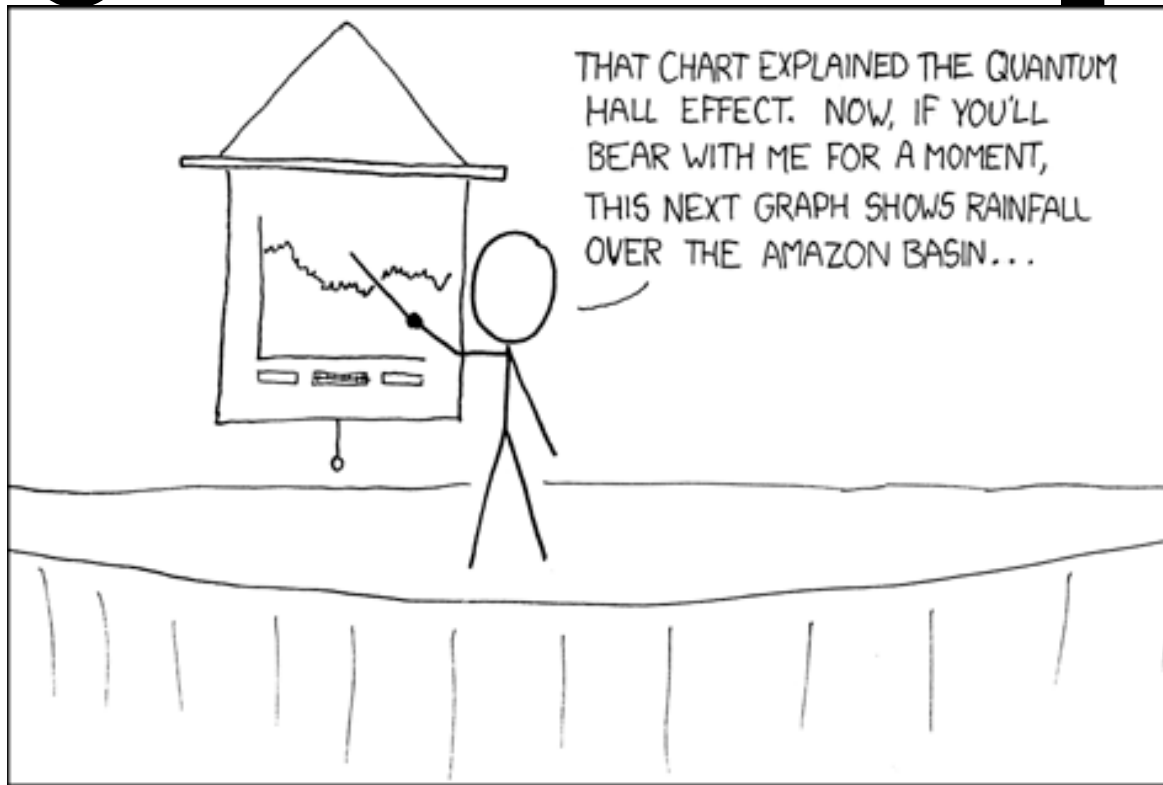


# Giving an effective presentation



IF YOU KEEP SAYING "BEAR WITH ME FOR A MOMENT", PEOPLE TAKE A WHILE TO FIGURE OUT THAT YOU'RE JUST SHOWING THEM RANDOM SLIDES.

Dr. Emily Rauschert, BGES

**Think about a terrible presentation  
you've been to. What did it look like?**

**Think about a great presentation you've been to. What did it look like?**

**In a good presentation, we can feel your energy and enthusiasm.**

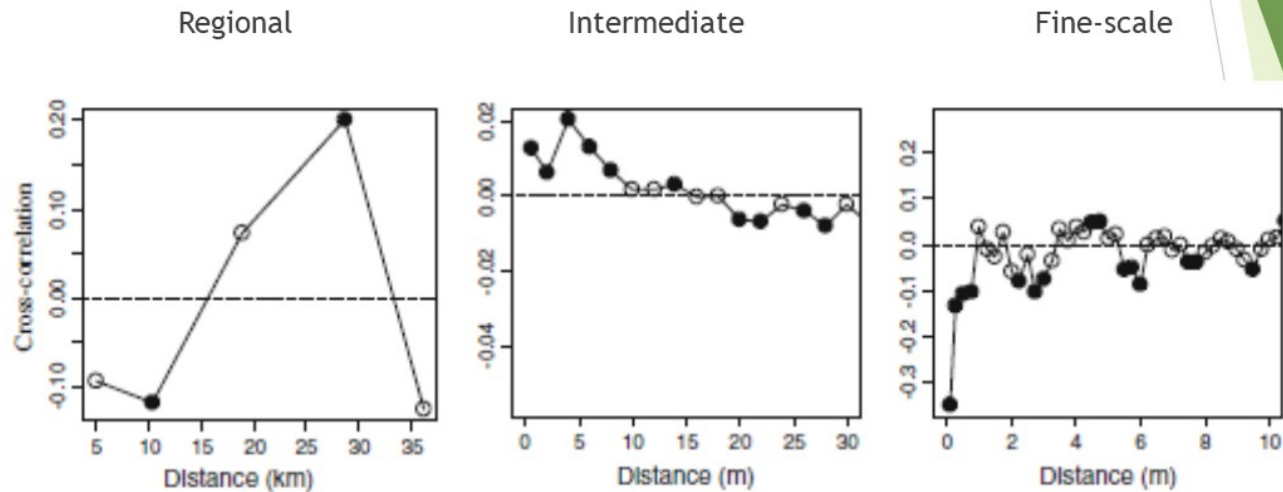


**A good presentation is usually based around a central question**



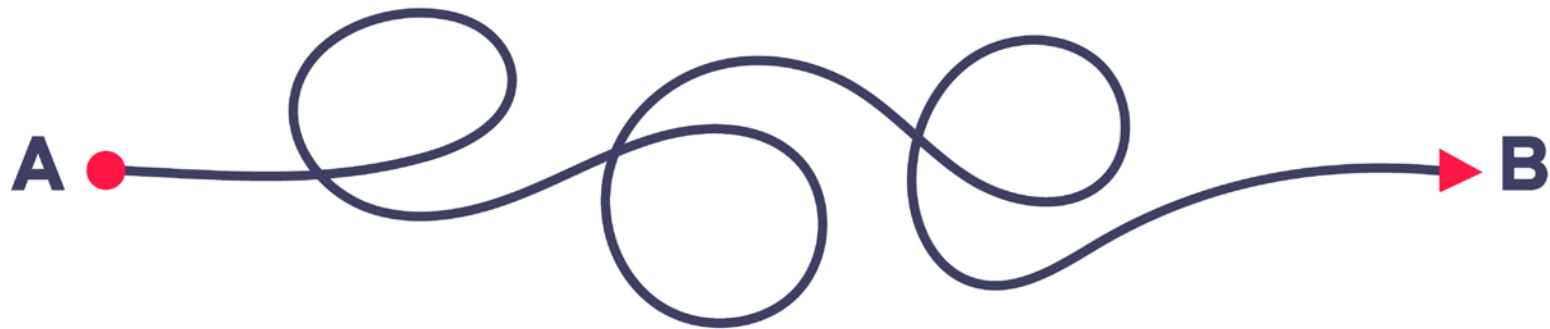
# A good presentation is appropriate for the audience

## Correlation varies across scales



Rauschert, Shea and Bjornstad 2012

A good presentation takes you on an interesting journey



# A good presentation has the right amount of detail

## Dispersal and reproductive parameters are needed

- **D**: dispersal parameter
  - Meaning of **D**:
    - 65% of seeds land within **D**
    - 95% of seeds land within  $2 \cdot \mathbf{D}$
  - One value estimated for a patch
- **R**: reproductive ratio
  - Meaning:
    - 1 replacement
    - $>1$  population growing
    - $<1$  population shrinking
  - Different value estimated for each patch every year
    - $R_{2003-2004}$ ,  $R_{2004-2005}$ ,  $R_{2005-2006}$



**In a good presentation, the journey ends on time...**



**You can remember something afterwards from a good presentation**



# We will focus on three aspects today

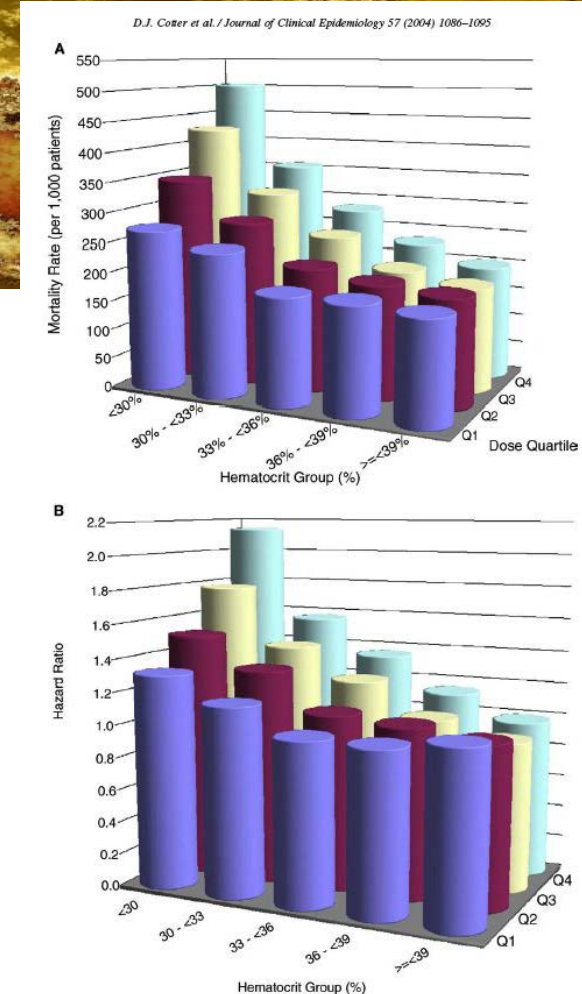
- Effective slides
- Effective speaking
- Revising/practicing

# Effective slides

Many ideas taken from *The Craft of Scientific Presentations*

# How to make bad powerpoints

- Use a really busy background
- Use colors that don't stand out
- Or colors that clash
- Include hard to interpret graphs
  - (or leave figures & images out entirely)
- And annoying animations
  - Or have too much information appear all at once in really small font that makes everyone squint and then don't give them enough time to read it
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    - Or have too much information appear all at once in really small font that makes everyone squint and then don't give them enough time to read it
- There are plenty of bad examples and good advice out there on the internet



# The defaults of PowerPoint are not based on research in communication or cognitive psychology

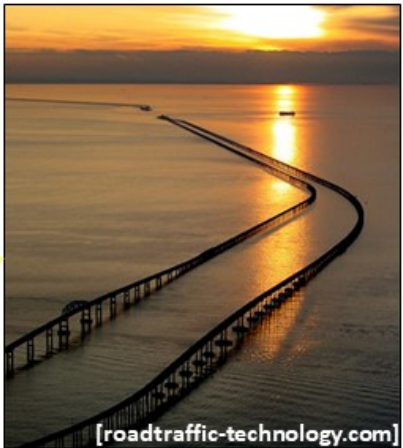
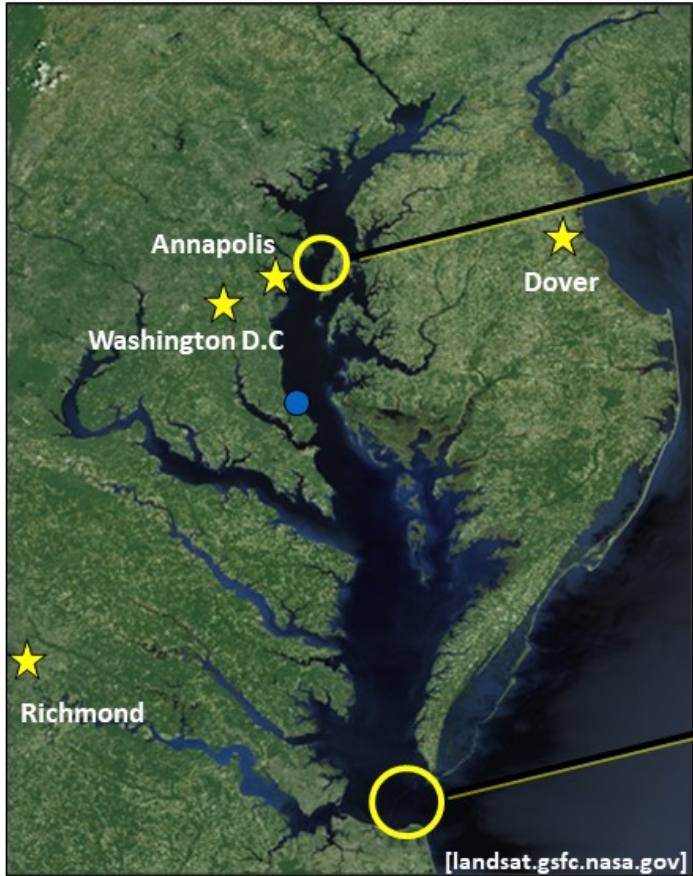


# Keep text to a minimum

- Too many words on a slide means people stop listening.
- Instead of listening to what I am say, most of you are now trying to read the bullet points and listen to me at the same time. Most of you are no longer actually listening to my words.
- This is an unnecessary cognitive overload.
- Research has shown that it's better to find a graph, diagram or image that relates to the point you are trying to make. Put fewer words on the slide so people listen to your explanation. It's a presentation, not a book.
- This can help people remember this better.

# Always use informative titles

The Chesapeake Bay has only two places for traffic to cross

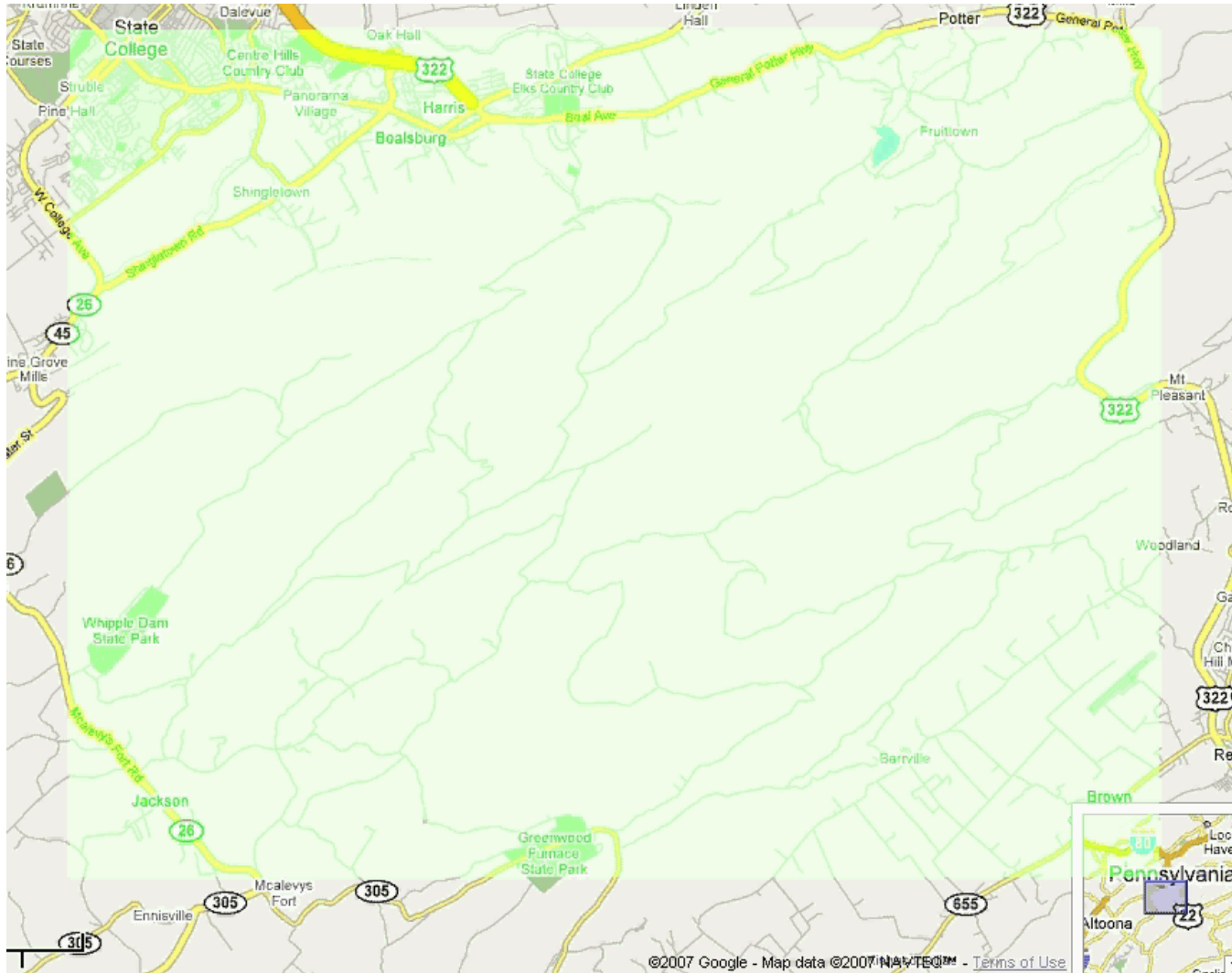




# Overview / Outline / Introduction /Background / Conclusion

- Kind of a waste of space...

# A picture/graph/graphic is worth a thousand words.



Less is more –  
make graphs as  
big as you can.

# Don't forget to give credit for graphics or ideas

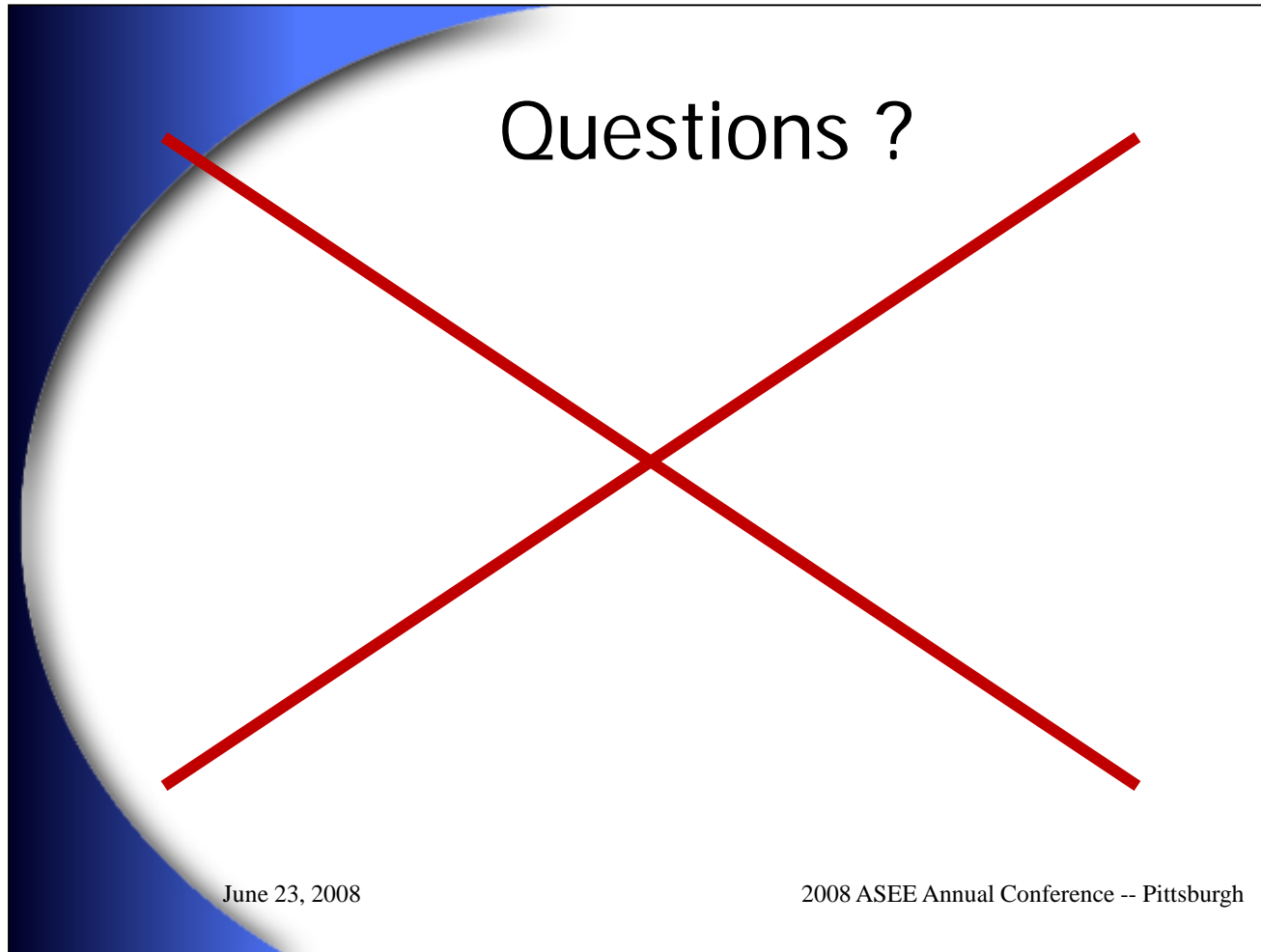
**Water from the jet engine's exhaust creates contrails that float in the atmosphere**



[Encyclopedia of Global Environmental Change, 2002]

Hamaker 2009

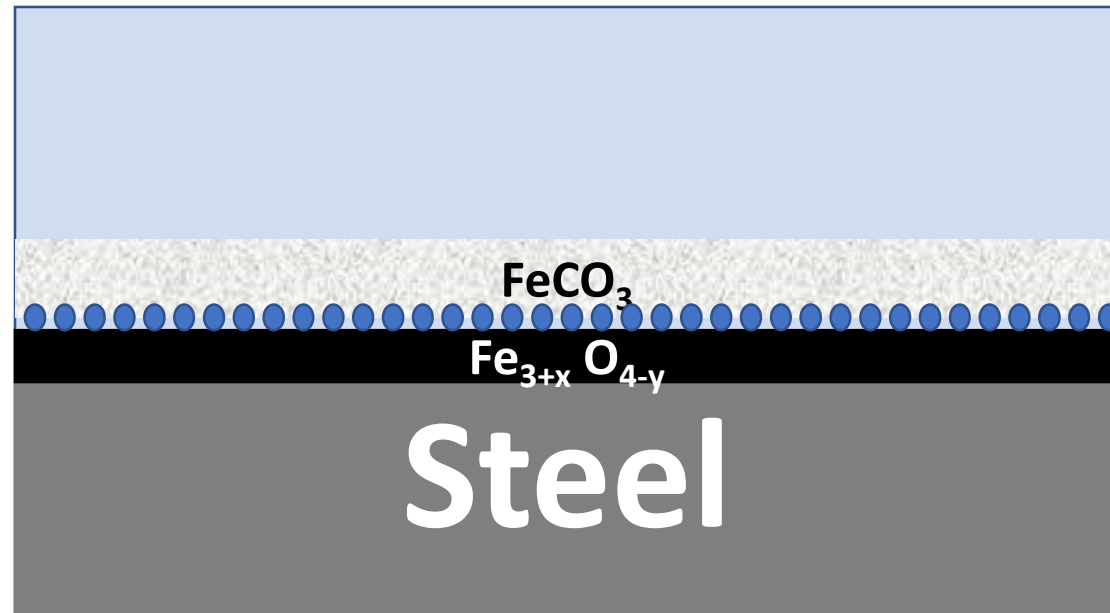
# A common error in the endings of scientific talks is to waste the last slide



**In summary, high concentrations of acetic acid help protect steel from corrosion**

**Adsorbed HOAc allows the growth of siderite**

**A thick siderite layer protects the steel from corrosion**



**Questions?**

# The structure generally follows the structure of a paper

- Research Question/Hypotheses plus minimal background
- Methods
- Results / Evidence
- Conclusions
- Future directions
- Acknowledgements

**You need about 1 minute per slide.**



# You can use presenter tools, but you need to keep notes short

The image shows a Beamer presentation interface. The main slide is titled "Sampling" and features a photograph of orange proxies on a gravel surface. Below the photo are two diagrams: "Small scale" and "Large scale". The "Small scale" diagram shows a horizontal axis with markers at -50, -15, -10, -5, 0, 5, 10, 15, and 55 m. Yellow bars at 0 and 5 m represent proxy starting and sampling locations, while red bars at other positions represent sampling locations only. A 5m scale bar is shown below. The "Large scale" diagram shows a horizontal axis with markers at -500, -150, -100, 50, 0, 50, 100, 150, and 500 m. A large red shaded area between 50 and 150 m indicates a sampling location, with small yellow dots representing proxies. A legend at the bottom identifies yellow bars as "Proxies starting and sampling location" and red bars as "Sampling location only".

The "Next slide" preview is titled "Recovery rates" and contains the following text:

- Recovered 11,536 proxies in 340,000 released in 16 trials in 2009 and 2010
- Overall recovery rate : 3.4 %

Below the text is a photograph of a haystack. At the bottom of the preview, it says "3 trials first year, 8 in the second two years".

The Beamer interface includes a top menu with "SHOW TASKBAR", "DISPLAY SETTINGS", and "END SLIDE SHOW". The main slide has a timer at "0:00:06" and "11:36 AM". The bottom navigation bar shows "Slide 61 of 89" and navigation icons.



**Effective speaking**

# Take a deep breath before you start.

## Take a Deep Breath

Smell the flower



Blow the pinwheel



# Focus on your message not your performance.



**Most likely you will need to slow down.**



**Fake it till you make it is not such a bad idea.**



# Don't apologize during a presentation (usually).



# Maintain eye contact – even online



# Use a water bottle strategically for a break.



## 5 Take a Sip of Water

No one in the audience can hold your thirst against you, and while you're sipping you can take a moment to remember where you were.



**Revising your talk**

# Responding to feedback is key part of being a scholar.



# You should go over your slides for Errors

- Insert picture of mistake here.

# Practice for someone else.



**Time yourself.**



**Finally, don't forget to have fun!**

