Professional Presentations

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Professional Presentations Overview

Content Delivery
- Communication & Rhetorical Strategy
- Structure

Design
- Graphic Elements & Color
- Parallel Structure
- Incorporating Graphics/Using Visuals

Execution
- Resources/Tools
- Body Language
- Effective Speaking

Communication & Rhetorical Strategy

Communication

- (1) employs rhetorical strategies to
- (2) convey specific information via
- (3) written and/or spoken and/or visual discourse
- (4) to a particular community
- (5) to achieve a desired outcome

Rhetorical Strategy

- (1) refers to the use of context-dependent tools and devices
- (2) to most effectively communicate information
- (3) to a given audience

Fava – Slide 3

Rhetorical Triangle

Rhetorical Triangle Approach to Communication

Purpose

Logos

Pathos

Ethos

Audience

Persona
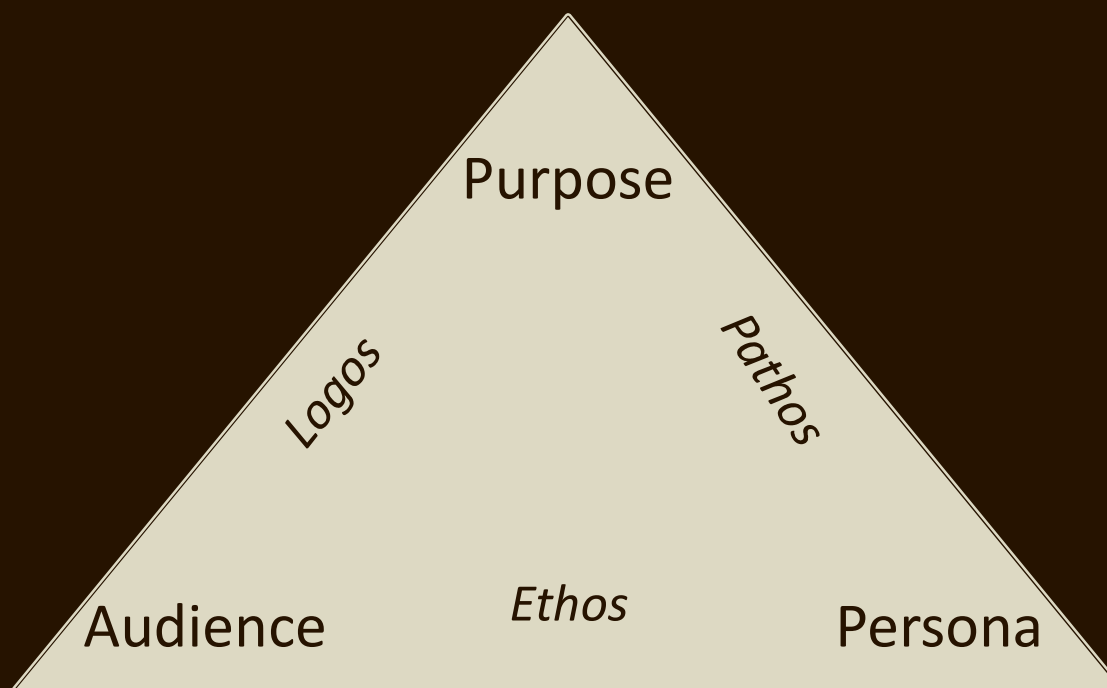
The weight of each component can vary slightly depending on the big picture, but all three influence, and are influenced by, the others.

Aristotle & Contemporary Rhetoric

The rhetorical triangle is born of the classical oral tradition of appeals defined by Aristotle. The three appeals correspond to the three major components of a given artifact. The appeals contain various techniques for persuading your audience to accept your message.

Logos
- Logic/Stats/Idea/Message

Ethos
- Authority/Credibility/ Trust

Pathos
- Emotion/Value/Stories

Purpose
- Content & Goals

Persona
- Your role and manner

Audience
- Who is listening & Why

Triangle = The "So-What"

Effective use of the triangle should lead to the overall message or the "so-what" of your presentation.

Persona + Audience + Purpose

(Who am I? Who am I talking to? What am I trying to say?)

- Each component is critical & required
- Each impacts the other
- The 3 combine to form your message
- Use your message to build your presentation
- Use devices to establish & stay on message
- Start Building!

Fava - Slide 6
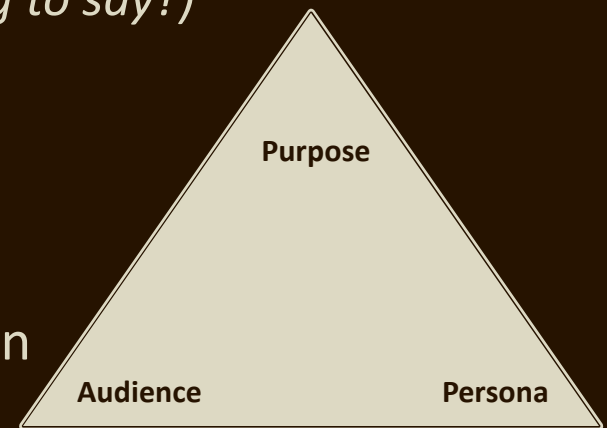
Presentation Structure

You are now ready to tell your story in the most effective manner possible.

Story Structure
- Beginning – Introduction & Set up
- Middle – Staying on message
- End – Concluding your presentation

Fava - Slide 7

Introducing Your Presentation

The introduction is the land-them or lose-them moment. Think of it as a contract with your audience.

Introductions
- Concise & specific presentation title slide
- Introduce yourself & recognize your audience
- The big picture
- Frontload: lead with the so-what
- Table of Contents vs Mission Statements

The Body of your Talk

The body of your presentation must follow the premises & promises established in your introduction.

Common Structure for a Research Talk
- Contextualize your project
- Share your specific research question(s)
- Reference the literature
- Specify limitations
- Share and justify your materials & methods
- Present major/minor findings
- Account for alternative interpretations & errors
- Identify your contribution to the field & future work

Designing PowerPoint Slides

Create a clean, consistent design theme that is easy to read and reinforces your message.

Templates v. Unique Design
- Greater control & flexibility
- Branding your image
- Visual reinforcement

Slide Layout & Formatting

Use parallel structure to create easy access to information for you and your audience.

- Parallel structure is the use of unifying design elements. Incorporating the same colors, visual pattern, design themes, font sizes, and organization of elements makes the final product more cohesive and easier to navigate.

Apply Parallel Structure

- Graphic design elements
- Color scheme
- Font style, size, color, placement (titles, headings, captions)
- Bullets
- Borders
- Illustrations

Color Palettes

Use a color palette that is easy to read and complements required images that you cannot control.

Overall Design

- Use colors from photos, charts, & graphs
- Incorporate designs & colors that reinforce your subject
- Avoid "extreme" colors except as accents
- Keep the body design to two or three colors
- Use contrast for readable text

Readable Text

Select font styles, sizes, and colors that you and your audience can easily read.

Font Style
- Use Sans-Serif Fonts (Arial, Helvetica, Lucida Sans)
- Use italics and other effects sparingly

Font Size
- Avoid fonts smaller than 18 point / larger than 72
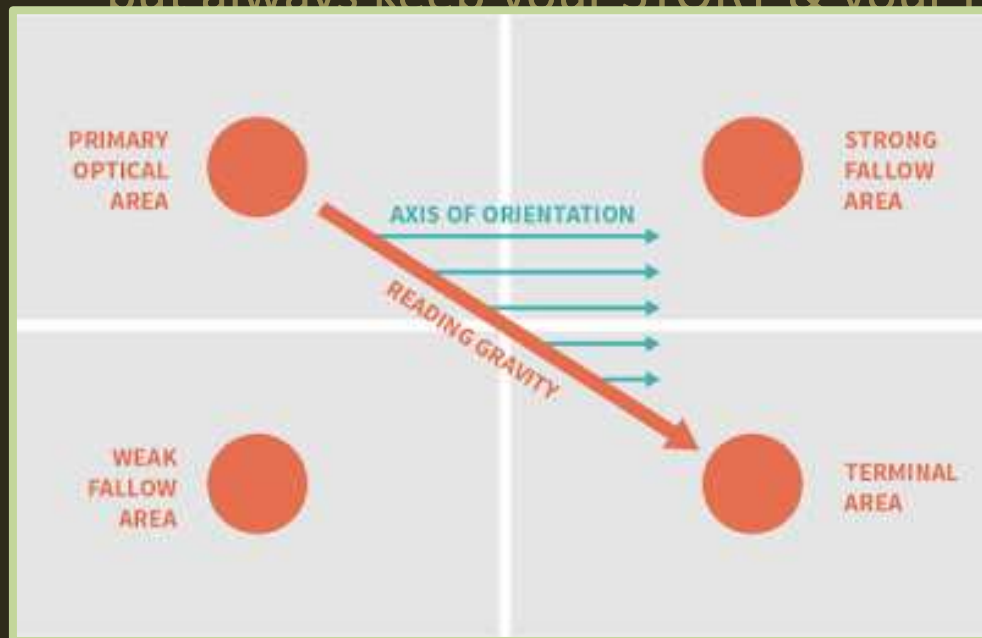- Use a descending scale with the title always the largest

Font Color
- Dark on light or light on dark
- Avoid bright & harsh colors

Storyboarding

Identify your message & map your story

- Contents per section: Text-heavy? Large graphics?
- Think logical layout: content & reading gravity
- Placement of less essential, but required sections (e.g. references/acknowledgements)
- Be flexible with your layout as you progress with your draft, but always keep your STORY & your READER in mind.

PRIMARY OPTICAL AREA

STRONG FALLOW AREA

AXIS OF ORIENTATION

READING GRAVITY

WEAK FALLOW AREA

TERMINAL AREA

The diagram to the left illustrates reader gravity, the typical way a Western Language person approaches a page.

Credit: http://betterposters.blogspot.com/2016/09/reading-gravity.html

Incorporating Visuals

Include and directly reference visual representations to convey information most effectively.

Visual Tools Include:
- Photographs/Videos
- Schematics
- Drawings
- Graphs
- Charts
- Tables
- Flowcharts

Visual Integration Example

Accutrack charts show student visits to the CxC Studio by day of the week during the 2009-2010 academic year.

Fall 2009
Number of Visits by Day of the Week
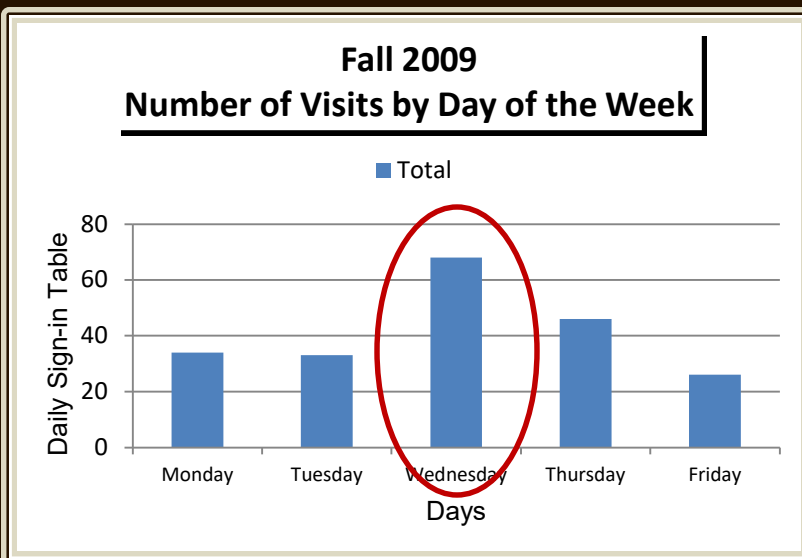
Throughout Fall 2009, studio visits varied by weekday, but were noticeably higher on Wednesdays

Spring 2010
Number of Visits by Day of the Week
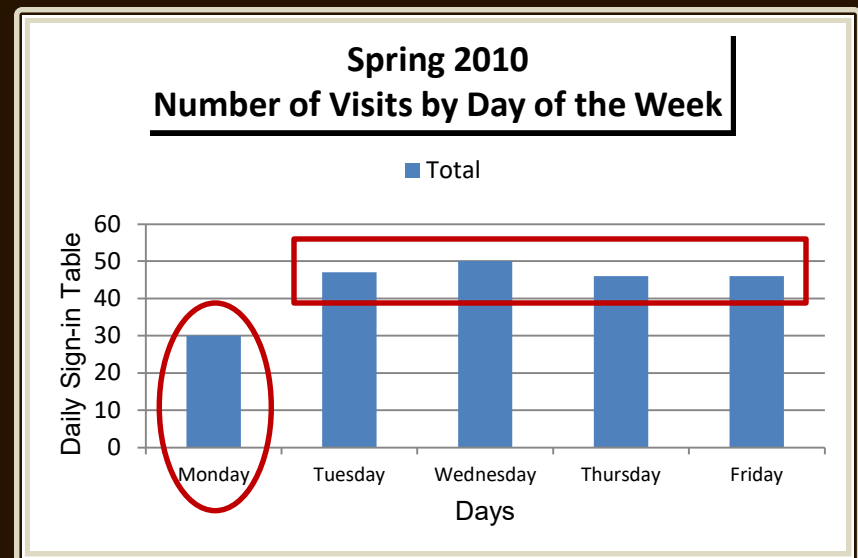
Studio visits during Spring 2009 show a dip on Mondays, but an even distribution Tuesday through Friday.

Executing Your Presentation

An effective presentation is an effective performance.

Performance Components
- Tools/Technology
- Environment
- Appearance
- Body Language
- Speech

Presentation Tools

Colleen's pet peeve: "I'm giving a PowerPoint."

- You are *giving* a presentation. Powerpoint is just a tool you are using for your presentation.

Common Presentation Tools
- •Handouts
- •Videos
- •Transparencies
- •Manipulatives
- •PowerPoint slides

Presentation Environment

Effectively use space, time, and technology to meet your presentation goals.

Environmental Considerations
- Technology (do you have to bring a computer, projector, flash drive, etc. What kind of software is available?)
- Time constraints (maximum/minimum times; level of flexibility; required Q&A, etc)
- Room size/configuration/ seating (practice the way you will be expected to give the talk. Seated, at a podium, walking around, lecture hall, small conference room, etc).
- Participants (who are you talking to? What is their level of expertise?)

Presenter's Appearance

Dress the part BUT know that there is more than one part

REJECTED

Perfect

Solid Choice

The labelling of the images above give the impression that there is a right, wrong, and okay way to dress, but we know it's more complicated than it appears. The important thing is to know what your audience expects of you and meet that expectation.

Body Language

Say what you mean and mean what your body says.

Effective Signals & Postures
- Face your audience
- Make eye contact
- Attend to the entire room
- Keep your body open and relaxed
- Lean forward
- Smile, nod, pause
- Do not create distractions
- Do not succumb to distractions

Hint: pay attention to the people you are speaking to and you'll likely accomplish all of the above.

Verbal Language

Say what you mean and believe what you say.

Tips for Effective Speaking
- Speak toward your audience
- Avoid "uh"s and "um"s
- Speak clearly & slowly
- Double check the pronunciation of terms
- Quickly acknowledge mistakes and move on
- Use the allotted time
- Use meaningful pauses
- Use logical transitions between slides (& speakers)
- Monitor your audience's engagement

Practice Makes Perfect

Say what you know and know what you're saying.

Practice! Practice! Practice!

And then …. PRACTICE SOME MORE!

Practice will
- Improve the flow of your speech
- Reduce errors, inconsistencies, and structural flaws
- Reduce nervousness
- Identify gaps
- Improve your understanding of the content

An Effective Presenter/Presentation

An Effective Presenter

- (1) understands the purpose of the presentation
- (2) knows who the audience is
- (3) establishes an appropriate persona

An Effective Presentation

- (1) employs rhetorical strategies to
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Questions? Comments?

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