How to keep the Audience Awake

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What will be covered

- Preparing your talk
- Overcoming nervousness
- Slide preparation - the “nitty gritty”
- Handling questions
- Extra reading

Steps for a successful presentation

- Organise
- Practise
- Deliver

A presentation should:

- Follow logical sequence
- Educate & inform audience
- Not sidetrack or confuse

Structure of the presentation

- Introduction - Background
- Hypothesis
- Aims
- Methods
- Results and interpretation
- Conclusion or summary
- Questions

How to organize your presentation

- **Opening:** Introduce the theme of the talk and the points you are covering
- **Body:** Present your data
- **Closing:** Recap your points and end with the main thing you want the audience to remember
The Introduction

The introduction consists of four objectives:
1. Get the attention and interest of the audience
2. Reveal the topic of the presentation
3. Establish the credibility of the speaker
4. Preview the body of the presentation

Ideas to Get Attention

- Relate the topic to the audience
- State the importance of the topic
  - Osteoporosis affects 25% of the female population
- Arouse the curiosity of the audience

Preview the Body

- All listeners need help in sorting out a speaker’s ideas
- The introduction should help the audience know what to listen for in the presentation
- Good time to define complicated terms clearly

The Conclusion

- Closing remarks are the last chance to deliver main points & ideas
- The conclusion always has two major functions:
  1. Lets the audience know the presentation is ending
  2. Reinforces the audience’s understanding of the central idea

Getting Started

- Assess your audience
- Consider your options for presentation tools
- Create an outline
- Prepare initial presentation

Assess Your Audience

- What is the level of knowledge of the subject matter?
  - Are they scientists/clinicians/both
  - Presenting at a Nephrology conference or Departmental seminar?
- Know the programme
  - RAS pathway already described? - don’t repeat in detail

Start early
Create an Outline

- Layout your presentation
  - I. Introduction - background
  - II. Main points (Body)
  - III. Results, graphics, statistics, etc.
  - IV. Summary
  - V. Question and answers
- Highlight all the main points

Create an Outline

- Revise your outline
  - Highlight main points
  - Keep the outline simple
  - Check transitions
  - Rehearse for your group
  - Time it again and again - stay within time limits
  - Allow approx 1-2 minute per slide
- Finalize your outline

Prepare Initial Presentation

- Use your finalized outline to create your presentation
- Create visual aids to highlight main points
- Rehearse using draft presentation materials
  - What you envisioned during slide creation may not be what is actually seen upon projection!
  - Modify if necessary

Feedback

- Public speaking involves two-way communication
- Listeners send back messages to the speaker
  - Is your audience falling asleep?
  - Is your audience restless?
  - Is the audience paying attention?
- Feedback is an important element:
  - Ask a friend/colleague for honest feedback then
  - Ask your supervisor!

Speaking Notes

- Put on note-cards
- Two or three should suffice
- Each card should represent logical block

Know your environment

- Physical setting is very important
  - Size of lecture theatre
  - Laptop
  - Microphone
  - Pointer
  - Lighting
  - Lectern
Voice Characteristics

- Volume
- Pitch
- Rate
- Pauses
- Vocal variety
- Pronunciation
- Articulation

Volume and Pitch

- Microphones can help with soft voices
- Adjust voice to meet the acoustics of the room
- Too loud = aggressive
- Too soft = hard to hear
- Pitch is the highness and lowness of one’s voice
- Variations in pitch reveal questions, statements and keep speaker from being monotonous

Rate

- Rate sets the tone and enhances the mood of the presentation
- Too slow = boring
- Too fast = confusing
- Key is to become aware of problems and concentrate on solution

Pauses

- Learning how and when to pause is a challenge
- Timing is everything
- Developing timing is common sense combined with experience
- Do not vocalize pauses: “uh,” “er,” “um,” etc.

Pronunciation

- Every word has three aspects: read, written, and spoken
- The problem lies when a speaker does not know the correct pronunciation of a word
- Rehearse prior to delivery

Articulation

- Articulation and pronunciation are not identical
- Sloppy articulation fails to form sounds crisply and distinctly
- Often a result of rushing through a presentation
- Rehearse before delivery to detect articulation problems in a presentation
Detect areas for improvement

- Rehearse aloud
- Tape-record rehearsal

The Message

A presenter is sending multiple messages:
- presentation
- appearance
- tone of voice
- body language
- gestures
- facial expression
- eye contact

Developing a good stage presence

- Dress appropriately
  - Are shorts or is a suit more appropriate? Dress as you would expect your primary audience to dress
- Maintain eye contact
- Vocal clarity, projection, and variety
- Pauses
- Ahs, ums, and filler words
  - Simply PAUSE. Take a deep breath and gather your thoughts.
- Body language

Characteristics of Effective Delivery

Eye Contact
- Opens Communication
- Makes You More Believable
- Allows You to Monitor Audience Reactions
- Establishes Credibility
- Helps Audience Maintain Interest

Nonverbal Communication

- Personal appearance
- Gestures
- Eye contact

Facial Expression

- Face conveys type of emotion
- Establishes emotional climate of speech
- Use appropriate expression for subject
Dealing with Anxiety

Speech Anxiety is Normal

1. Public speaking
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death

- 80% of speakers feel nervous
- 20% of University students apprehensive about speaking

Top Fears

Why nervous?

- Fear of Humiliation
- Personal Insecurity
- Inexperience
- Fear of Failure
- Lack of confidence

Why nervous?

Building Your Confidence.

- Know your audience and environment
- Be prepared: you are the expert
- Know introduction and conclusion
- Visualize success
- Use deep-breathing
- Focus on material
- Don’t apologize for being nervous
- Realize people want you to succeed
- Gain experience

Use humor correctly

- Only use humor when it fits your speech
- Choose humor that is appropriate to your audience
- Use humor to make your point

Slide preparation
Basic Rules

- Make it Big
- Keep it Simple
- Make it Clear
- Be Consistent

Make it Clear

- 6 - 7 lines text per slide
- ~ 7 words per line
- Leave spaces
- Avoid lots of text
- Points vs complete sentences
- Stick to one format

Considering Presentation Tools

- Audio visual
  - Overhead Projector
  - Slide Projector
  - Flip Chart
- Electronic
  - Computer & Projector
  - VCR & TV
- Internet
  - Online Connection

Check in advance

Facilities
- Room size
- Audience size
- Visibility
- Multimedia
- Compatibility

Using PowerPoint

- Design for readability
  - High-contrast colors and large fonts
  - Simple, non-distracting backgrounds
  - Fill space on the slide effectively
  - Single theme/template/format
- Avoid distracting noises and animations
- Do not go overboard with effects/colours
- Watch out for typos
- Avoid too many abbreviations

Font Size

- 14 point font size
- 18 point font size
- 24 point font size
- 32 point font size
- 36 point font size
- 48 point font size
- 60 point font size

Text

- Avoid UPPERCASE letters
- No italics
- Use bold or colour for emphasis
- Left-justified
- Use San serif - eg. arial
  eg. arial
  eg. Times
Slide contents should be self evident

- Give the slide:
  - title,
  - label all graph axes, lines, bars, and insets.
- Use colours to help discriminate key portions of complex schemes.
- Even though your slides are self evident:
  - explain what the slide shows
  - avoid the presence of data that you are not going to talk about
- Avoid simply reading the slide to the audience

Guidelines for using slides

- Rehearse with slides
- Have eye contact with audience, **not** slides
- Explain the slides
- Avoid reading slides

Illustrations

- Picture says 1000 words
- Graphs & Tables
- No more than 2 - 3 per slide
- 2 - 3 colors max
- Do not crowd illustrations
- Keep things simple

Schematics-keep them simple

- Blue
- Red
- Green
- Keep things simple

Graphs
Graphs
- Label the axes
- Show units
- Provide a legend
- Use color 2 - 3 / graph
- Clearly differentiate lines
- 2+ graphs - be consistent
  - within & between slides (control same color etc)

Tables
- Limit columns & rows
- Split into multiple slides
- Show only relevant entries
- Highlight relevant entries
- Summary of data

Visual Balance
- English is read left to right
- Eyes tend to land on center
- Balance your slides
- Centre graphs / pictures
- Fill screen L to R with text

Using Color
- Dark background - light text
- Maximize contrast
- Blue/red & green/red = bad
Shading

- Text across shades of grading less visible
- Contrast significantly reduced
- Eye strain increased
- Some of your message gets lost

Do not crowd slide

This is how to crowd a slide with way too much text! The goal of this demonstration is to show the audience-distressing effects of crowding way too much information on one slide using as many words as possible in a font size that is way too small to make a multitude of extraneous and unrelated points so that the reader gets cross-eyed trying to read every word I have written in as short amount of time as possible without ever stopping. I have used plain text font at 24 point so it is even more difficult. I have not emphasized a single word.

- Avoid: I know you can't read this, but . . .

Pictures & Clip Art

- Use moderately
- Add value to text
- Use labels and arrows
- Take photos of your research (dept.digital camera)

Arrows & Text

- Right Ventricle

Picture quality is important

Images on line
Be topical (& relevant) if possible

Movies

Diabetic eye disease

Beware of the "Portrait" Orientation

- Bottom of a "portrait" slide may be below eye-level
- Preview to adjust size and height to maximize visibility.
- Use landscape format

Acknowledge co-workers
### Laser Pointers
- Use sparingly
- Move the pointer slowly
- Point to specifics
- Know your slides
- Don’t wave around randomly
- Don’t point at audience

### Don’t include material that you cannot explain

### Handling questions
- Prepare and anticipate
- Maintain composure
- Listen and watch questioner
- Repeat if difficult or long question
- Encourage your audience

### Anticipate questions
- Animal model used.....Diabetic rat
- Cell culture studies.....In vivo relevance ?
- Duration of study..... 2 weeks instead of 20 ?
- Stats.........................T-test vs ANOVA
- Sample size - justify
- Dose of drug................. Clinically relevant?
- Ask your supervisor
- What if there are no questions....
- If you don’t really know...

### General advice
- Face the audience
- Speak clearly
- Know your time limit
- Ask someone to advance slides for you
- Glass of water
- Avoid distracting sounds (keys in pocket, turn off mobile phone, dangling jewellery)
- Don’t spend too much time impressing audience with your ppt/graphics skills
- Learn from others
Recap

- It’s OK to be nervous.
- Know your audience
- Organize your talk so that it is easy for you to deliver and the audience to follow
- Use humor and visual aids only when they support your talk
- Polish your delivery, but focus on giving quality content
- Rehearse, rehearse, rehearse

What are examiners looking for?

- Talk structure:
  - Background, hypothesis, aims, methods
  - Methods appropriate to answer scientific question?
  - How are questions handled? - does the student ask questions?
  - Quality of slides - clear?
  - Slides referenced (where appropriate)
  - Presentation
    - voice, understood, read from notes?