

# HOW TO MAKE A SUCCESSFUL ORAL PRESENTATION?



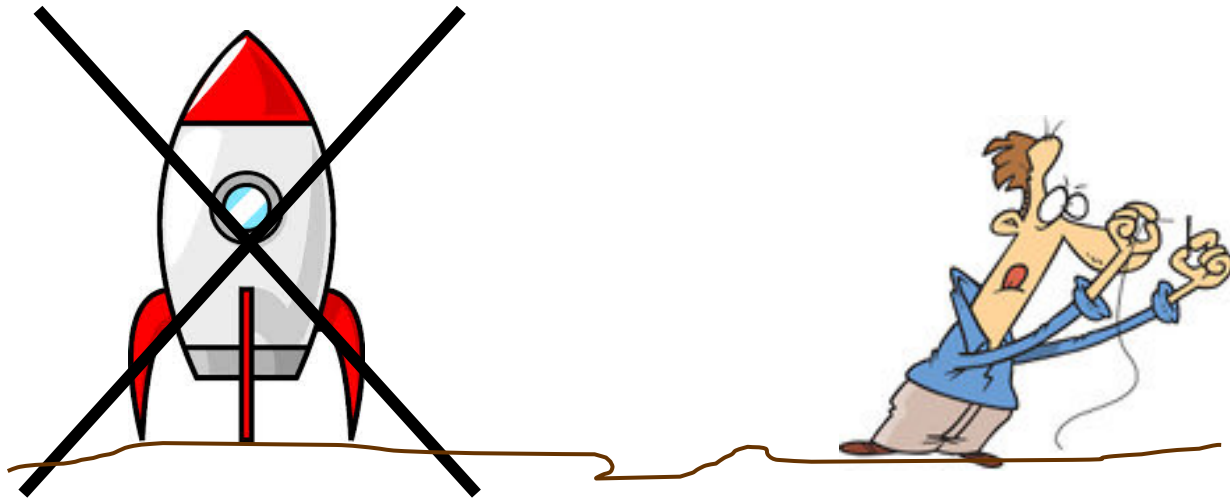
GRETHE ELHOLM

POSTDOC

INSTITUTE OF PUBLIC HEALTH

SECTION FOR ENVIRONMENT, OCCUPATION AND HEALTH

AARHUS UNIVERSITY



# PLAN

Probably the most **important step** to create a successful presentation.

There are essentially two things to plan:

(a) Content of your slides

(b) Your speech



# HOW TO



## 10 simple rules



# RULE 1: TALK TO THE AUDIENCE



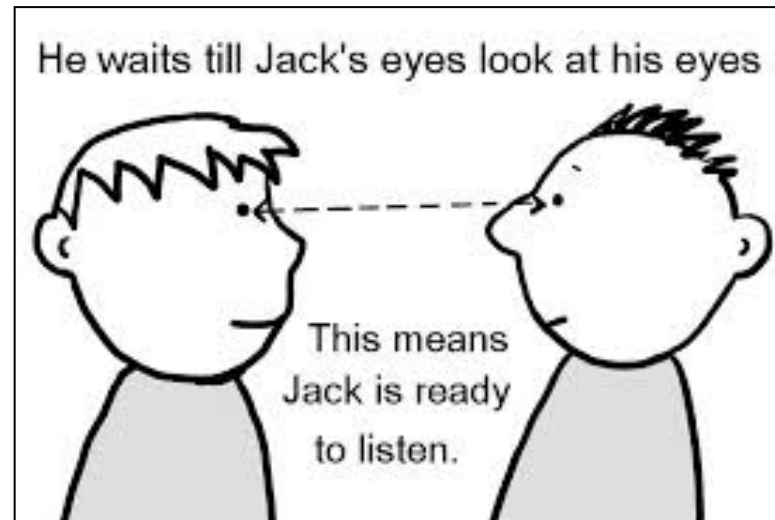
**Know your audience.**



# RULE 1: TALK TO THE AUDIENCE

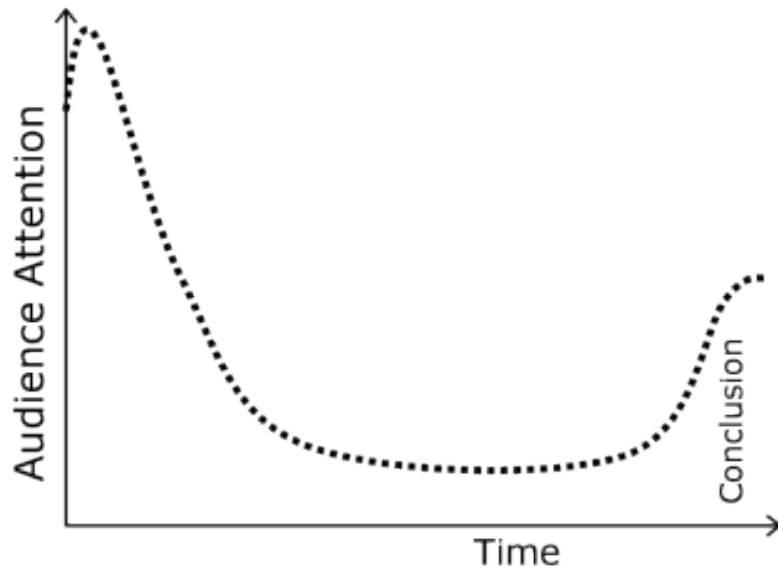


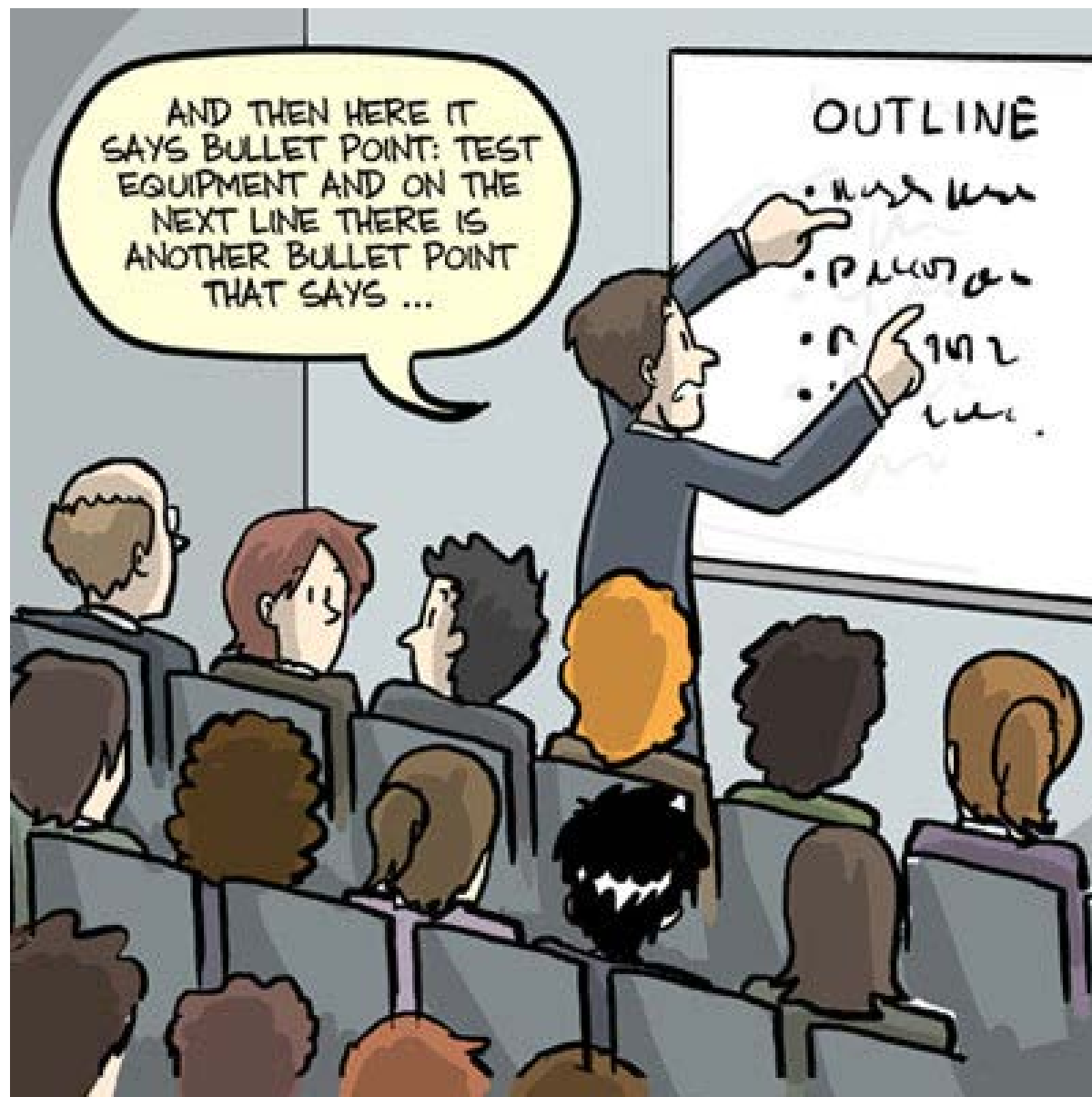
**Eye contact adds intimacy and comfort to the presentation.**



# RULE 1: TALK TO THE AUDIENCE

**Engage your audience.**







# RULE 2: LESS IS MORE

**Be clear and concise.**



# NO BULLET POINTS

**Bullet points kill your presentations.**



AT LEAST 30-POINT SIZE

**At least 30-point SIZE sans serif FONT.**



# COLOUR MANAGEMENT

Is this text difficult to read?

Green can be problematic as well.

Blue and red are a poor choice...

Especially red on blue.

# CONTRASTING COLOURS

**Sharp contrast = Easy to read**

Poor contrast = Hard to read

# CONTRASTING COLOURS

**This is not recommended**

text on a structured background

may look fancy and attractive at first sight

but is hard to read in a large lecture theater

even if you use large,  
black lettering

**This is acceptable**

bright yellow or white  
on the darkest possible blue

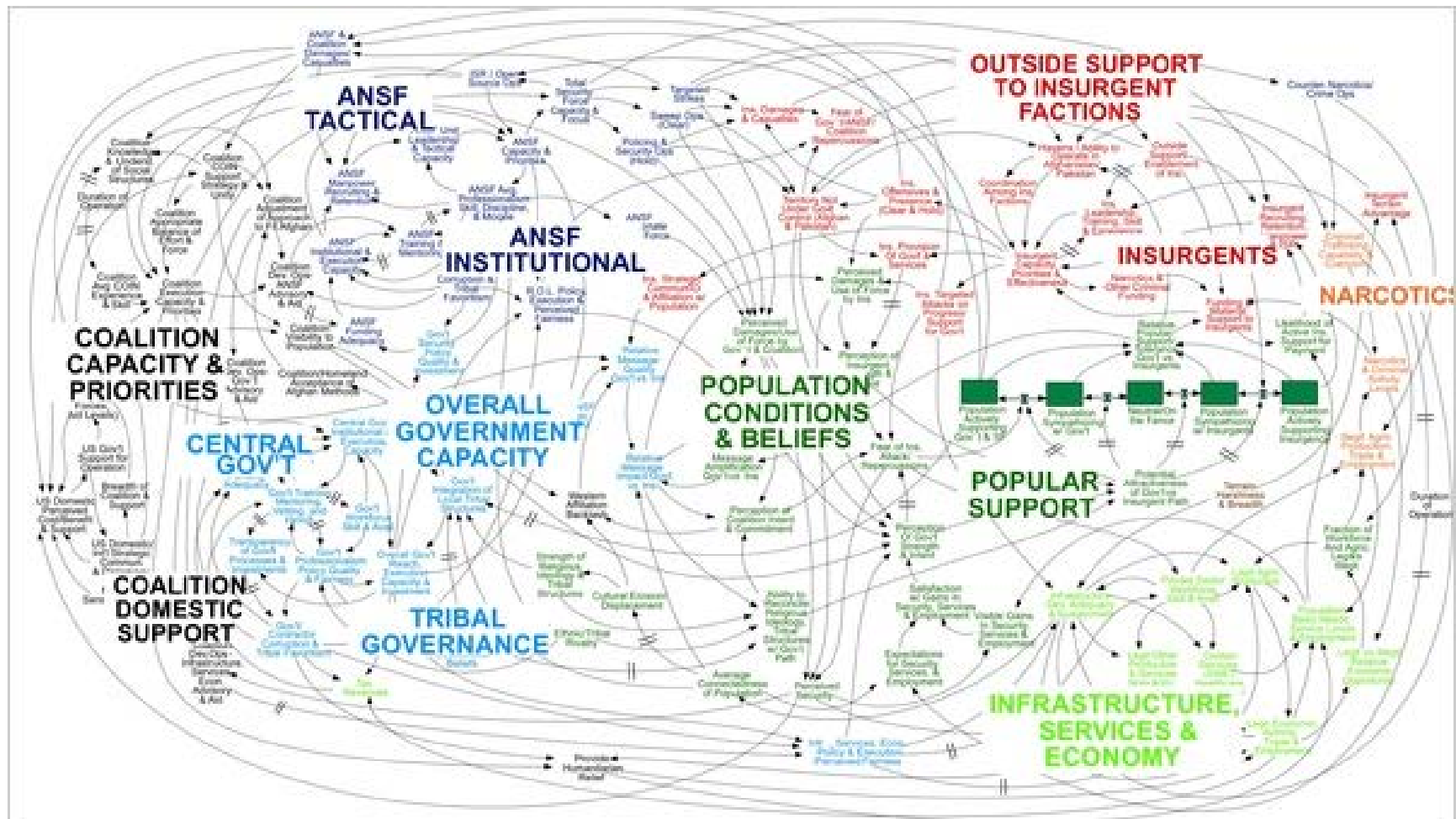
be careful with other colours

grey, green, orange, brown, blue  
are much less clear

**This is quite clear**

In fact, there is nothing wrong  
with using black letters  
on a white background

# KEEP IT SIMPLE



# RULE 3: ONLY TALK WHEN YOU HAVE SOMETHING TO SAY

**Do not be overenthusiastic about what you think you will have available to present when the time comes.**

**The audience's **time is precious** and should not be abused.**



# RULE 4: MAKE THE TAKE-HOME MESSAGE PERSISTENT

**Keep it simple.**



## TEST

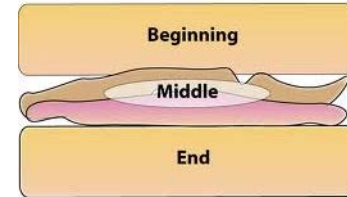
A member of the audience should be able to remember **three** points.

If these are the **key points** you were trying to get across, you have done a **good job**.

If they can remember any three points, but not the key points, then your emphasis was wrong.

**It is obvious what it means if they cannot recall three points!**

# RULE 5: BE LOGICAL

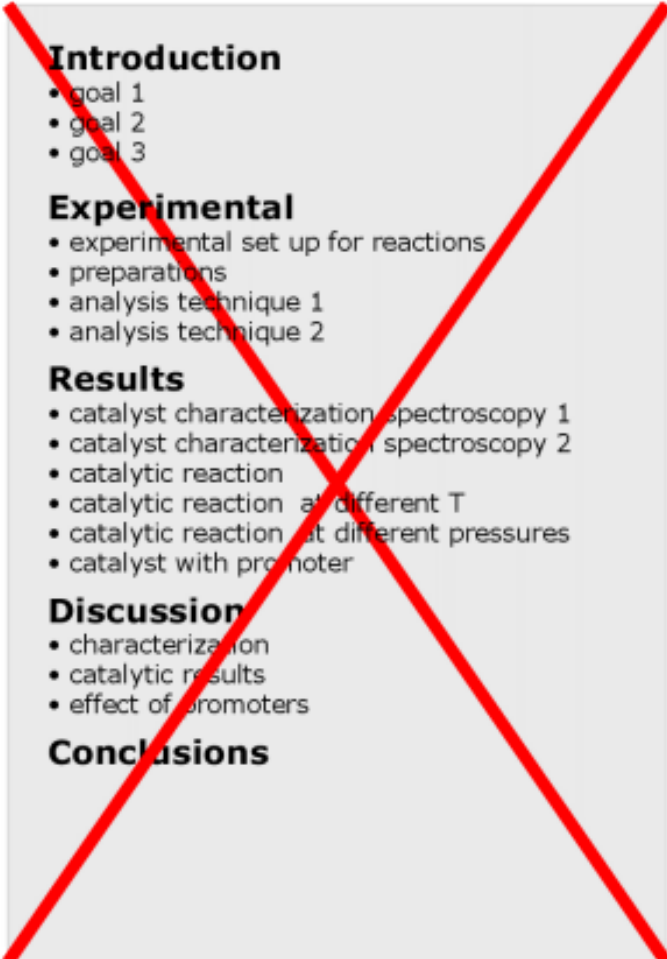


Think of the presentation as a **story**.

Make a **logical** flow.

You set the stage	(beginning)
You tell the story	(middle)
You have a big finish	(the end)

# OUTLINE



<b>Introduction</b> <ul style="list-style-type: none"><li>• goal 1</li><li>• goal 2</li><li>• goal 3</li></ul>
<b>Experimental</b> <ul style="list-style-type: none"><li>• experimental set up for reactions</li><li>• preparations</li><li>• analysis technique 1</li><li>• analysis technique 2</li></ul>
<b>Results</b> <ul style="list-style-type: none"><li>• catalyst characterization spectroscopy 1</li><li>• catalyst characterization spectroscopy 2</li><li>• catalytic reaction</li><li>• catalytic reaction at different T</li><li>• catalytic reaction at different pressures</li><li>• catalyst with promoter</li></ul>
<b>Discussion</b> <ul style="list-style-type: none"><li>• characterization</li><li>• catalytic results</li><li>• effect of promoters</li></ul>
<b>Conclusions</b>

**Article Structure**  
not recommended for talks

## **General Introduction**

*not too short, is very much appreciated by a large part of the audience*

## **Catalyst & Characterization**

- aims
- preparation of catalyst
- principles characterization technique 1
- results + interpretation
- principles characterization technique 2
- results + interpretation
- discussion of catalyst structure + conclusion

## **Catalytic Reaction**

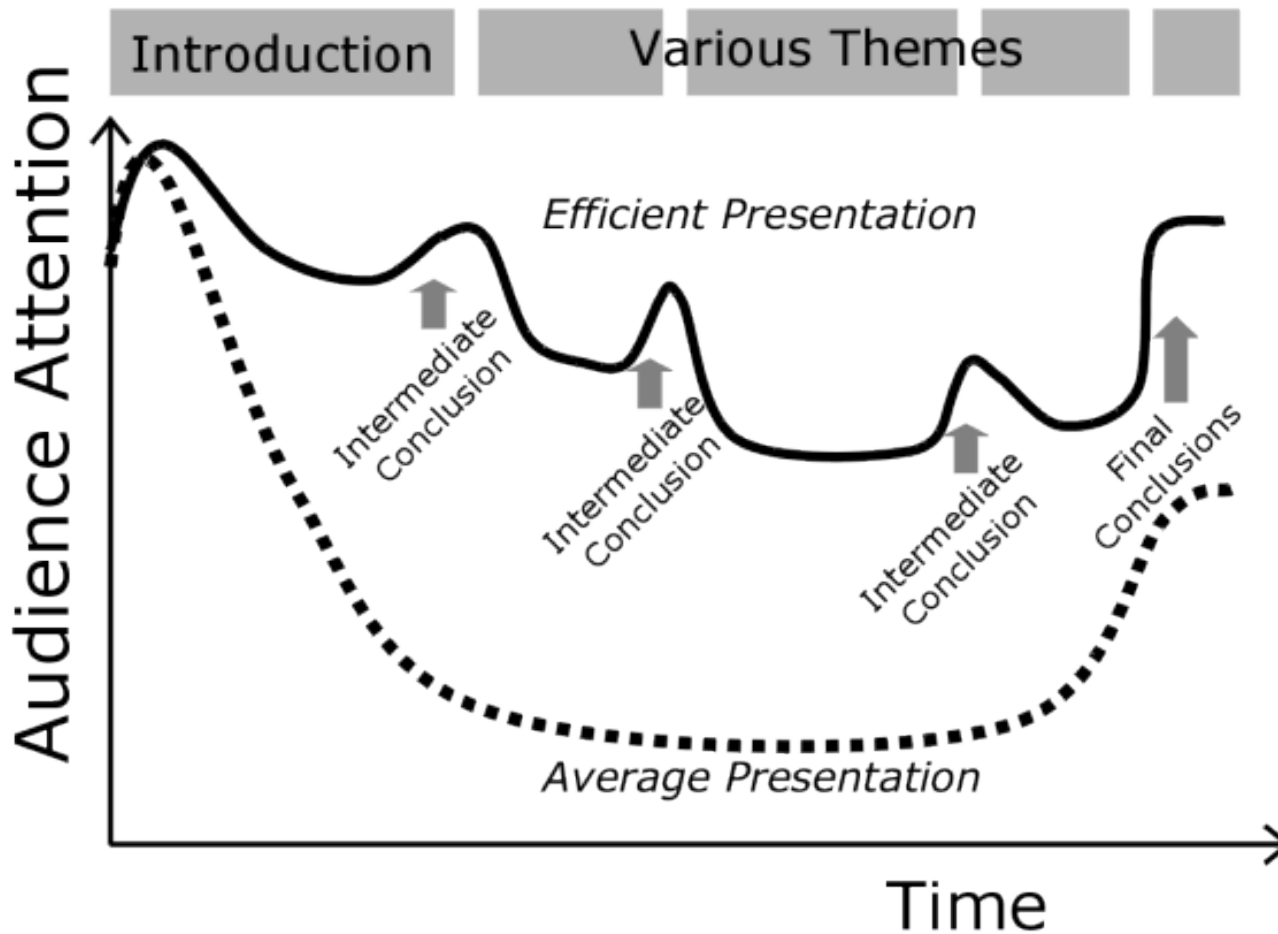
- aims
- experimental set up reactions
- results catalytic reaction
- results catalytic reaction at different T
- catalytic reaction at different pressures
- catalyst with promoter

## **Conclusions**

- catalyst structure
- catalytic properties
- assessment and outlook

**Presentation Structure**

# LOGIC + ATTENTION SPAN



# RULE 6: TREAT THE FLOOR AS A STAGE

**... but don't overdo it!**



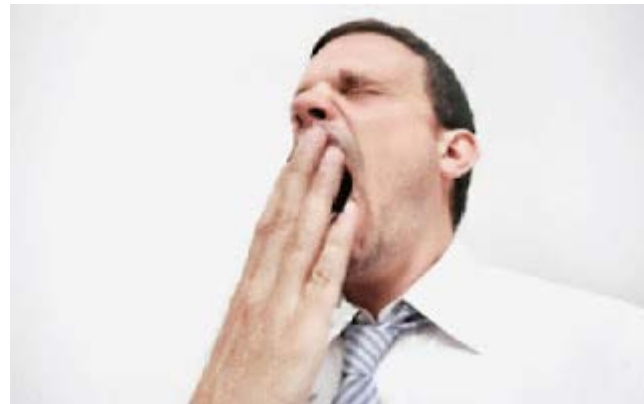
**Increase the likelihood of obeying Rule 4.**

**– getting your message across.**

# AVOID MONOTONY

**Vary your PACE, VOLUME and PITCH.**

**Be sincere and enthusiastic about what you say.**



# RULE 7: PRACTICE AND TIME YOUR PRESENTATION

**This is particularly important for inexperienced presenters.**

**Stick to what you practiced.**





# REHEARSE, AND REHEARSE AGAIN

**It doesn't matter if you're doing it alone,  
or in a group.**



# KNOW YOUR CONTENT WELL

**This needs little explanation.**

**It gives listeners **confidence** that you know what you're talking about.**



# RULE 8: USE VISUALS SPARINGLY BUT EFFECTIVELY

***Your* work will require appropriate visuals such as graphs and charts.**

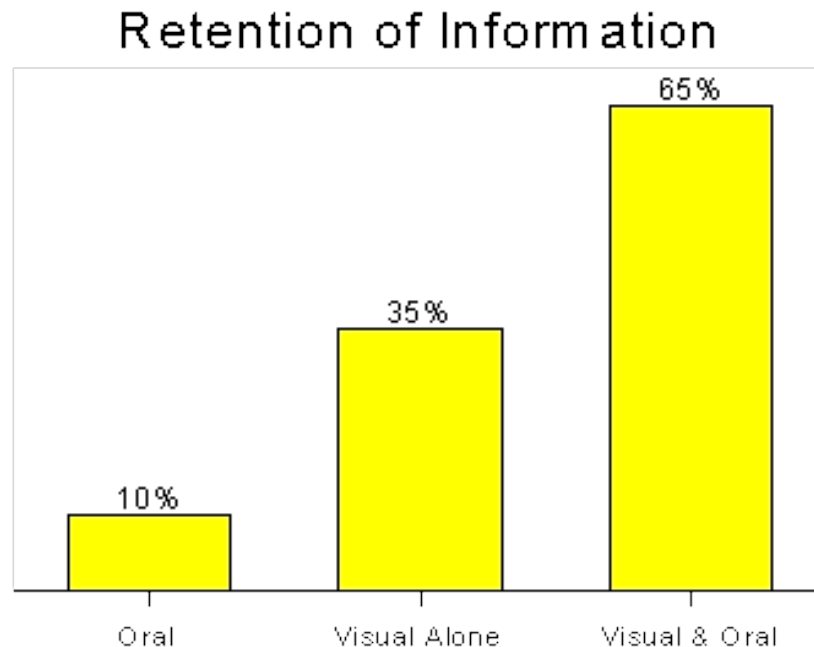
**Only one visual per minute, otherwise you will run over time.**

CUT DOWN ON EFFECTS!

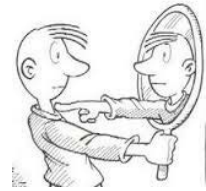
**The ideal PowerPoint presentation should have *minimal effects*, and they should be used *meaningfully*.**

# AN "OLD CHESTNUT" OF PUBLIC SPEAKING

**"Tell 'em what you're going to tell 'em;  
tell 'em; and tell 'em what you told 'em."**



# RULE 9: REVIEW AUDIO AND/OR VIDEO OF YOUR PRESENTATIONS



**Violations of the other rules will become obvious.**

**Break bad habits.**



# RULE 10: PROVIDE APPROPRIATE ACKNOWLEDGMENTS



**People ❤️ to be acknowledged for their contributions.**

**Acknowledge people at the end or at the point of their contribution so that their contributions are very clear.**



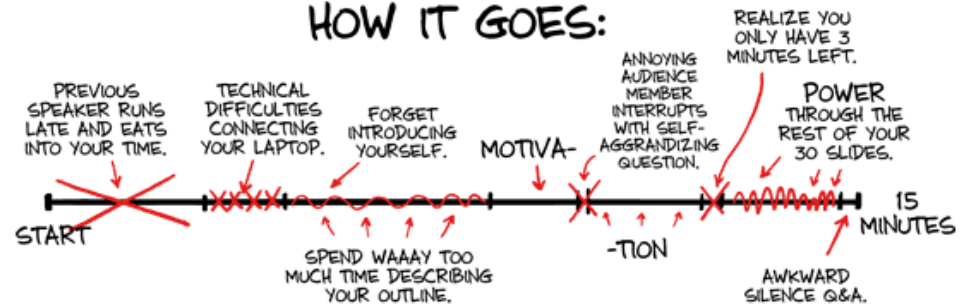
# SUCH IS LIFE

## YOUR CONFERENCE PRESENTATION

### HOW YOU PLANNED IT:



### HOW IT GOES:





# BETTER SAFE THAN SORRY

**Arrive early, test the technical equipment.**

**Save the presentation as “pack and go”.**

**Keep 2 copies of your presentation.**

# HANDLING QUESTIONS

**Have the question repeated – it's ok.**

**Don't rush to give an answer.**

**If you can't answer, just say so.**

# KEEP IT SIMPLE

- 1. Clear key messages**
- 2. Clear and simple slides**
- 3. Practice**



GRACIAS  
ARIGATO  
SHUKURIA  
JUSPAYAR  
DANKSCHEEN  
TASHAKKUR ATU  
YAKHMYELAY  
SUKSAMA  
KONALPUNINDA  
GOZAHASHIYA  
EP-CHARISTO  
MALAKI  
GRAZIE  
MEHRBANI  
PALDES  
BOLZIN  
MERCİ  
THANK  
YOU  
BİYAN  
SHUKRIA  
TINGGI

