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Success tips on how to present in English

Samara University, 2016

Presentation maxims

- Put the audience first.
- Fail to prepare, prepare to fail.
- A picture is worth a thousand of words.
- A clear structure leads to success.
- Use the art of argumentation.
- Make it memorable.
- Show your personality.



Typical mistakes



- Long introduction
- Overcomplicated content
- No signposts
- No focus, digressions
- Unsupported claims

Typical mistakes



- Overengineering
- Unrelated pictures
- Very busy patterns
- Dazzling effects
- Bad colors and fonts

Typical mistakes



- Reading
- Poor articulation
- No interaction
- No voice variety
- Distracting gestures

What
can you compare a presentation with?

Flight: Set your ideas free

methods

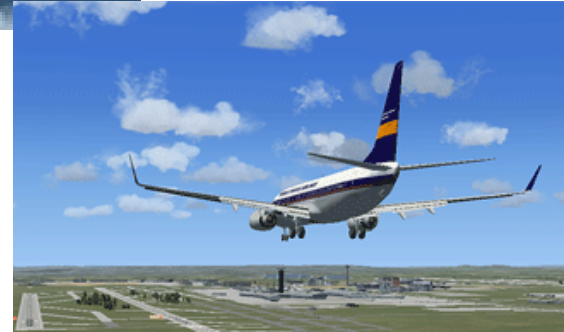


introduction



results

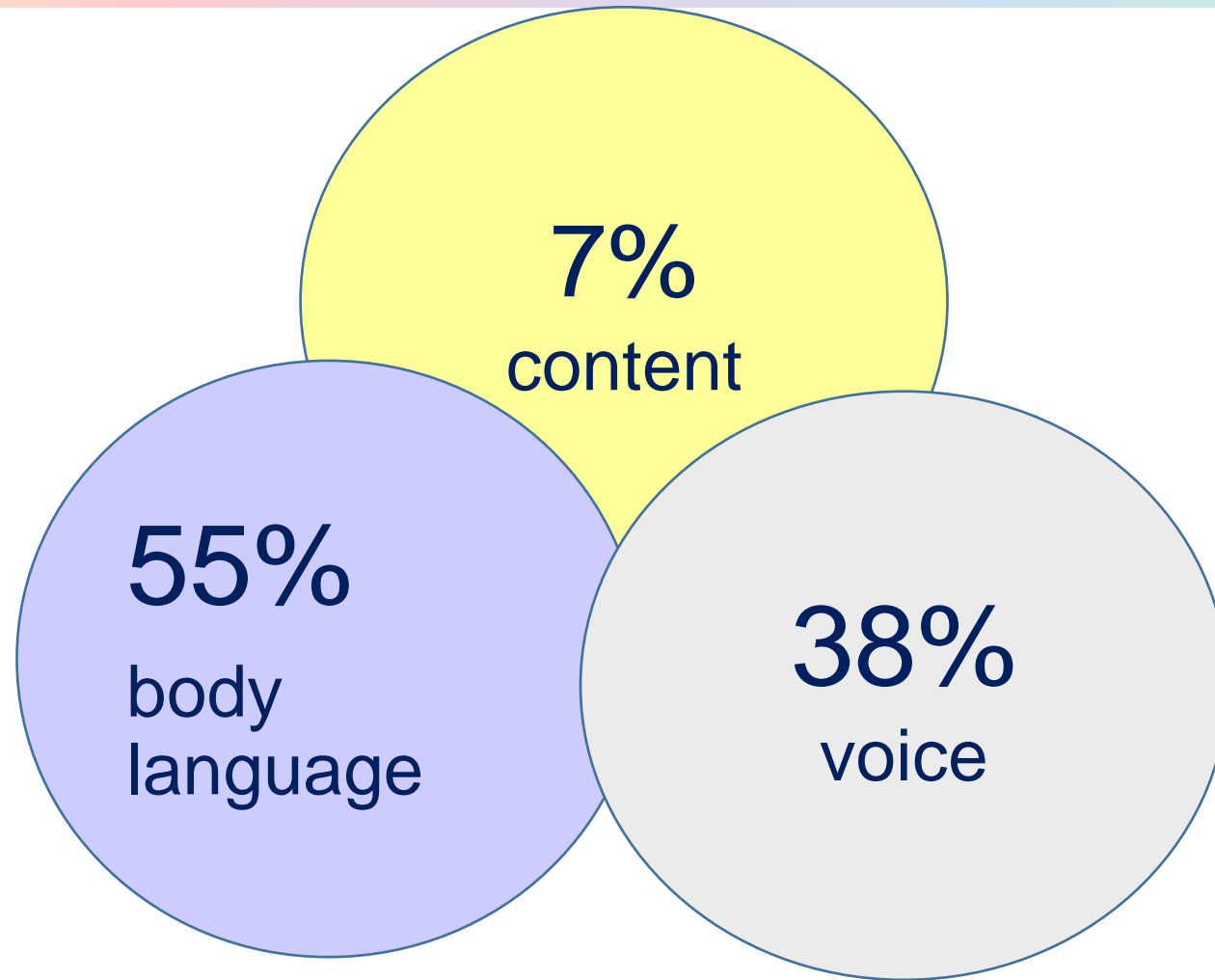
summary



conclusions

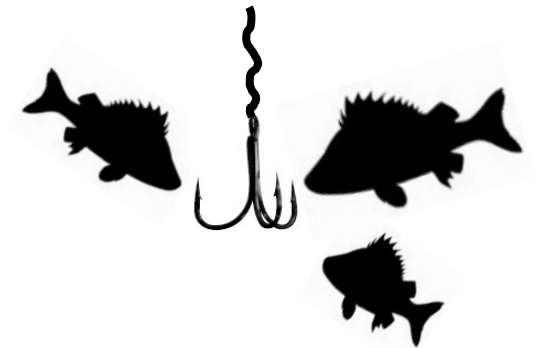


Tip: The way HOW you speak matters



Albert Mehrabian (1971)

Outline: Factors of success



Outline: Factors of success



What's the presentation sequence?

- A. Present the speech main body
- B. Handle questions
- C. Greet the audience
- D. Summarize the main points
- E. Introduce yourself
- F. Have a strong end
- G. Introduce the topic and objectives
- H. Outline the presentation structure
- I. Thank the audience
- J. Thank the organizers
- K. Grab the audience attention

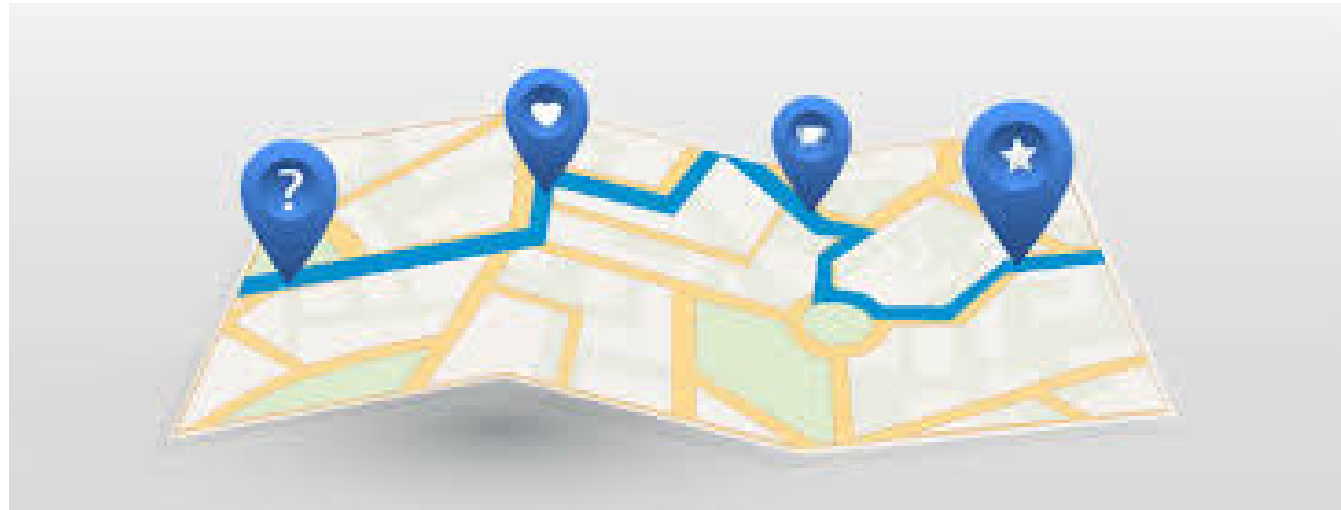


Sequence

1. Greet the audience (C)
2. Introduce yourself (E)
3. Thank the organizers (J)
4. **Grab the audience attention (K)**
5. Introduce the topic and objectives (G)
6. **Outline the presentation structure (H)**
7. Present the speech main body (A)
8. **Summarize the main points (D)**
9. **Have a strong end (F)**
10. Handle questions (B)
11. Thank the audience (I)



Tip: Give a clear outline



I've divided my presentation into three parts.
First, I'll be talking about.. Second... And finally ...

Tip: Support your arguments

PREP PIE PEEL

Tip: Provide evidence

- calculations
- comparisons
- examples and narrations
- statistics
- facts
- reference to authority



Tip: Help the audience follow you



Moving to the next point... This leads me to ... If you look at the slide ...

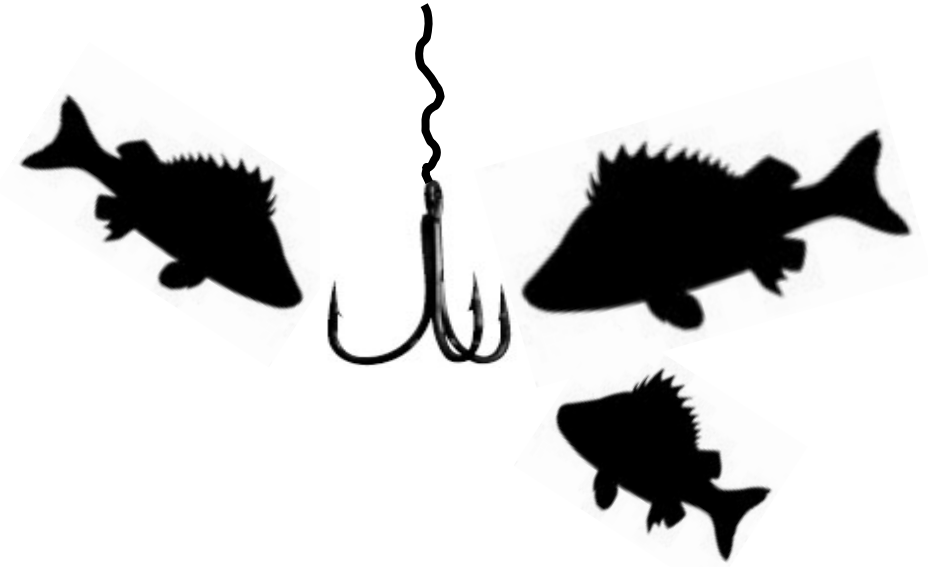
Tip: Demonstrate confidence

- thorough preparation
- first line memorized
- good timing
- nerves in check (breathing)
- control of body and powerful gestures



Tip: Grab your audience's attention

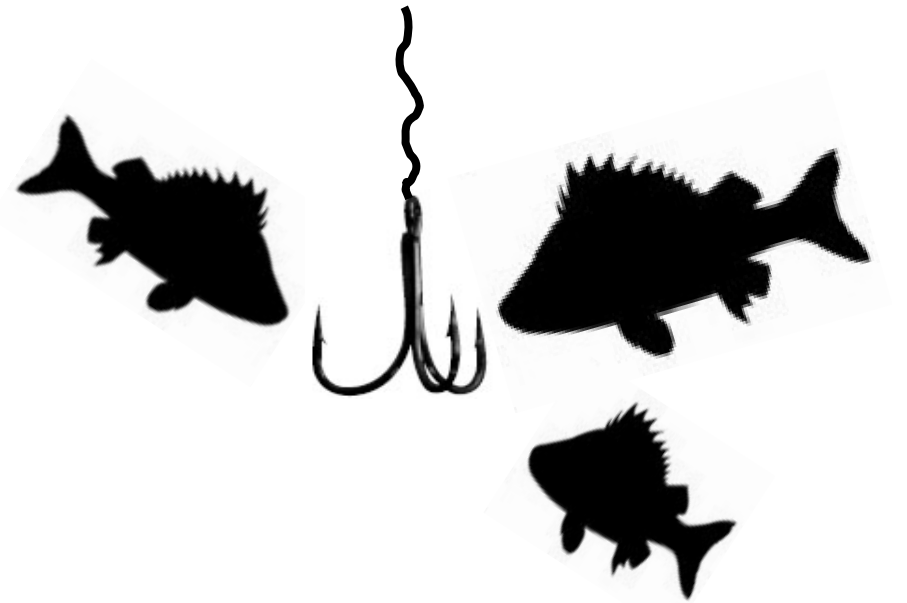
- smile
- eye contact
- physical involvement
- imagery and anecdotes
- humor



Tip: Grab your audience's attention

Rhetorical techniques

- dramatic contrast
- three-part lists
- questions
- repetitions
- emphasizing



The secret is:
have a good beginning,
a good ending
and keep them as close together
as possible.

- George Burns, actor



Tip: Add variety to your voice

- voice modulation
- emphasis
- powerful pauses
- tempo
- loudness



Three-part lists: emphasis

Tell me and I'll forget, show me and I'll remember, involve me and I'll learn."

Chinese proverb

There are always three speeches, for every one you actually gave. The one you practiced, the one you gave, and the one you wish you gave.

D.Carnegie

Tip: Articulate carefully

I can think of six thin things. Can you?

Yes, I can think of six thin things and six thick things, too.



Tip: Tone may mean friendship or war

- conference... (but I'm not really sure)
- conference! (you MUST go there)
- conference! (Hurray! I'm going!)
- conference? (Me? No, I can't)
- conference? (Will you agree to present together?)
- conference! (Really! It's true!)
- conference (What? I can't believe!)
- conference (Why him? Not me?!)
- conference (and so what?)



Tip: Show emotions

Five lines per slide,
Five words per line –
Your presentation
Will be fine. *angry*

One color, two fonts –
That's right, not wrong.
surprised

One topic, one scheme
Audience's happy, you'll win.
joyful



Tip: Pauses are powerful

- woman without her man is a savage
- let's eat grandma
- panda eats shoots and leaves
- what do you call this love



Tip: Use powerful gestures

- I am sorry for the interruption
- Why, can you prove it?
- I see what you mean
- Welcome with the question
- What's most important is ...
- Yes, I agree
- Wonderful!



Tip: Be aware of cultural differences



Tip: Make effective slides

- one slide - one topic
- clear typeface and font size
- text & visuals: **less is more**
- **KISS**: simple graphics and language
- justified use of effects
- effective colors



What
can be improved?

Journals' characteristics in contrast

- In comparison with JGCD, AESM requires the pagination payment of all publications. JGCD is a charge for printing of color images;
- JGCD publishes the following types of papers: full-length, survey, lectures, histories of key technologies, technical or engineering notes and technical comments. By contrast, AESM publishes the following types of papers: regular papers, correspondence items or letters;
- In contrast to JGCD, AESM accepts articles formatted by TeX/LaTeX only.

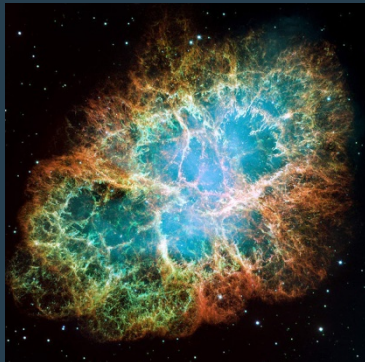
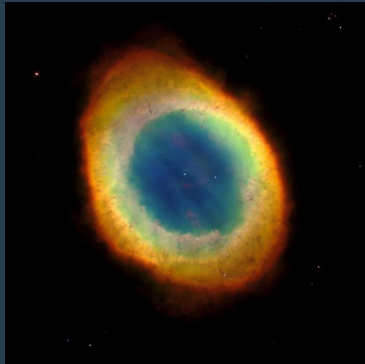
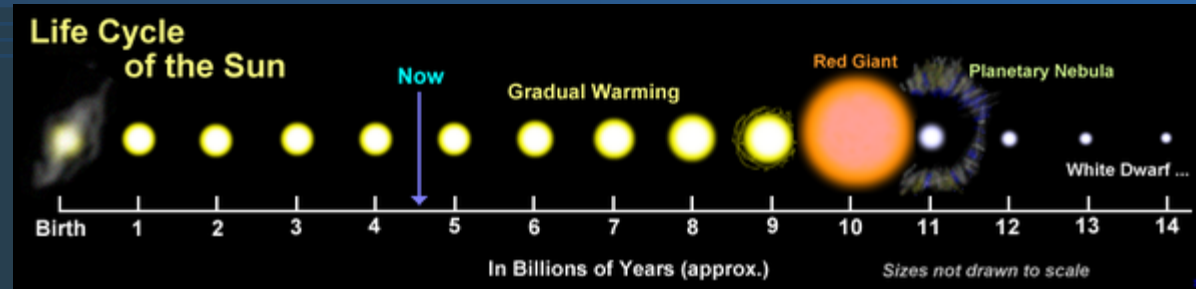
Journals' characteristics in contrast

JGCD	AESM
pagination payment	charge for printing of color images
<ul style="list-style-type: none">• full-length• survey• lectures• histories of key technologies• technical or engineering notes• technical comments	<ul style="list-style-type: none">• regular papers• correspondence items• letters
	TeX/LaTex format only

What is scientific writing?

‘An acceptable primary scientific publication must be the first disclosure containing sufficient information to enable peers to assess observations, to repeat experiments, and to evaluate intellectual processes; moreover, it must be susceptible to sensory perception, essentially permanent, available to the scientific community without restriction, and available for regular screening by one or more of the major secondary services....’ (Council of Science Editors)

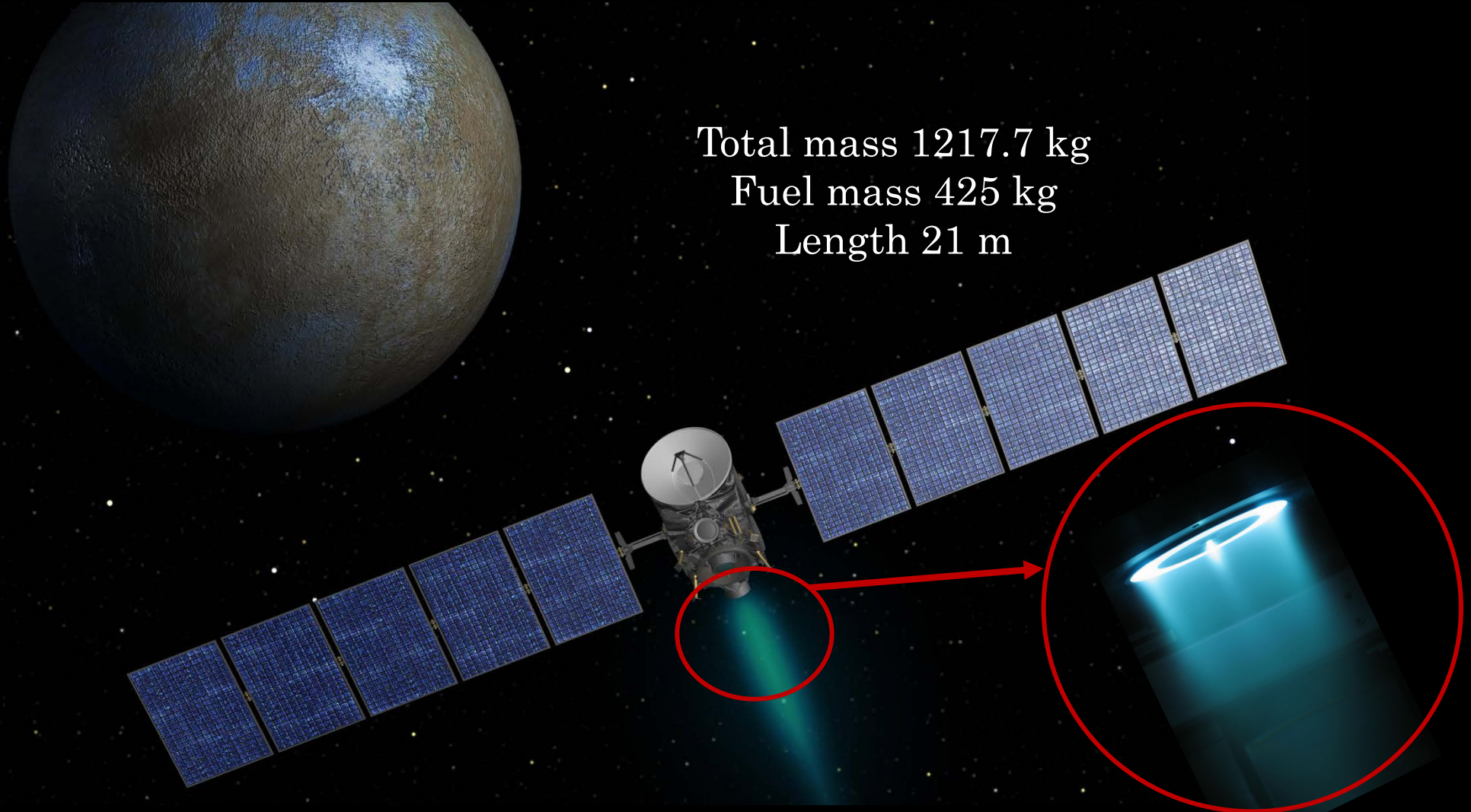
History of the Sun



- Sun will expand out to a maximum radius of roughly 1 AU (150,000,000 km), 250 times its present size.
- The Sun will lose roughly 30% of its current mass.
- At the center of the nebula remains the core of the star, which cools down to become a small but dense white dwarf.
- White dwarfs are thought to be the final evolutionary state of all stars whose mass is not too high—over 97% of the stars in our Galaxy.
- Stars heavier than Sun, explode as **supernova**
- Supernovae are source of many of the heavy elements such as iron, cobalt, nickel, titanium, silver and gold that we find on Earth.

SPACECRAFT (DAWN)

Total mass 1217.7 kg
Fuel mass 425 kg
Length 21 m



Electric propulsion engine



and HUGE enthusiasm
to create something cool!

If You have



ONE hand



half brain will be enough



ONE eye



The variety of ecological problems

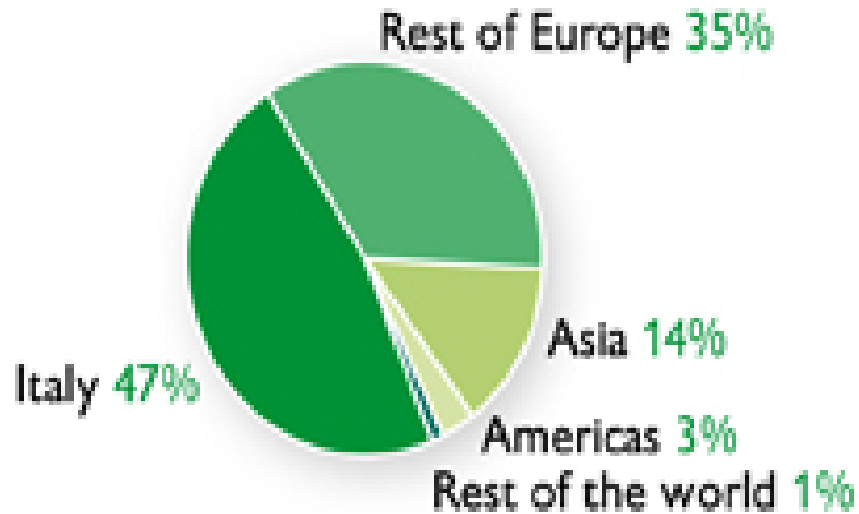


First class



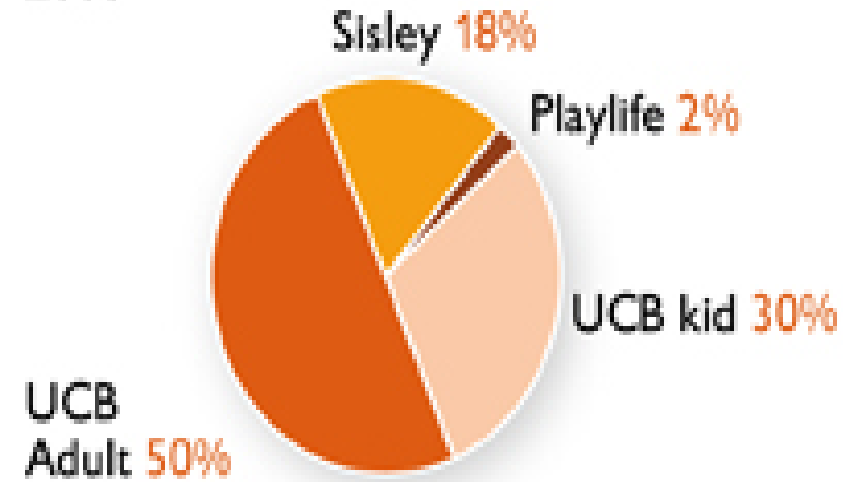
Sales by region

2008

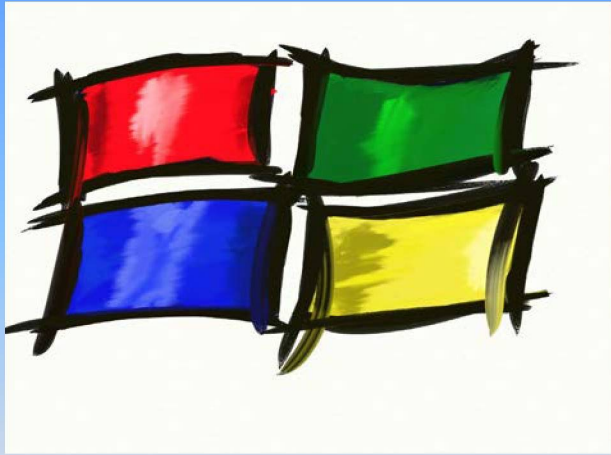


Sales by brand

2008



Year	2008 (a)	2007 (a)	2006 (a)	2005 (a)	2004 (a)
Revenues (million euro)	2,128	2,085	1,911	1,765	1,704
Net Income (million euro)	155	145	125	112	109



Make a Career in Microsoft!





ASME 2016 TURBO EXPO
Turbomachinery Technical Conference & Exposition
Presented by the ASME International Gas Turbine Institute

COMM 23 Microturbines, Turbochargers & Small Turbomachines

Session: 23-2 Rotor Dynamics and Small Turbine Transient Behavior

Natural Cooling Affecting the Restart of Micro Gas Turbine

GT2016-56982

**Seoul,
South Korea**

June 14, 2016

name

name

name

name

name



САМАРСКИЙ УНИВЕРСИТЕТ
SAMARA UNIVERSITY

Название презентации.
Написание фирменным
шрифтом, размер
не более 18 п. Возможно
использование полужирного
шрифта.

Должность автора,
Ф.И.О автора.
Написание фирменным шрифтом,
размер не более 14 п.

Город и дата



НАЗВАНИЕ СЛАЙДА В 2 СТРОКИ.
ПРОПИСНЫЕ БУКВЫ, ШРИФТ 18 П.

Can you see it well, especially at the back? Are you happy? Do you need such slides?



Death by *PowerPoint*

An attempt to demonstrate the complete text of your written speech on the screen will definitely guarantee the complete failure of your presentation in public!

- Too tightly packed slides with lots of illustrations and text of the size difficult to read.
- **confusing visuals**
- *inappropriate* colors & fonts
- **unnecessary animations**

Recommendations

- **Font & size** – **Verdana** >40 (for headings)
Arial, Tahoma > 28-32 (for text)
~~Times New Roman, Comic Sans~~
- **Headings** < 2 lines, 2-7 words, same style
- **Text** < 3-4 lines max, 5-6 words per line

Tip: Choose colors wisely





<https://birdinflight.com/> Pantone 448c

Tip: Colors stir associations

RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER	MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL	MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy	MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine	MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safety stable	MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals aware PURPOSE OPEN ambition	MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert social NEW IDEAS FREEDOM impulse motivation
BRANDS: Kellogg's Virgin LEGO Coca-Cola Nintendo Red Bull p	BRANDS: BBC three Barbie COSMOPOLITAN VICTORIA'S SECRET	BRANDS: Cadbury YAHOO! Hallmark Milka Zoopla.co.uk Your advantage in property	BRANDS: f Reebok British Gas t GAP	BRANDS: bp H Holiday Inn tic tac LACOSTE bp H Holiday Inn tic tac LACOSTE	BRANDS: e intel b Blu-ray Disc skype twitter W	BRANDS: fanta orange penguin MasterCard bitly B

A good set of slides won't magically make your talk great. But a great talk is badly hurt by bad slides.

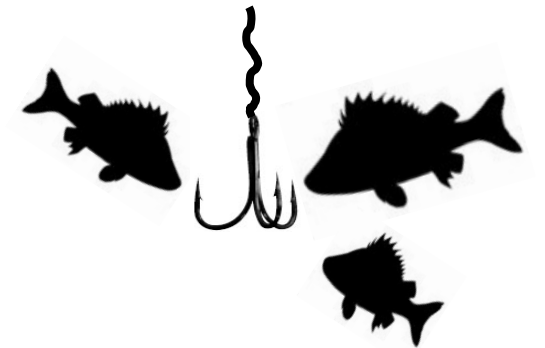
- Zack Holman



Tip: Manage the time

Type	Time	Time for Q&A	Number of slides
Conference presentation	10	5	7-9
Formal seminar	45-50	10-15	30-40
Keynote speech	30	0-10	20-25
Business presentation	60 maximum	Ad hoc	<20

Tip: Summarize ideas at the end

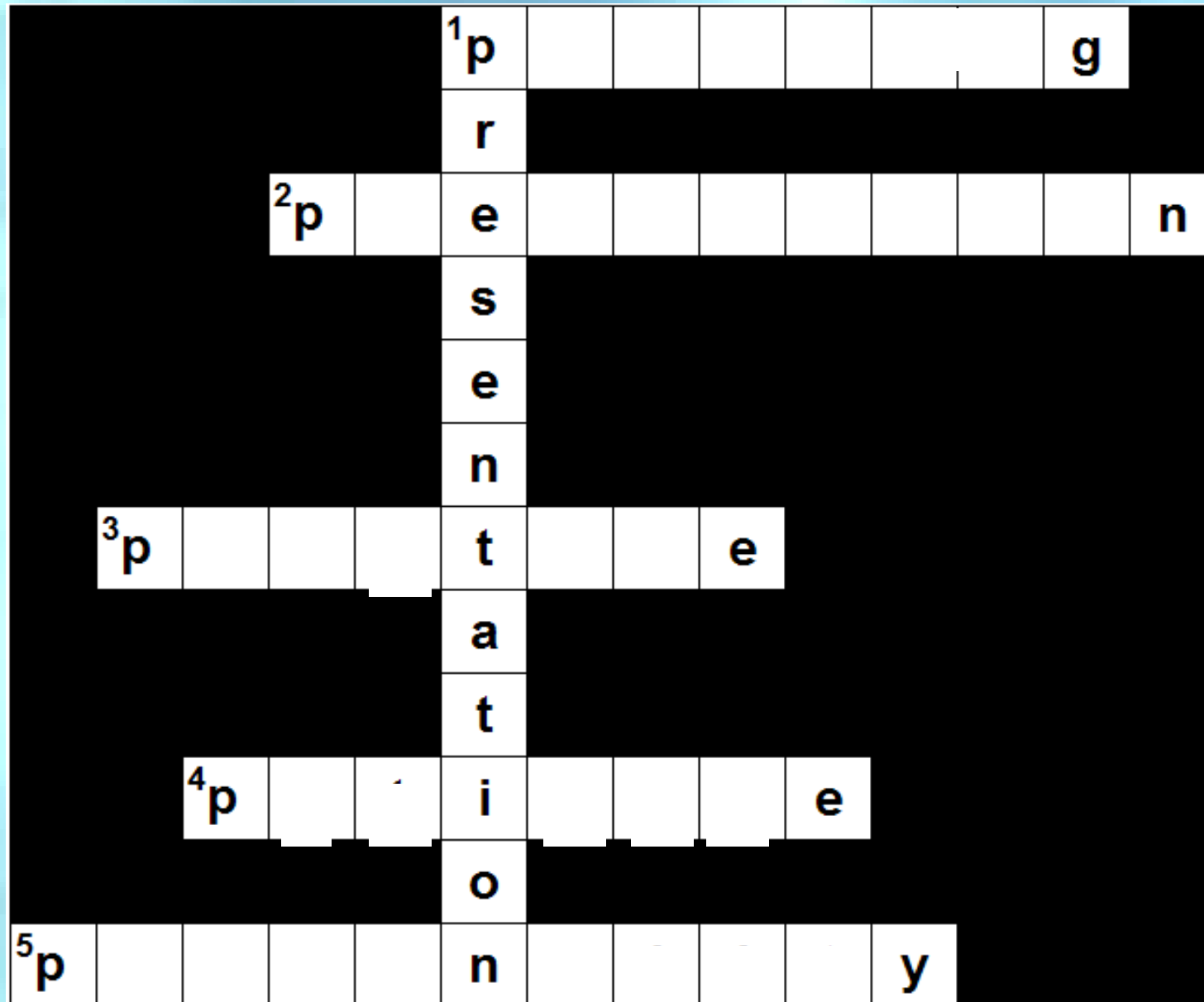


Tip: Summarize ideas at the end



A successful presentation is an orchestra of great content, strong delivery and pitch-perfect design. When one element is out of tune, it can ruin the entire performance. Scott Schwertly

5 Ps of success





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Questions?

References

- <http://www.empower-yourself-with-color-psychology.com/meaning-of-colors.html>
- <http://www.color-meanings.com/category/color-meaning/>
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- Zanders, E., Macleod, L. 2010. Presentation Skills for Scientists. CUP.