HOWTO: Presentations
General guidelines
Title: A Descriptive Sentence
Subtitle: more details here

Author #1
First name, Last name #2
First name, Last name #3

Affiliation
e-mail address

Occasion, Location, Date of the presentation
1 Type & Structure of the Presentation
2 Design of the Slides
3 P³: Prepare, Practice & Presenting
4 Summary
To have in mind:

- Sometimes constraint also on the # of slides.

The design of a presentation depends entirely on its type, duration and audience.
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- Design the presentation for the audience.
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# Contents: Structure

<table>
<thead>
<tr>
<th>section</th>
<th>contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>What you are going to say</td>
</tr>
<tr>
<td>Central sections</td>
<td>You say it</td>
</tr>
<tr>
<td>Conclusion</td>
<td>What you have said</td>
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Dividing the talk in sections helps to both organize the talk and create a flow.

Details are one of your enemies → Communicate only the main ideas.

Customize your presentation according to the knowledge of the audience.
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- Dividing the talk in sections helps to both organize the talk and create a flow.
- Details are one of your enemies → Communicate only the main ideas.
- Customize your presentation according to the knowledge of the audience.
As everything else: It depends on the presentation’s type and duration.

Alternatives:

- No outline
- Initial outline → sections announced by the speaker
- Outline repeated at the beginning of every section
Contents: Outline

1 Introduction
   - What? Why? Why important?
   - Quick overview of results/approach

2 Central sections
   - Your contribution
   - Results

3 Conclusions
   - Repeat the main concepts

4 Backup slides (optional)
   - For expected questions
What do I want the audience to take away from this presentation?

- The important concepts should appear on the slides.
- Out of a presentation, the audience can absorb **only 1 or 2 concepts/ideas**. At the very very best, 3.
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- Where are the messages in the presentation? Are they clear?
- What is the most important concept of the presentation? *Point it out!*
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Messages of this talk

- No fixed rules!
  Adjust to audience and type of presentation
- Practice!
The attention span of an adult is around 15-20 mins.

How to keep the audience interested?

- Create a flow.
- Use Sections. Subsections?
- Narration. Anectodes. Humor?
- Examples. Even on the board.
- Take questions*. Ask questions.
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* = don’t let the questions get disrupt the flow.
If too many, too detailed, too difficult, or just wrong, take them offline!
1. Type & Structure of the Presentation
2. Design of the Slides
3. P³: Prepare, Practice & Presenting
4. Summary
Style of the Slides

Find your own favorite style/theme. Fine-tune it.

minimal → → → multi-media attack!
\slides → prosper beamer keynote/powerpoint

Theme
On each slide there may be:

- A title; possibly a subtitle.
- Running outline: section name, subsection name.
- Author's name. Affiliation. Logos.
- Conference name. Location. Date.
- Page number is a must.

This is a lot of information. Is it REALLY needed? It depends.
Also matter of taste, color scheme, font size, available space, . . .
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minimal \slides \rightarrow \rightarrow \rightarrow \text{multi-media attack!}

\begin{itemize}
  \item \text{prosper beamer keynote/powerpoint}
\end{itemize}

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General Design of Slides

- Most slides are cluttered; \textit{less is better!}
- Contain messages, not full sentences.
- Limit each slide to \textit{one main idea}.
- Replicate necessary information from earlier slides.
- Create a flow through your slides.
General Design of Slides

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Ask yourself:

1. Why am I presenting this slide?
2. What do I want the audience to take away from this slide?
## Design of Slides

### Visual appeal:
- Spacing
- Alignment
- Centering
- Symmetry
- Font selection: type/size
- Colors
- Highlighting
- Images
- Videos
- Demos
- Transitions
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In your choices:
- Readability is crucial.
- Try to present concepts visually.
- Be meaningful & *consistent*!
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Selected guidelines:
- Use large enough fonts.
- Build complex texts and graphics piecewise.
- Prefer vector-based images.
- Use images instead of text; our brain cannot read and listen at the same time!
1. Type & Structure of the Presentation
2. Design of the Slides
3. \( P^3: \) Prepare, Practice & Presenting
4. Summary
A presentation is driven by the speaker.

- Narration: from the speaker.
- Transitions between slides: from the speaker.
- Derivations/comments/remarks: from the speaker.
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*The attention is on the speaker!*

You present *both* your work *and* yourself.

- Dress nicely.
- No hands in the pocket! No arms crossed.
- Face the audience. Establish eye contact.
- “Speaker” not “reader”. Don’t read!
- Speak clearly. Pay attention to pronunciation.
How to begin & end?

Beginning of the talk

- Introduce yourself.
- Introduce the work.
- Acknowledge the coauthors.
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### End of the talk
- Finish in time! \(\leftarrow\) overtime is **BAD**.
- Summarize problem statement & results.
- Provide references. Links.
- Acknowledgments may be here.
- Thank the audience. **No separate slide.**
- Ask for questions.
- Answer previous questions. Elaborate.
Presenting: Language

Language

- Spell check. NO TYPOS, please.
- *Use one language consistently.*
- Lookup all the words you may need during the talk.
- Be extra careful with absolute words: best, fastest, optimal, . . .
- Write down the message you want to deliver.
Fillers:

- Well, ok, so, “ok, so”
- Very, actually, alright, anyway, somehow
- Thinking loud: uhhhhmmmmmmmm
- “I mean”, “for some reason”, “you know”
Alright, fillers are hmm... *disruptive*, you know? Ok, I mean, hmm... they do not add anything. So, ok, they are hmmmm... boring, you know.
Beforehand

- Setup laptop & projector **AHEAD** of time.
  - charge batteries
  - disable screen saver
  - disable pop-ups & messengers
  - a clock/timer may be handy
- Use a pointer.
- A remote control is also nice.
- Multiple copies: laptop, USB, web.
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- Make sure your videos play smoothly.
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- Have backup slides ready for expected questions.
Prepare the slides ahead of time.
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- Some stress is good though.
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### Rehearsing

- Speak loud! Not mumbling or just thinking.
- **TIME** your talk.
- Look at yourself in the mirror. 
  No reason to be embarrassed, 
  that’s exactly what the audience stares at.
- Record your talk. Audio/video recording.
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A good presentation is the result of several factors:

- Quality of the work. ← not covered here
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Often times, you have control over all of these factors!!!
(You can’t blame the audience.)
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Messages to take away:

- Keep it simple, keep it interesting, keep it visual. Visual appeal vs. simplicity vs. readability.
- Understand the constraints: time, type, audience, ... 
- **Practice**! And beg for feedback.

*Good Luck with your talk!*
References

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N. J. Higham

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