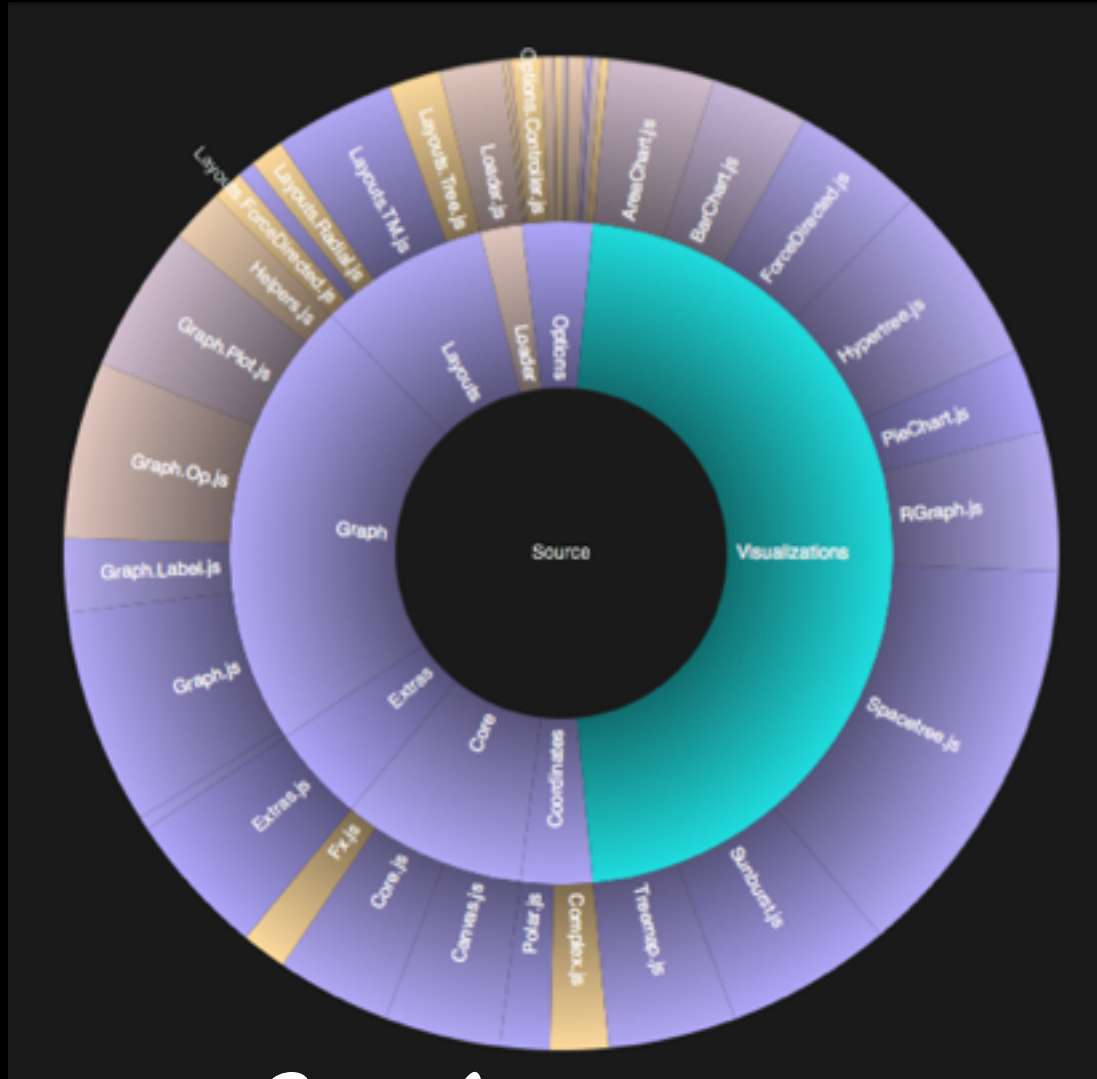
66

67 The golden rule ACT AS YOU FEEL

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# 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

A collage of white paper strips, each featuring a large, bold black question mark. The strips are scattered and overlapping on a dark, textured background, creating a sense of depth and focus on the central question mark.

*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](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:





# YOUR CONFERENCE PRESENTATION



## HOW YOU PLANNED IT:



## HOW IT GOES:



# REMEMBER

*The audience  
is on your side*

# RULES...



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

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

*My golden rule*

**ACT AS YOU FEEL**

*(but not too comfy  
all the time)*

# LEARN



[http://cdn1-www.momtastic.com/assets/uploads/2013/05/file\\_101560\\_0\\_Baby\\_Mirror.jpg](http://cdn1-www.momtastic.com/assets/uploads/2013/05/file_101560_0_Baby_Mirror.jpg)

*From the others*



