

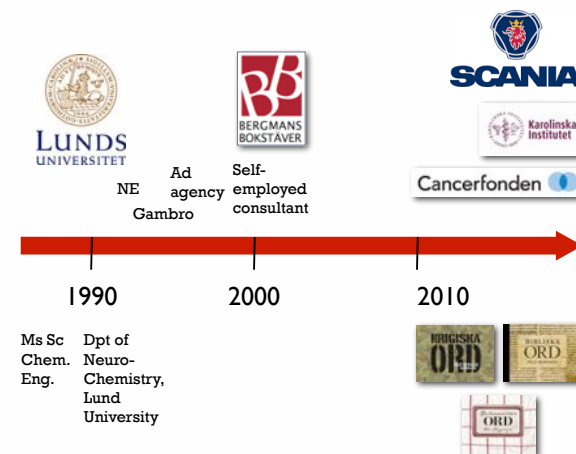


Preparing a presentation

Lund, 19 mars, 2019

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



Overview

1. Strategic planning
2. Finding your format & delivering your presentation
3. Designing your slides
4. Discussing examples
5. Getting ready for CHEMTogether

RULES

1. **You are in charge, I'm your consultant. Use the time wisely.**
2. **Questions are welcome anytime.**

GOALS: I'm here to ...

1. ... help you develop and apply a professional mindset regarding communication
2. ... facilitate your and your group's preparations for the CHEMTogether event.
3. ... give some advice on planning, production and performance of a presentation

How many of you ...

1. Have an elevator pitch from last year?
2. Feel that the elevator pitch has laid the groundwork for your CHEMTogether presentation?
3. Has prepared three main messages?
4. Have collected five visuals?
5. Have found a hook for your presentation?
6. Intend to make something clear and simple – rather conventional?
7. Intend to surprise and impress the audience?



**3 weaknesses
of scientific communication**

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



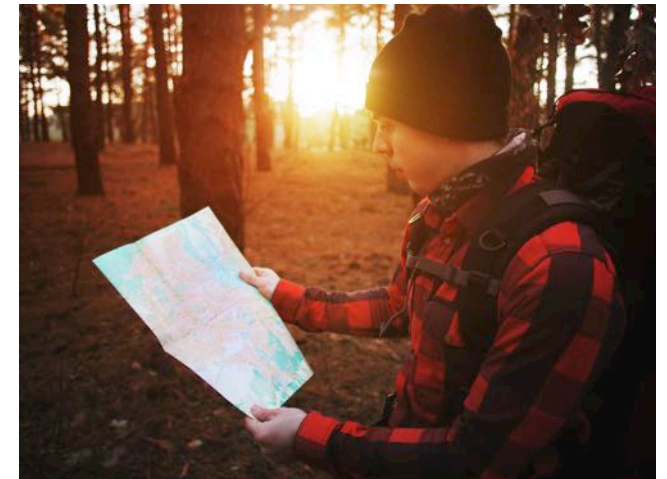
DON'T BE BORING

PP

Basic principles of communication

§ why rhetoric is still relevant in AD 2019

**Define
your task.**



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

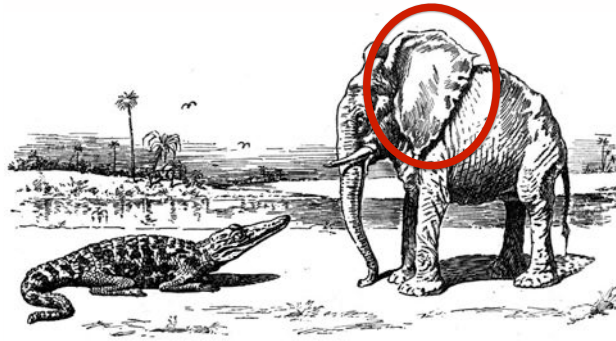


Exercise 1

How would you define your task in this case?

Analyze your
target group.

2



Exercise 2



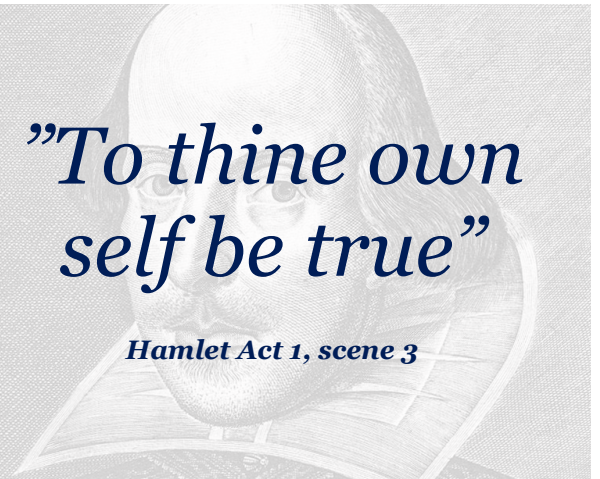
How do you
connect with the
audience at
CHEMTogether?

Know yourself.

3

*"To thine own
self be true"*

Hamlet Act 1, scene 3



Exercise 3



What personal
strengths can you
rely on for your
presentation?

Understand
the limitations
around.

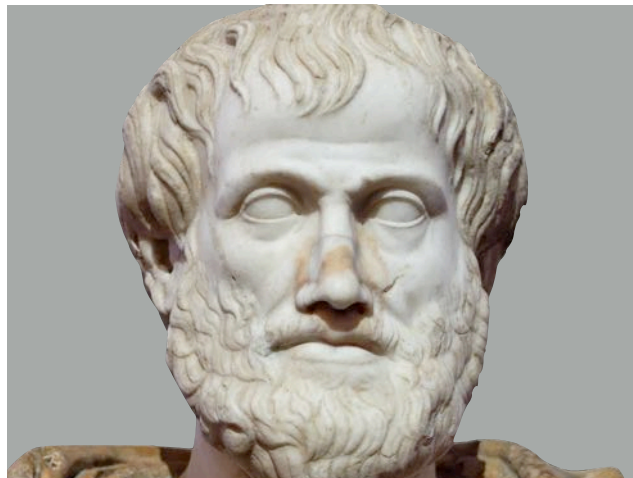
4



How can you use
your creativity to
turn the limitations
into opportunities?

Seek inspiration
in all types of
communication.

5



ETHOS
PATHOS
LOGOS

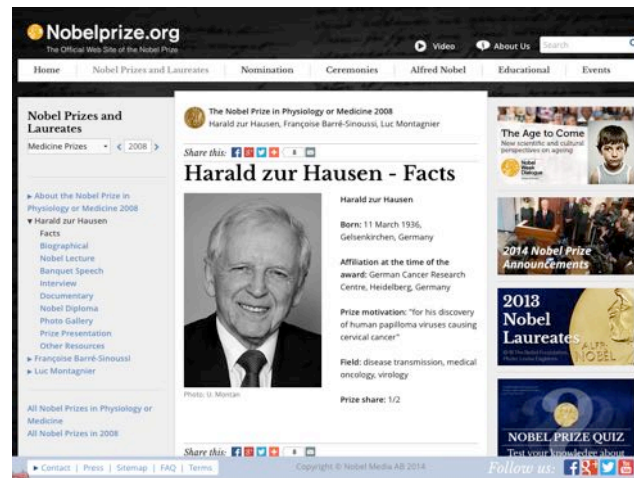
Journalism

The inverted pyramid

Really interesting stuff

Not so
interesting
stuff

Storytelling



DRAMA
FICTION WRITING
STAND-UP COMEDY
MUSIC
MANUALS
SOCIAL MEDIA
ANIMATION
COMICS

Exercise 5



Do you have any
creative ideas for
your presentation?

Exercise 6



Let's take
some notes!

The noble art of
public speaking
& why nervousness is not the main issue



LEVEL

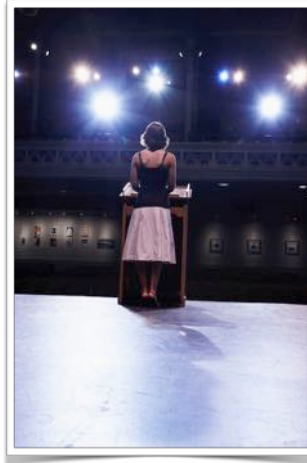
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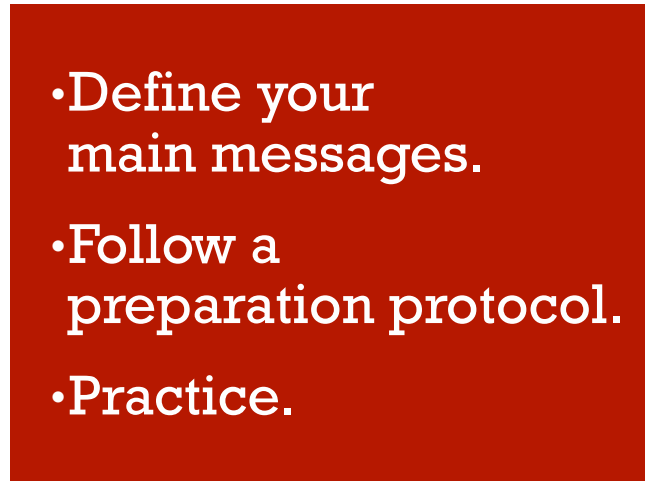
Good enough

Love your stuff
– and show it!

GLÖD

ANXIETY

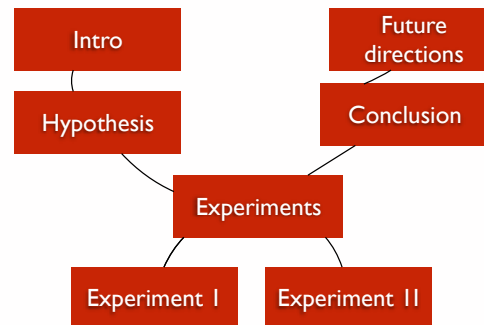




IMRAD



Science Talk



Case Story



Results & conclusions

Background & basic facts

Interesting details

Q&A

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

INGMAR BERGMAN



LEVEL

3

Outstanding

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





Project your
enthusiasm
towards the
listeners.

Use a remote



Use the
space



Use your eyes.

Ask things.

Change
the pace &
take breaks.

Be silent.
(Use the “B” key)

THE RIGHT ATTITUDE:

personal modesty
+
professional boldness

Making use of
PowerPoint
without boring your audience

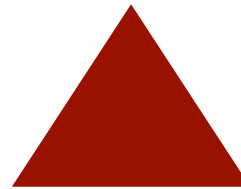
This is a PowerPoint slide which I show to remind you that it is very boring when the speaker turns his head away from the audience and just reads from the slides.

Do the planning before the slides.

One item/slide.

Max 25% bullet point slides

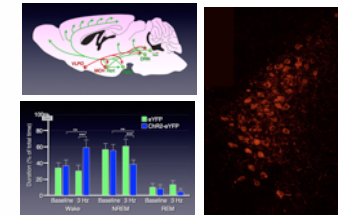
Write the report abstract



Prepare your visuals

Pick out main conclusions

The stars of the show



The data displays!



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





Pizza

CARP



CONTRAST



ALIGNMENT



REPETITION



PROXIMITY



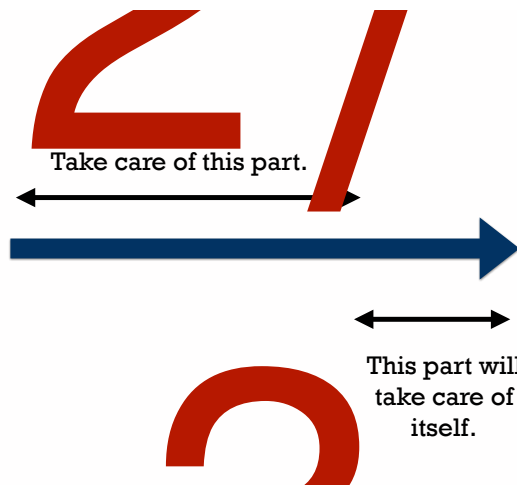
Think

BIG

Add a hook.
REMOVE stuff!
Practice &
refine.

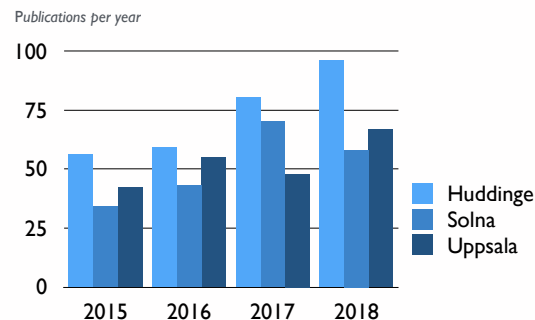


- ▶ Humanitarian importance?
- ▶ Innovation potential?
- ▶ Economic impact?
- ▶ Association to well-known subject/person/context?
- ▶ Contradiction/Mystery?
- ▶ Demonstration?

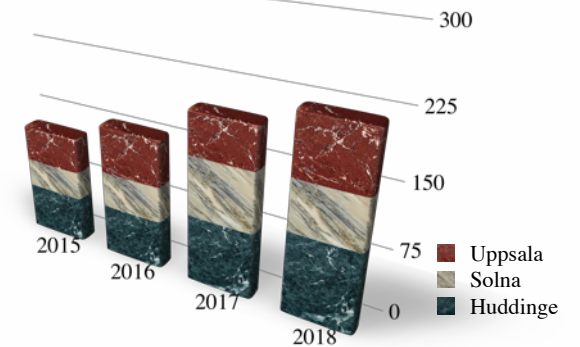


data/ink ratio

Huddinge produces most
publications four years in a row



Data 2015–2018



**Presentations
with
IMPACT**

**Please take one minute
to summarize your
thoughts and
impressions!**