How to give (or not) a presentation, talk or demo

Daniel G. Aliaga

CS334
The Challenge

Tell you story accurately and concisely while keeping it interesting and exciting!
Difficulties

- You are human and will make mistakes
- Your audience will consist of people of various backgrounds
- Most people have a short attention span
- Oral communication is much different than written communication
  - Audience cannot “re-read” if they do not understand, thus you determine the rate of information flow
Truths and Myths

- The shorter a talk the longer it will take to prepare
  TRUE  FALSE

- The more information you give the better
  TRUE  FALSE

- You should always be serious and never humorous
  TRUE  FALSE

- The more bells and whistles and visual effects the better
  TRUE  FALSE
Truths and Myths

- The shorter a talk the longer it will take to prepare
  - TRUE  FALSE

- The more information you give the better
  - TRUE  FALSE

- You should always be serious and never humorous
  - TRUE  FALSE

- The more bells and whistles and visual effects the better
  - TRUE  FALSE
Truths and Myths

- The shorter a talk the longer it will take to prepare  
  TRUE  FALSE

- The more information you give the better  
  TRUE  FALSE

- You should always be serious and never humorous  
  TRUE  FALSE

- The more bells and whistles and visual effects the better  
  TRUE  FALSE
Truths and Myths

- The shorter a talk the longer it will take to prepare
  TRUE   FALSE

- The more information you give the better
  TRUE   FALSE

- You should always be serious and never humorous
  TRUE   FALSE

- The more bells and whistles and visual effects the better
  TRUE   FALSE
Truths and Myths

- The shorter a talk the longer it will take to prepare 
  **TRUE**  **FALSE**

- The more information you give the better
  **TRUE**  **FALSE**

- You should always be serious and never humorous
  **TRUE**  **FALSE**

- The more bells and whistles and visual effects the better
  **TRUE**  **FALSE**
The Key to a Good Presentation/Talk/Demo

- Organization
- Practice
- Organization
- Practice
- Organization
- Practice
Ideal Organization

- 1st sentence describes entire talk
- 1st 10 seconds describes entire talk
- 1st 1 minute describes entire talk
- 1st 10 minutes describes entire talk
- etc…
Classical Organization

- Introduction
  - 10-20%

- Main body
  - 60-80%

- Conclusion
  - 10-20%
Classical Organization

- Introduction
  - 10-20%

- Main body
  - 60-80%

- Conclusion
  - 10-20%

- Tell the audience what you are going to tell them
- Then tell then
- Tell then what you told them
Extended Classical Organization

- Title, Credits
- Motivation
- Outline
- Background
  - Problems/Challenges
  - Related Work
- Approach
- Results
- Summary
- Future Work
- (Backup Slides)
Suggestions

- Simple is always better than complicated
- The audience cannot count beyond 3
- Add organizational cues whenever possible
- The audience will always start out in your favor – DO NOT APOLOGIZE
- Do not explain everything
- Answer all questions briefly and concisely (note: “don’t know” is an answer)
- Smiling, spontaneous humor, and excitement are all good things
- Don’t fidget, speak clearly, and keep your hands under control
Visuals

- Use color and shape to distinguish/highlight items
Visuals

- Use color and shape to distinguish/highlight items

- Item 1
- Item 2
- Item 3
- Item 4
Visuals

- Use color and shape to distinguish/highlight items
  - Item 1
  - Item 2
  - Item 3
  - Item 4
Use color and shape to distinguish/highlight items

- Item 1
- Item 2
- Item 3
- Item 4
Use color and shape to distinguish/highlight items

- Item 1
- Item 2
- Item 3
- Item 4
Visuals

- Use color and shape to distinguish/highlight items

- Use large fonts
  - Rule of thumb: never more than 7 lines/slide (24 pt. min)

Purdue Grand Prix Weekend!

The Greatest Spectacle in College Racing!
Visuals

- Use color and shape to distinguish/highlight items
- Use large fonts
  - Rule of thumb: never more than 7 lines
- Use lots of figures
- Do not cover part of the slide/projection
Visuals

- Use color and shape to distinguish/highlight items

- Use large fonts
  - Rule of thumb: never more than 7 lines/slide (24 pt. min)

- Use lots of figures

- Do not cover part of the slide/projection

- Talk to the audience not to the slides

- Do not read slides to the audience
Visuals

- Slides should be complete on their own yet complement the talk
- For short talks, use about 1 minute per slide
- Using all PowerPoint features is not necessarily good
Visuals

- Slides should be complete on their own yet complement the talk
- For short talks, use about 1 minute per slide
- Using all PowerPoint features is not necessarily good
- When possible always use full sentences and not phrases
- Do not use a pointer
- Nervousness is healthy
How to give a terrible talk in 10 easy steps

1. Thou shalt not be neat
2. Thou shalt not waste space
3. Thou shalt not covet brevity
4. Thou shalt not display slides clearly
5. Thou shalt not use readable fonts
6. Thou shalt not use color
7. Thou shalt not illustrate
8. Thou shalt not make eye contact
9. Thou shalt not skip slides if talk goes too long
10. Thou shalt **not ever** practice!