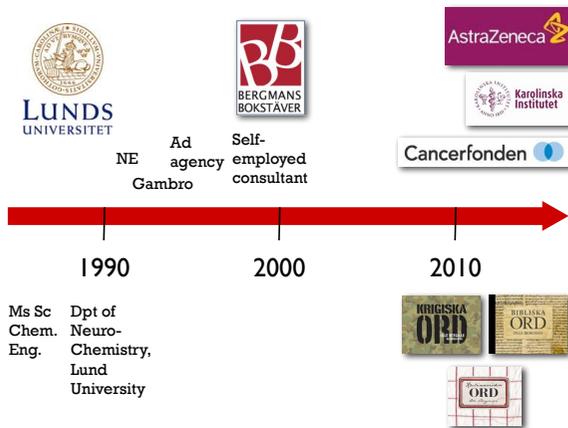


Presentation techniques & PowerPoint

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Basic principles of communication

& why rhetoric is still relevant in AD 2015

Define
your task.

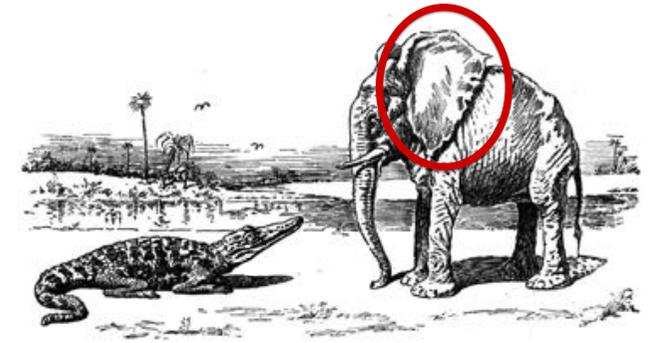
Microsoft®

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.



What ...

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



What ...

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



Know yourself.

*"To thine own
self be true"*

Hamlet Act 1, scene 3

Passion

Understand
the limitations
at hand.



Seek inspiration
in all types of
communication.

RHETORIC

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

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

ETHOS
PATHOS
LOGOS

ETHOS

PATHOS

LOGOS

3

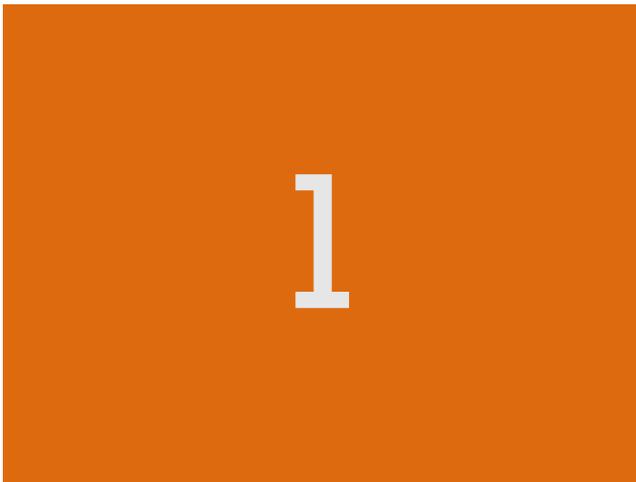


Attention
Interest
Desire
Action





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



- 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?

2

Define
your goal.

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

3

Pick your
messages.

3

4

Analyze the
target group.

5

Decide a strategy.

ETHOS
PATHOS
LOGOS

6

Compile your material.



7

Plan the delivery.

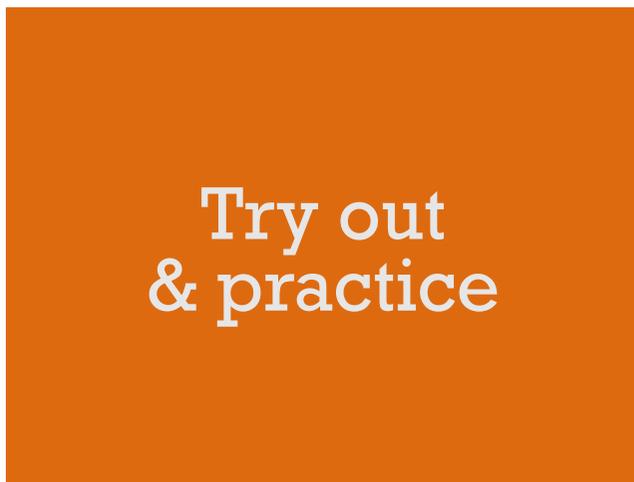
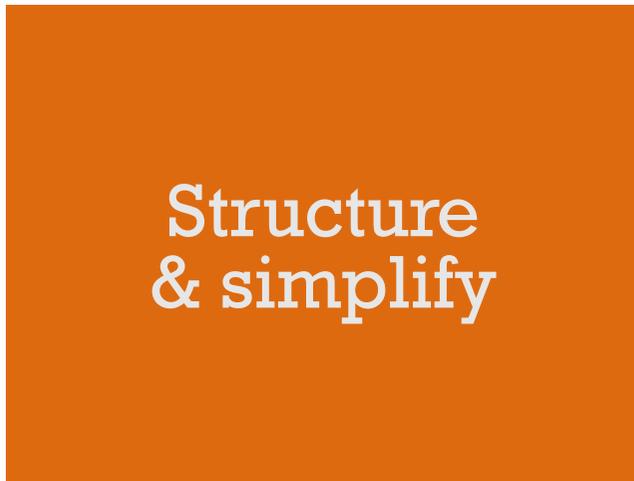




- Less text.
- No “nice to know” data.
- Simpler graphs.



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.



Use your eyes.

Ask things.

Be silent.

(Use the "B" key)

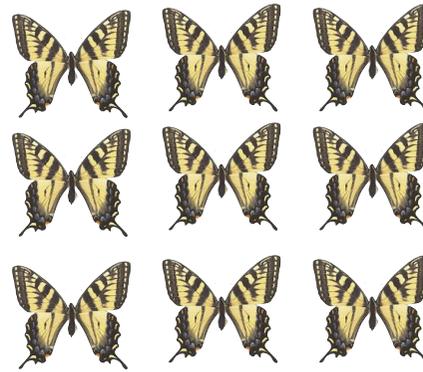
Project your
enthusiasm
towards the
listeners.

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.



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



KISS



Pizza Margherita

- dough
- tomatoes
- basil
- mozzarella



Pizza Powerpointo

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



Obstacles are made to be removed.

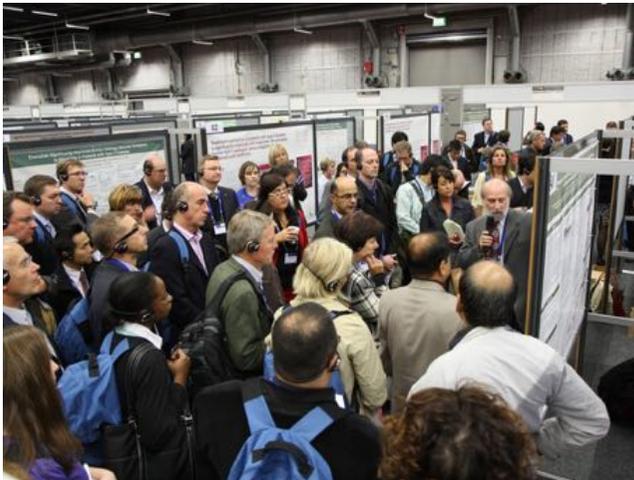


1. Use stickies for planning.
2. Incubate your presentation.
3. Minimize the data/ink ratio.
4. Standardize the layout & typography. Use photos and think BIG.
5. Tell your story in sequences, structure them with title slides.

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

Two main elements:

- data displays
- supporting text.

Think
BIG!

View it as
an illustrated
abstract.

Simplicity
is bliss.

Don't be
too creative.

Prepare
your verbal
explanations.