
Public Speaking Pointers



Enhancing Your Message with Good Presentation Skills

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Good presentation techniques help you meet your goals as a presenter



- Increase:
 - Understanding of your work
 - Retention of your important points
- Enhance:
 - Likelihood of persuading audience about your message
 - Value of your presentation for future reference
- Elicit:

good questions that help you refine your

 - Talk for next time
 - Paper for publication

Adopt a voice quality that will enhance your message



- Use consistently audible volume
- *Vary* your intonation
- Slow down!
- Pause - Replace awkward fillers like 'um' and 'ah' or 'you know' with moments of silence
- Silence between points allows listeners to 'catch up'

Use body language to maintain audience interest

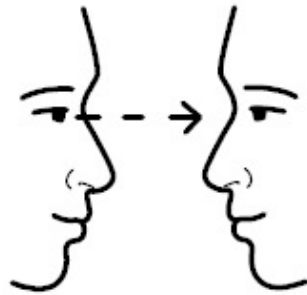
slide 1 of 4



- Assume a relaxed but confident manner
- Maintain strong posture
- [Try to] be comfortable

Use body language to maintain audience interest

slide 2 of 4



- Maintain regular eye contact
- With *all* portions of your audience
- Eye contact works both ways

Use body language to maintain audience interest

slide 3 of 4



- Minimize looking at the screen
- Minimize talking to the screen

Use body language to maintain audience interest

slide 4 of 4



- Avoid distracting nervous habits
 - ❑ Wringing hands
 - ❑ Rocking on feet
 - ❑ Hands in and out of pockets
 - ❑ Pacing

Use hand gestures effectively



- Use gestures to demonstrate points or signal changes in topic
- The right amount of body language will indicate that you are interested in your own topic
- Use more hand gestures rather than fewer
- But: Avoid excessive or repetitive hand gestures

Use facial expressions to your advantage



- Adopt facial expressions to augment content of talk
 - Show enthusiasm for your topic
 - Remember to smile from time to time

Think about your props

slide 1 of 2



- Set up equipment/files in advance
- Determine your location vis-a-vis the desk / podium
 - Behind
 - Beside
 - In front
- Think about using a pointer
 - Laser?
 - Stick?
- Adjust lighting
- Use other prop
 - demonstrations
 - models

Think about your props

slide 2 of 2



- Consult your notes with subtlety
- Avoid reading a script

Dress appropriately for giving a talk at a conference



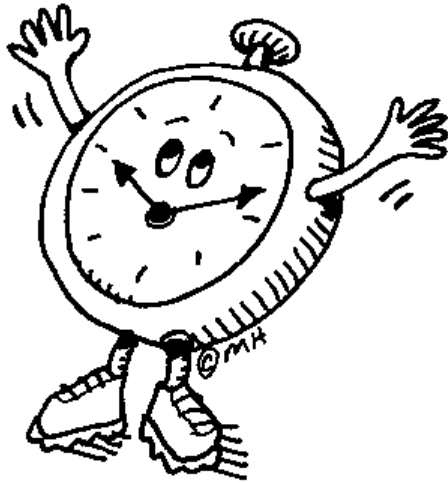
- Wear professional attire
- 'Business' casual usually appropriate
- Avoid jeans ?
- Avoid shorts
- Avoid hats



Don't wear your lucky pants!

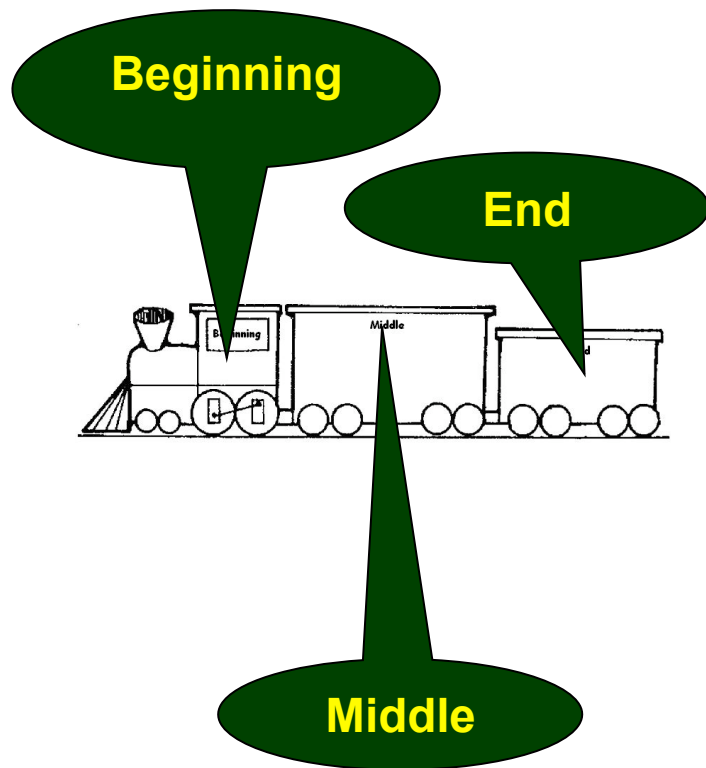


Estimate your timing to avoid being rushed or not having enough material



- Estimates for number of slides and time to speak to each slide vary
- A good rule of thumb is 1-2 minutes per slide
- Take more time if your slide is complicated
- For a 12–minute talk, prepare 12–17 content slides.
- Some slides may be up for just a few seconds, depending on their content

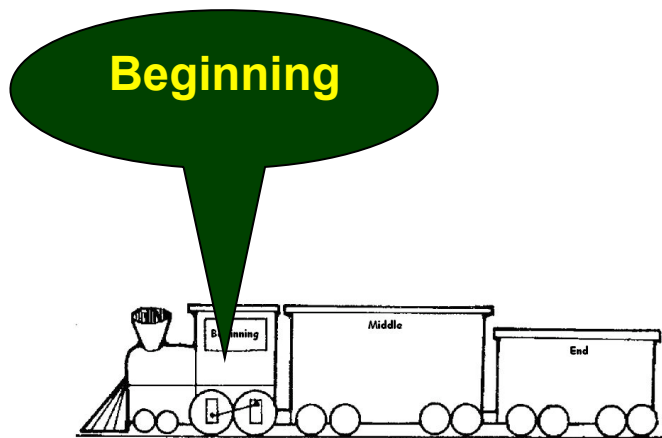
Divide your talk into parts and advise the audience of *their* progress



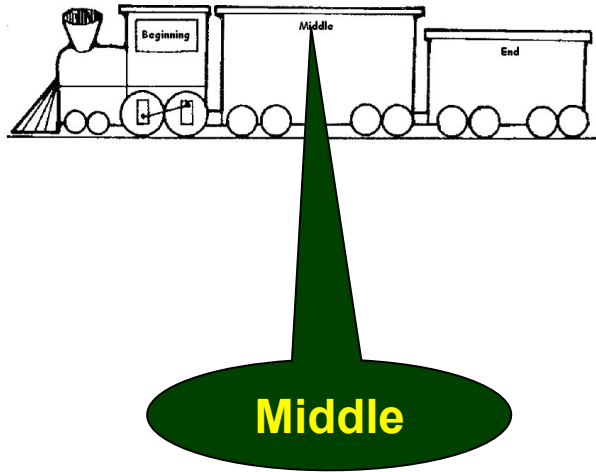
- Title slide – what can it do for you?
- Mapping slide – similar to an outline; leverage graphics to enhance section divisions mnemonically
- Have a beginning, middle, and end; show purpose of each section – what you will talk about and accomplish
- Graphics can help audience know where they are
- Verbalize transitions between parts, too – like ‘umbrella’ statements in written papers

Beginnings are important

- Consider including a graphic you can explain to help audience orient to your topic
- Use title slide to introduce yourself, establish credibility, and introduce the purpose of your work
- Intro section also helps to accomplish these objectives, shows significance of your work, forecast org. of presentation
- Define technical terms up front; if they are REALLY technical, consider audience-friendly options



For the middle of your talk...



- Don't rush!
- Watch your audience to see if they are following your points
- Don't forget eye contact, vary intonation, gestures (view previous slides for reminders!)
- Verbalize transitions between parts of the 'middle'

Leverage sentence headlines to help your reader



- Supported by research
 - Alley & Neely
 - Doumont
- Easier to orient to slide
- Readers pay more attention to what you are saying
- Readers more likely to remember what you said
- Can ask you better questions

Leverage sentence headlines to help you and your reader

Results

- * 25% older method
- * 33% old methods
- * 40% our method

Our method results in 40% more light being absorbed

- 25% His method
- 33% Their method
- 40% Our method

Wind generation is significant

In 2007 alone, new global wind power installations equaled the capacity of 20 large conventional power plants



2007 Wind Power Installations



▪ **20 Conventional Power Plants**

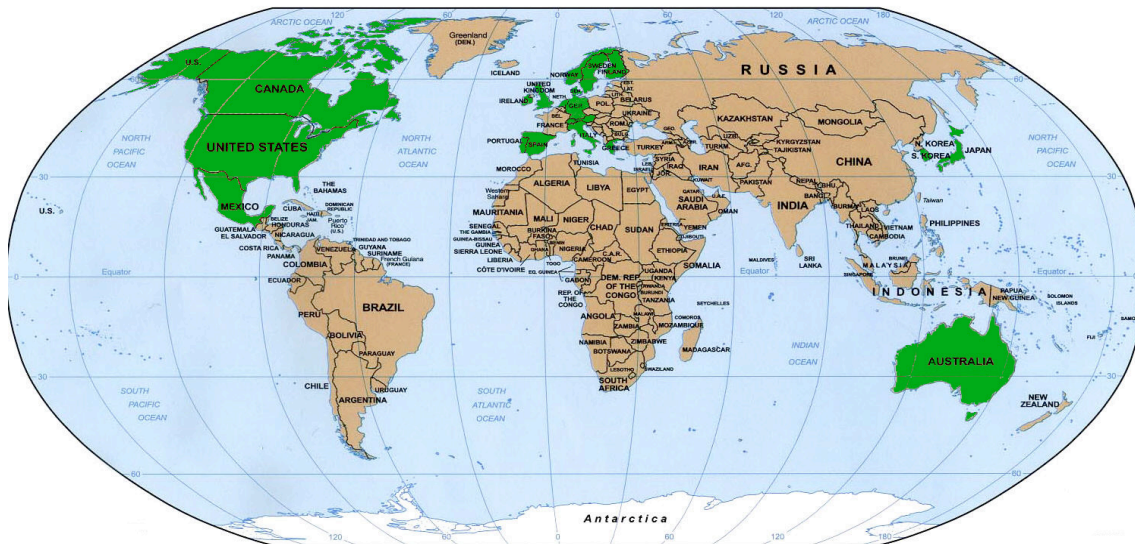
Use of visuals help audience remember your message

- Orients the audience to subject, to your point
- Improves comprehension of your point
- Improves retention after your talk
- What about likelihood that audience will agree with your point?

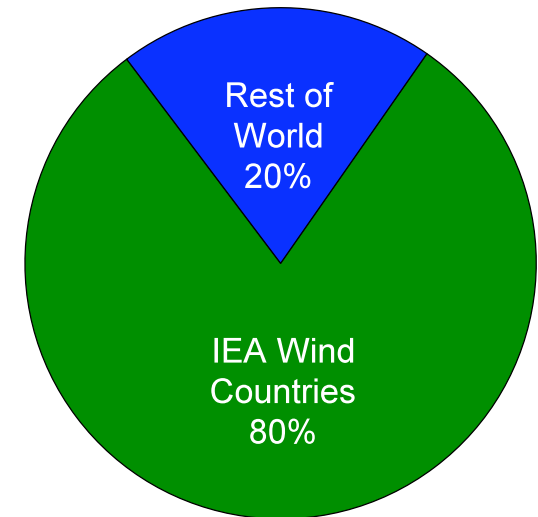
Use graphical elements wisely

- To make a point
- Make your point clear with sentence headline
- Don't clutter slides
- Avoid boring your audience
- Give audience time to assimilate your graphics

80% of the world wind capacity is in IEA Wind member countries



IEA Wind Countries



World Wind Capacity



Wind energy development brings national benefits

IEA Wind Country	Total Capacity (MW)	Estimated Jobs	Economic impact (Million euro)
Germany	22,247	84,300*	11,729*
United States	16,904	17,000	6,165
Spain	15,145	45,000	5,000
Denmark	3,124	28,000	4,690
Italy	2,726	10,600	1,000
Canada	1,845	3,340*	1,490*
Australia	824	978	180

* Numbers from 2006

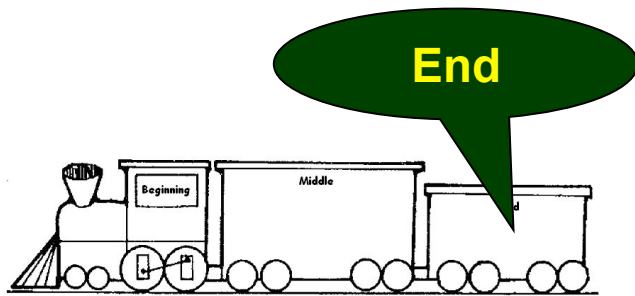
Source: IEA Wind 2007 Annual Report

Avoided CO₂ emissions:

Spain 18 million tons

U.S. 30 million tons

Emphasize your conclusions



- Use your final moments for a conclusion that leaves the audience with your main points
 - This is what they will remember best
 - What is the ‘take-away’ you are offering?
 - ‘Elevator’ speech
 - Maintain visibility for conclusions slide as you invite and respond to questions

Control questions during your talk

- What standard should you follow?
 - Questions during talk
 - Limit questions during talk
 - Prohibit questions during talk
- Why?

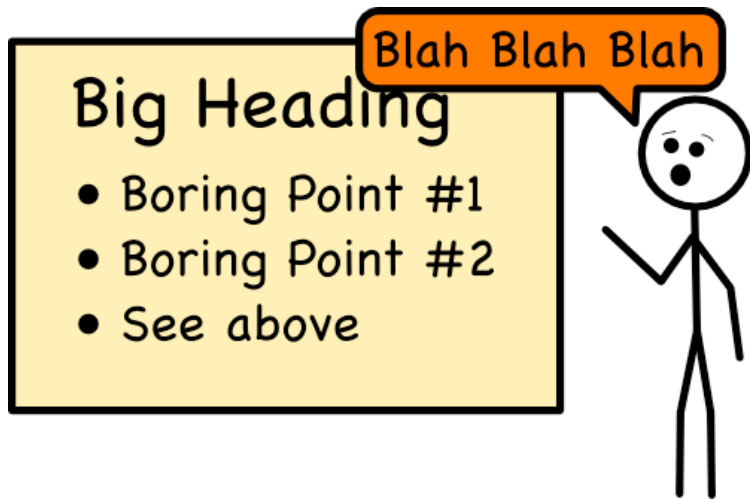


Control questions after your talk



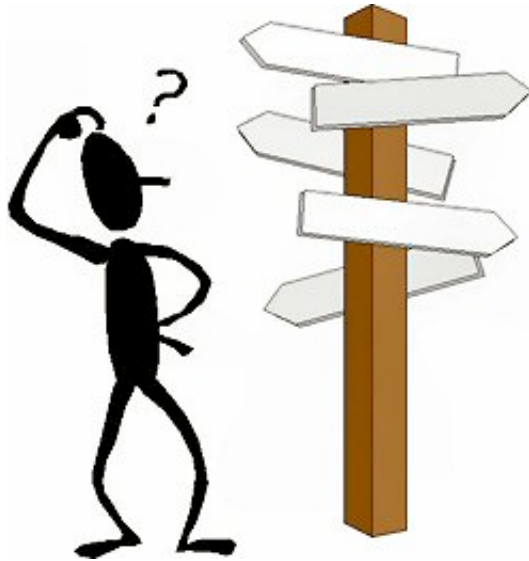
- Questions during the talk?
- Listen carefully to each question; clarify if needed
- Ask that the questioner to repeat the question?
- Restate the question?
- Handle long ‘comments’ that have no question
- You are *not* expected to know the answer to every question. What can you do when you don’t know the answer?
 - Pause and think before answering
 - Compliment the questioner
 - Postpone your answer
 - Offer to answer later
 - **Place Q outside scope of presentation**

Don't bore your audience



- Avoid unnecessary repetition
- Be sure each slide makes an important point
- Everything on the slide relates to that point
- Don't be afraid to use separate slides –
BREAK UP slides with too many bullet points – regroup into SETS of categories

Don't confuse your audience with inconsistent terminology for an already dense topic



- Use technical terms consistently
- Acknowledge inconsistency in the literature and pick your term for the concept /object / method / theory
- Avoid unnecessary acronyms

Be pro-active to avoid nervousness and be well-prepared.



- Review the readings on presentations, visuals to gather last-minute tips – add to Writing Checklist (Hint—some excellent points on pp. 172-4)
- *Practice* your talk before you present it.
- Familiarize yourself with the equipment and the room before your talk.
- Prepare for the Q & A.

Do your best



Good luck with your presentation!

Graphics Credits

- public speaker icon <http://bit.ly/lqI0b>
 - goal <http://bit.ly/14jUbc>
 - voice quality <http://bit.ly/efgVb>
 - business casual attire.bit.ly/3Q1hvk.jpg
 - prof_attire_1_bit.ly/4aWlwe.jpg ; 2: <http://bit.ly/HBtwlT>
 - scientific_talk_bit.ly/1o71DO.jpg
 - consult_notes_subtly.bit.ly/2oywMN.jpg
 - smiling_public_speaker.bit.ly/15U7fa.jpg
 - speaker_pointing_bit.ly/4faMe8.JPG
 - public_speaker_nervous_habit.bit.ly/3a9RLB.tif
 - talk_to_aud_not_screen_bit.ly/2YDRPW.jpg
 - eye_contact_podium.bit.ly/4bndGN.jpg
 - boring-slideshow.bit.ly/QqF06.png
 - public_speaker_big_audience_bit.ly/2XlekG.jpg
 - happy clock <http://bit.ly/2yMZiP>
 - Hat <http://bit.ly/3Ko0Yz>
 - Train <http://bit.ly/cXWrvB>
 - Sentence headline, “Attorney sues self”: <http://bit.ly;bjWQ7Z>
 - Wind graphics: IEA Wind Annual Reports, thanks to Patricia-Weis Taylor, secretary, IEA Wind and Rich Hinrichs, graphics editor
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