

Presentation techniques, PowerPoint & Poster design

Amgen Scholars, KI, 2016

Who's talking?

Just wanted to remind you that you should never compete with your own slides.

Eskilstuna

1990: Ms Sc. Chem. Eng., Dpt of Neuro-Chemistry, Lund University

1990: LUNDS UNIVERSITET

1990: NE Gambio

2000: Ad agency

2000: Self-employed consultant

2000: BERGMANS BOKSTÄVER

2010: AstraZeneca

2010: Karolinska institutet

2010: Cancerfonden

2010: KRIGSKA ORD

2010: BIBLISKA ORD

2010: ORD



THE FIRST CHAPTER

The blue chapter

Basic principles of communication

§ why rhetoric is still relevant in AD 2015

1 Define your task.

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

What ...

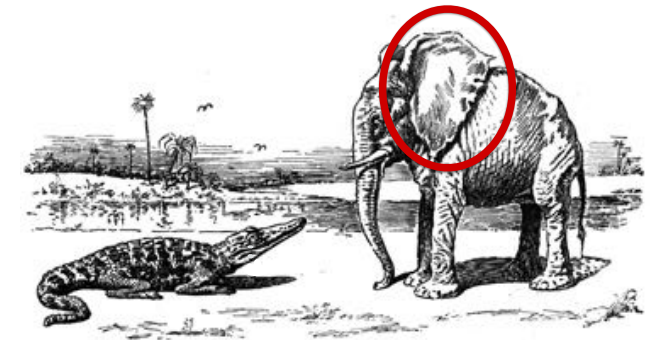
- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?

Microsoft®

WHERE DO YOU WANT TO GO TODAY?™



2 Analyze your target group.

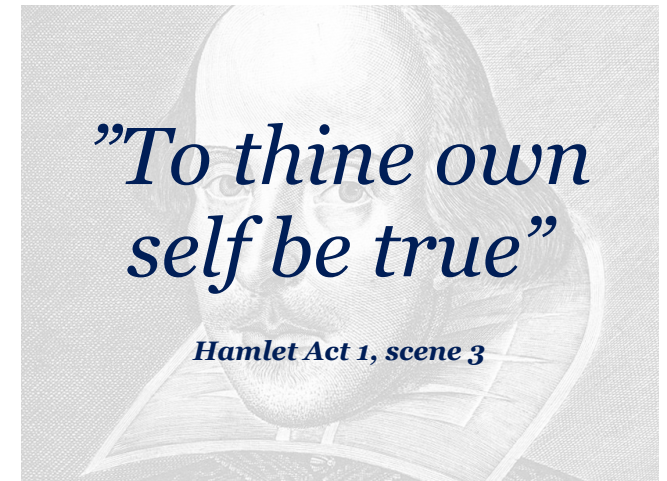


Australopithecus afarensis

SURVIVAL
SECURITY
HIERARCHY
REPRODUCTION

What ...

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



Flyswatter



I-SWOT-er



SWOT





Seek inspiration
in all types of
communication.



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

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



3

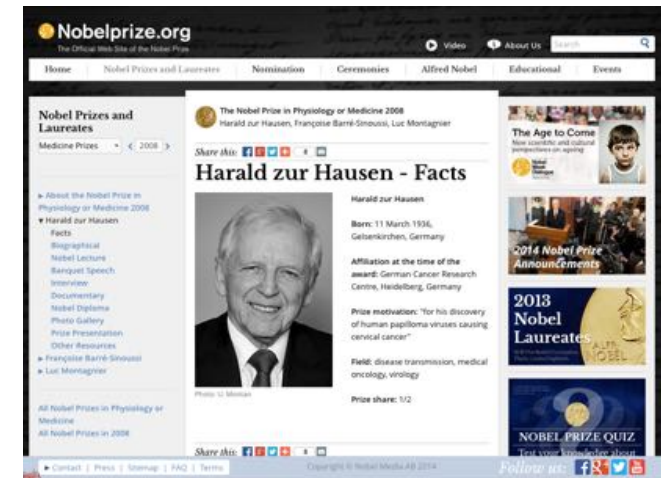


Attention

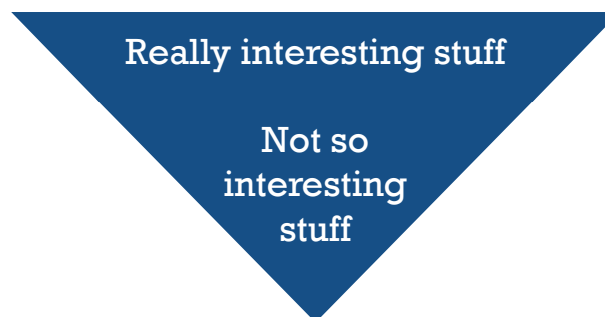
Interest

Desire

Action



The inverted pyramid



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

INTERMISSION

*A reflection on scientific
peer-to-peer communication*



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

THE SECOND CHAPTER

The red chapter

The noble art of public speaking

& why nervousness is not the main issue



LEVEL

1

Good enough

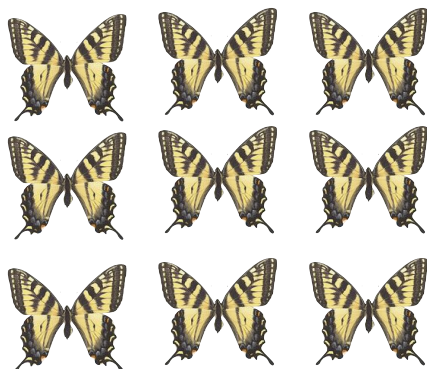
Love your stuff
– and show it!



GLÖD



ANXIETY



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.

LEVEL

2

Pretty good

- Define your main messages.
- Follow a preparation protocol.
- Practice.

- Define your main messages.
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- Practice.

3

- Define your main messages.
- Follow a preparation protocol.
- Practice.

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.

“Only he who is well prepared has any opportunity to improvise.”

INGMAR BERGMAN



1. Analyze the task.

- 2. Define your goal.
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- 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?

1. Analyze the task

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

- 1. Analyze the task
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- Less text.
- No “nice to know” data.
- Simpler graphs.



1. Analyze the task
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- Define your main messages.
- Follow a preparation protocol.
- Practice.

LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.



TED

Project your
enthusiasm
towards the
listeners.

Use your eyes.

Ask things.

Change
the pace &
take breaks.

Be silent.
(Use the “B” key)

Use the
space



- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.



- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.

CHECKLISTS

WHEN LEAVING YOUR OFFICE

- Slides?
- Props?
- Speaker notes?
- Handouts?
- Cables & connectors?
- Remote control?

WHEN ARRIVING AT THE VENUE

- Observe how other speakers do.
- Study light & sound systems closely.
- Say hello to the technician.

BOARDING CARD

– when you enter the stage

TO TELL YOURSELF

- I am well-prepared.
- I look confident!
- This will be fun!

TO REMEMBER

- There is a main message to deliver.
- Perfection is dull.
- There are nice people out there who are open for communication.

PS: Buy a remote control!

THE THIRD CHAPTER

The green chapter

Some notes on information design

*§ why just keeping it simple is what you
need to remember*

LEVEL

1

Good enough

Do the planning
before the slides.



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.

LEVEL

2

Pretty good

- Keep it simple.
- Think in sequence
- Focus on the visual.



*Pizza
Margherita*

- dough
- tomatoes
- basil
- mozzarella



*Pizza
Powerpointo*

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



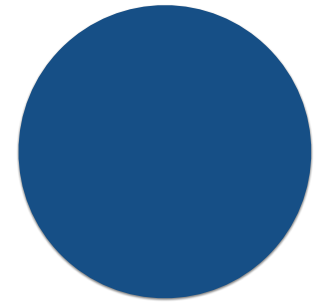
- Keep it simple.
- Think in sequence.
- Focus on the visual.

- 1.The blue circle.
- 2.The red circle.
- 3.The green circle.

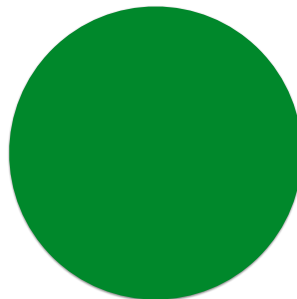
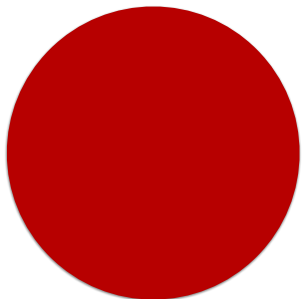
1.The blue circle.

2.The red circle.

- Keep it simple
- Think in sequence.
- Focus on the visual.



3.The red circle.



- 1.The blue circle.
- 2.The red circle.
- 3.The green circle.

LEVEL

3

Outstanding

- Learn the basics of design
- Read the manual.
- Use animations purposefully.

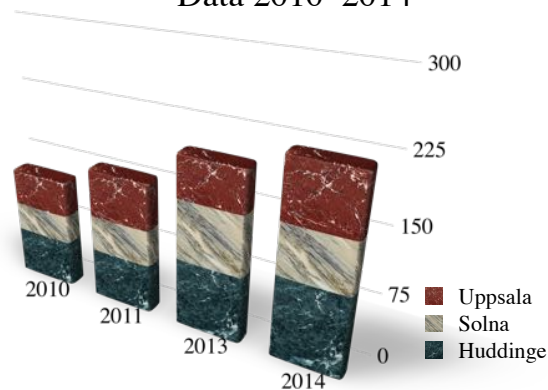
1. Appeal
2. Comprehension
3. Retention

ACR

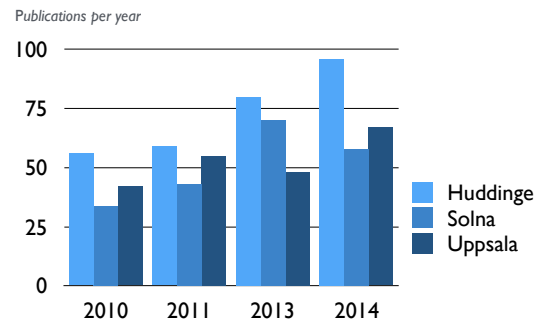
Obstacles are made to be removed.



Data 2010–2014



Huddinge produces most publications four years in a row



data/ink ratio

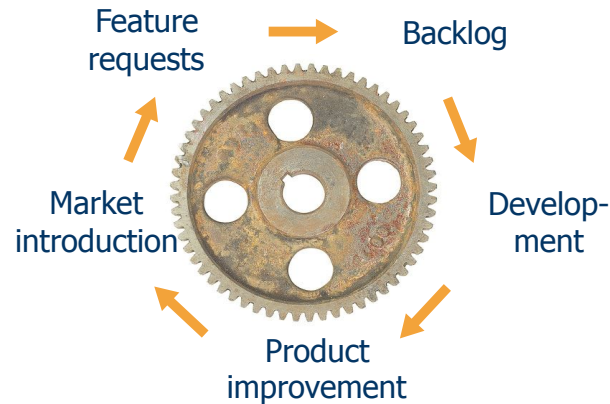
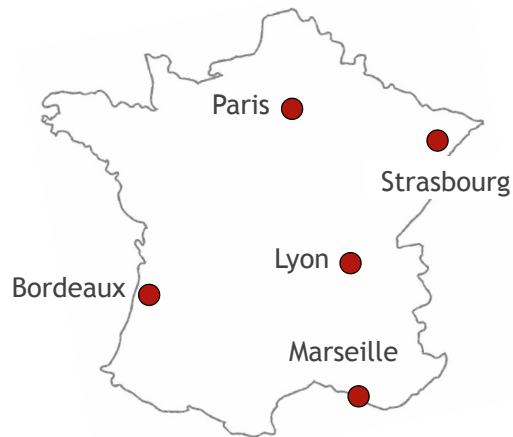
Feedback cycle



- Marketing dpt collects feedback & requests
- Product owner compiles backlog
- Development dpt designs new features & improves product
- Production dpt modifies product
- Marketing introduces modified product
- Marketing dpt collects feedback & requests
- Repeat

09/16/2008

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Offices in France



- Lyon (main office)
- Paris
- Marseille
- Bordeaux
- Strasbourg

09/16/2008

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Research posters

LEVEL

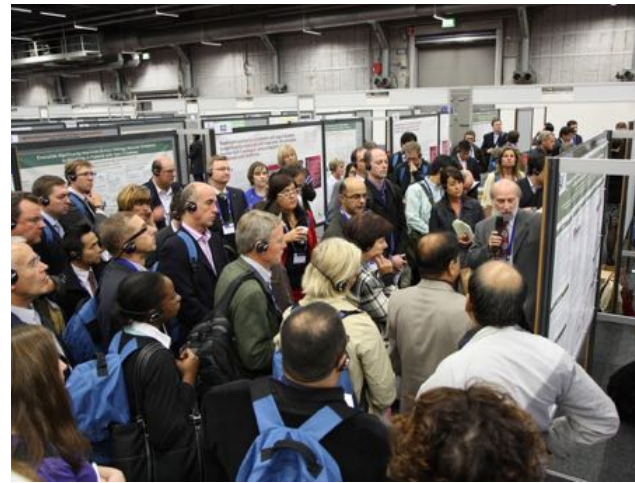
1

Good enough

Understand the purpose & the environment.

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.



LEVEL

2

Pretty good

- Start with the conclusion.
- Plan the layout from the visuals.
- Remove stuff.

LEVEL

3

Outstanding

- Start with the conclusion.
- Plan the layout from the visuals.
- Remove stuff.

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.

Crastina needs your comments:

<http://crastina.se>

I appreciate your emails:

olle@bergman.com

See you in July & August!

*PS Feel free to
connect on LinkedIn!*