CBS GRAD CHATS SERIES & CEPS BROWN BAG SERIES

Impactful presentations
October 11, 2022
Guest speaker: Jason Dodd (he/him)
Learning Services
How can we communicate research in a way that’s accessible and easy for a general audience to understand?
DISCUSS OR USE THE MENTI POLL

Go to menti.com and use the code 71 18 61
WHAT MAKES A GOOD PRESENTER?

Go to menti.com and use the code 71 18 61
WHAT MAKES A BAD PRESENTER?

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YOU, THE PRESENTER

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What are your strengths as a presenter? What are your concerns?
PLAN YOUR PRESENTATION

1. Content
   ▪ What do you want your audience to know?

2. Emotion
   ▪ What do you want your audience to feel?

3. Action
   ▪ What do you want your audience to do?

Resources:
- 7 Questions to Know Your Audience – U of G Digital Learning Commons
KNOW YOUR AUDIENCE

1. Who will be in the room?
   • What are they expecting?

2. What is it like to be them?

3. What's in it for them?
   • Why should they care?
   • Why does your topic matter?

4. How do you want them to engage?

5. How will they resist?
   • How will you keep their attention?

6. How will you exceed their expectations?
   • How will you make it memorable?

1 2 3 4 5

Five ways to reduce PowerPoint overload

by Cliff Atkinson and Richard E. Mayer

Link to Atkinson & Mayer (2004)
SLIDE DESIGN PRINCIPLES

• Font (serif vs sans-serif).
  • what do the font types evoke?

• Colour
  • consider using a colour wheel or a colour palette
  • what emotions do colours evoke?
  • contrast (accessibility check)

• Background

• Space and white space
  • White space is your friend! Use it often.
USING IMAGES

• Size and proximity

• Visual literacy
  • Basic premise: do your images make sense?
  • Also consider quality, clarity, purpose

• Copyright and permissions
  • Creative Commons
RESOURCES

- **Books**: (To Sell is Human, Slide-ology, Resonate, Presentation Zen)
- **Blogs**: (Presentationzen.com, Pechakucha.org)
- **Visuals**: Piktochart
- **Slides Carnival**
- **For images**: Creative Commons search
THE SECRET TO HAVING A COMMANDING PRESENCE
Go to menti.com and use the code 8252 9348
PRESENTING DATA

![Data Presentation Diagram](https://www.iotalents.com/forum/question/275253)
Space exploration core focus
Earth science, Planetary science, etc. also crucial

$8.5 Billion

Exploration & Space operations | Earth Science | Planetary Science | Astrophysics | Heliophysics
---|---|---|---|---
1.9 | 1.4 | 1.3 | .65

Source: NASA FY 2016 Budget Request
PRACTICE!
PRACTICE, PRACTICE, PRACTICE!

- Practice as much as you can
- Get feedback from colleagues, friends, and family
- Record yourself – listen and watch carefully
- Practice using presentation software
ANSWERING QUESTIONS

• How do you feel about Q&A?
• Let’s brainstorm some strategies

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THE ABCs OF ANSWERING QUESTIONS

A: Acknowledge the question (clarify if needed)
B: Be honest
C: Contribute something

- Put them together (A+B+C) to form your response
- e.g. “That’s a great question (A), it seems to be beyond the scope of my project but if I had to speculate (B), based on my research I’d say …. (C)”

https://learningcommons.lib.uoguelph.ca/item/abcs-answering-difficult-questions-academic-presentations
"THERE ARE TWO TYPES OF SPEAKERS: THOSE WHO ARE NERVOUS AND THOSE WHO ARE LIARS."

–MARK TWAIN
YOUR STRATEGIES

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What are 2 things you will do to be more confident and competent as a presenter?
THE LIBRARY’S WEBSITE
GET IN TOUCH

E-mail us: learning@uoguelph.ca
Or book an appointment!

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