

How (not) to make a presentation

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(Date of presentation)

Number of slides:

- ▶ Calculate *2-4 minutes per slide*.
- ⇒ For a 20 minutes presentation these are *5-10 slides*.
- ▶ Additional slides:
 - ▶ The *first* slide should contain the *title* and the *presenter's name*.
 - ▶ The *last* slide should contain the used *literature* (only few important sources).

Some basics:

- ▶ The audience should learn something, you have to “convince” them.
- ▶ Motivate your question.
- ▶ Concentrate on few important insights.
- ▶ The audience is pre-informed, but not an expert.
- ▶ Concentrate on things you really understand.
- ▶ The text on the slides should be self-explanatory.
- ▶ Avoid long text with small font sizes.
- ▶ Check grammar and spelling.
- ▶ Clear simple design, avoid too fancy decorations.

Formulas and graphics:

- ▶ Avoid too much and too complicated formulas.
- ▶ If possible, the arguments should be illustrated by informative graphics.
- ▶ The axes, curves, intersection points etc. should be explained.
- ▶ Avoid non-informative or too complicated graphics.

Rhetoric performance:

- ▶ Don't start with apologies.
- ▶ Speak freely by taking the information on the slides as an anchor.
- ▶ Don't "read" the slides...
... but do also not tell something completely different.
- ▶ Look at the audience.
- ▶ Don't speak too fast.
- ▶ There should be a clear closure.
- ▶ Oral presentation is primary, slides should only support it.
- ▶ Exercise your presentation at home.

Other points:

- ▶ Handouts are not mandatory.
- ▶ Urgent questions or corrections are allowed during the talk.
- ▶ Use of other facilities (board etc.) is optional.
Be careful: this takes time!
- ▶ Upload your presentation on the laptop *before* the class starts.
- ▶ Send your presentation (**PDF** only!) to your supervisor at the latest one day before your presentation.