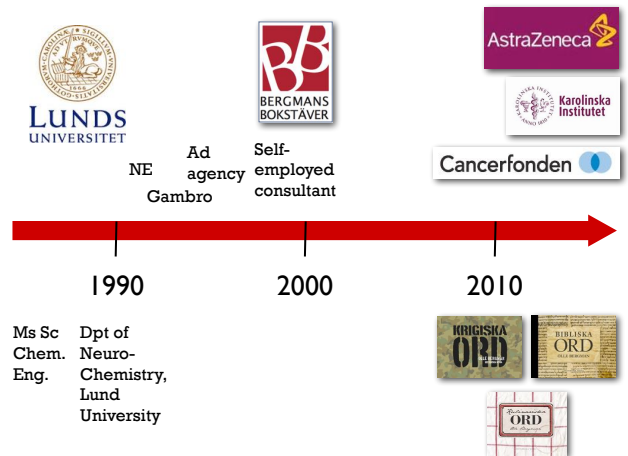


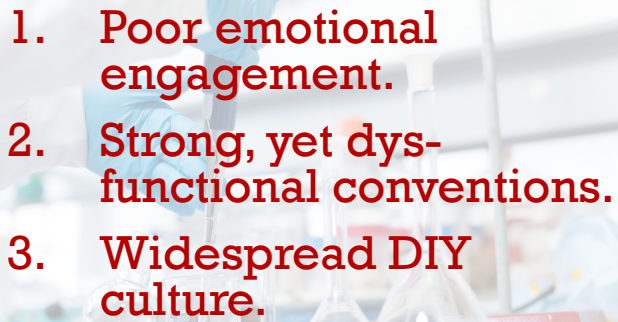
Presentation techniques & PowerPoint

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“Communications Consultant, Public Speaker & Professional Writer with a passion for people, science, language & history.”



- 
1. Poor emotional engagement.
 2. Strong, yet dysfunctional conventions.
 3. Widespread DIY culture.

Basic principles of communication

§ why rhetoric is still relevant in AD 2015

Define
your task.

Microsoft®

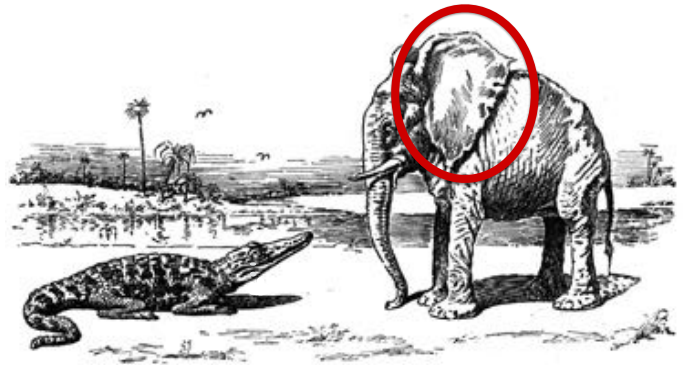
WHERE DO YOU WANT TO GO TODAY?™



- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ **CHANGE THE WORLD!!**

Analyze your
target group.

2



What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?



Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

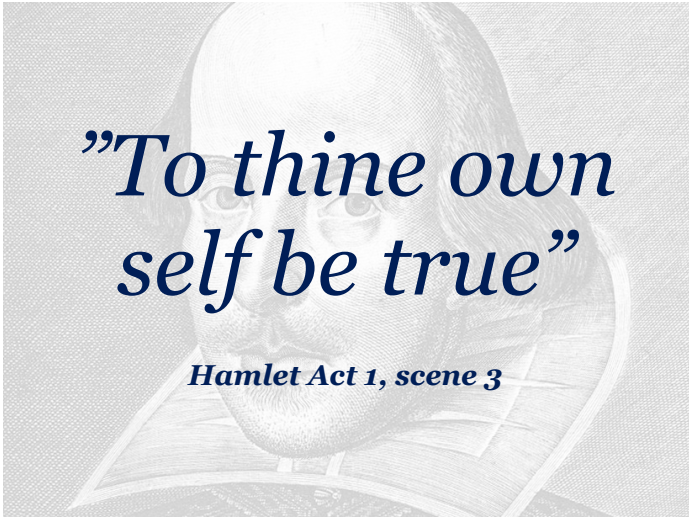
What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?



Know yourself.

3



Understand
the limitations
at hand.

4



Seek inspiration
in all types of
communication.

5



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutation*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements

ETHOS
PATHOS
LOGOS

ETHOS

PATHOS

LOGOS

3



Attention

Interest

Desire

Action





A screenshot of the Nobelprize.org website. The main content area features the 2008 Nobel Prize in Physiology or Medicine awarded to Harald zur Hausen, Françoise Barré-Sinoussi, and Luc Montagnier. A prominent section titled "Harald zur Hausen - Facts" includes a portrait of Harald zur Hausen and details such as his birth date (11 March 1936), his affiliation with the German Cancer Research Centre in Heidelberg, and his prize motivation: "for his discovery of human papilloma viruses causing cervical cancer". The website also features navigation menus, social media links, and promotional banners for other Nobel Prize events.



- ▶ Who?
- ▶ When?
- ▶ What?
- ▶ How?
- ▶ Where?
- ▶ Why?



1. Have a clear goal.
2. Let structure be the foundation of improvisation.
3. Interact with your listeners.
4. Simplify your slides.
5. Have fun & enjoy the moment.

Preparations

THE FIVE CANONS OF RHETORIC

ACTIO

MEMORIA

ELOCUTIO

DISPOSITIO

INVENTIO



1. Analyze the task.
2. Define your goal.
3. Pick your messages.
4. Analyze the target group.
5. Decide a strategy.
6. Compile your material.
7. Plan the delivery.
8. Structure & simplify.
9. Try out and practice.

Analyze the task

- Goal?
- Main message?
- Target group?
 - a). How create confidence?
 - b). How inspire them?
 - c). Facts, feelings or trust?
- Type of presentation?
- Content?
 - a). What to include?
 - b). How to structure it?
 - c). How to show it?
- Any gimmick?
- How interact?
- How start and finish?

Define
your goal.

- Teach?
- Sell?
- Convince?
- ...?

Pick
your
messages.

3

Analyze the
target group.

Decide a
strategy.

ETHOS
PATHOS
LOGOS

Complete your
material.



Plan the
delivery.





Structure
& simplify

- Less text.
- No “nice to know” data.
- Simpler graphs.

Troubleshoot
& practice

Delivering
your stuff

Use your eyes.

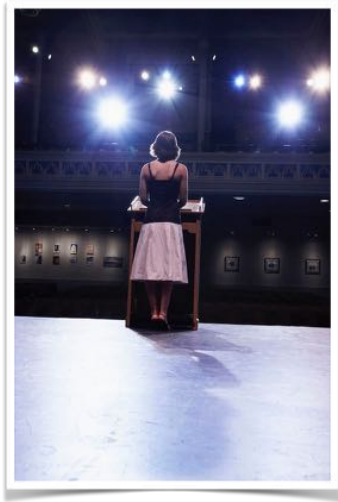
Ask things.

Be silent.
(Use the "B" key)

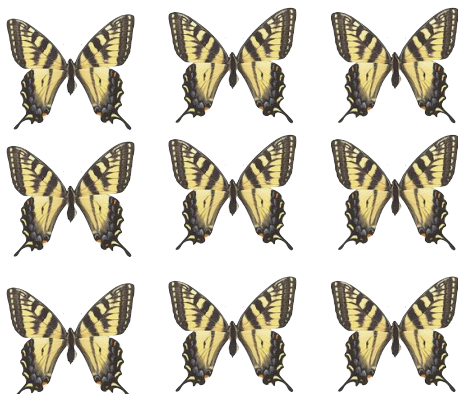
Project your
enthusiasm
towards the
listeners.

Change
the pace &
take breaks.

ANXIETY



This is a PowerPoint slide which I show to remind you that it is very boring when the speaker turns his head away from the audience and just reads from the slides.



5 TIPS
for nervous
speakers

- ▶ Write a manuscript (but don't use it).
- ▶ Learn an opening.
- ▶ Use the headline method.
- ▶ Start with an exercise or a demonstration.
- ▶ Dress up or down.

PowerPoint



Winston
Churchill
1874–1965



We shall fight ...

- in France
- on the seas and oceans
- with growing confidence and growing strength in the air
- on the beaches
- on the landing grounds
- in fields and in the streets
- in the hills.

Bottom line: We shall never surrender!!!



Fundamentals

PowerPoint
is not
compulsory.

People and
things are more
interesting than
slides.

Perception
& motivation is
not limitless.

Simplicity
is bliss.

Describe
things in
sequence.

Love your subject
&
show it.

Design principles

”If you want your
audience’s attention,
don’t distract them!”

Guy Kewney



Lägg till rubrik

Klicka här för att lägga till underrubrik



Pizza Margherita

- dough
- tomatoes
- basil
- mozzarella



Pizza Powerpointo

- two fonts
- three colors
- white background
- stock photos



Obstacles are made
to be removed.

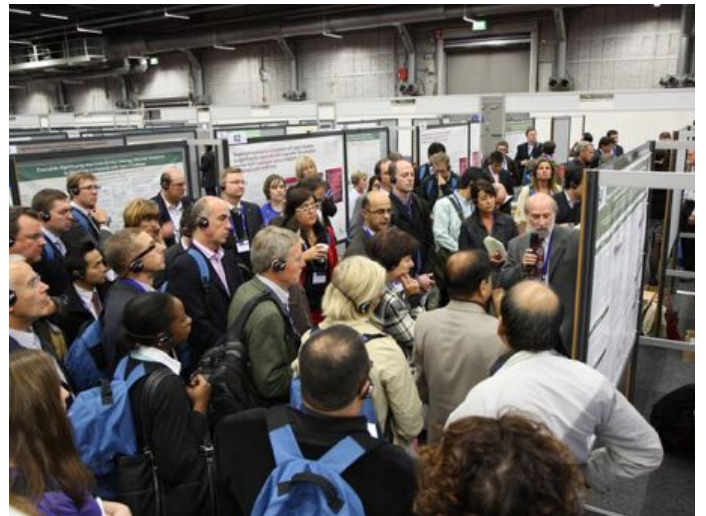


1. Use stickies for planning.
2. Incubate your presentation.
3. Minimize the data/ink ratio.
4. Standardize the layout & typography. Use photos and think BIG.
5. Tell your story in sequences, structure them with title slides.

**Research
posters**

Why attend a scientific meeting?

- ▶ Educate yourself.
- ▶ Set your benchmarks.
- ▶ Get new ideas.
- ▶ Get feedback on preliminary results.
- ▶ Market your research and your group.
- ▶ Network.



Basics

View it as
an illustrated
abstract.

Two main elements:

- data displays
- supporting text.

Think
BIG!

Simplicity
is bliss.

Don't be
too creative.

Prepare
your verbal
explanations.