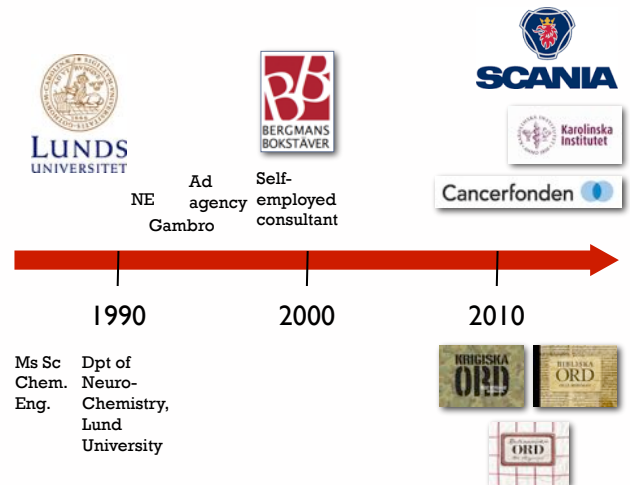# Presentation techniques & PowerPoint

Solna, 13 juni, 2019

Olle Bergman
M.Sc. Chemical Engineering

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

Eskilstuna

LUNDS UNIVERSITET

NE
Gambro

Ad agency

Self-employed consultant

SCANIA

Karolinska Institutet

Cancerfonden

1990   2000   2010

Ms Sc Chem. Eng.

Dpt of Neuro-Chemistry, Lund University

KRIGISKA ORD

BIBLISKA ORD

ORD

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3 weaknesses
of scientific communication

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

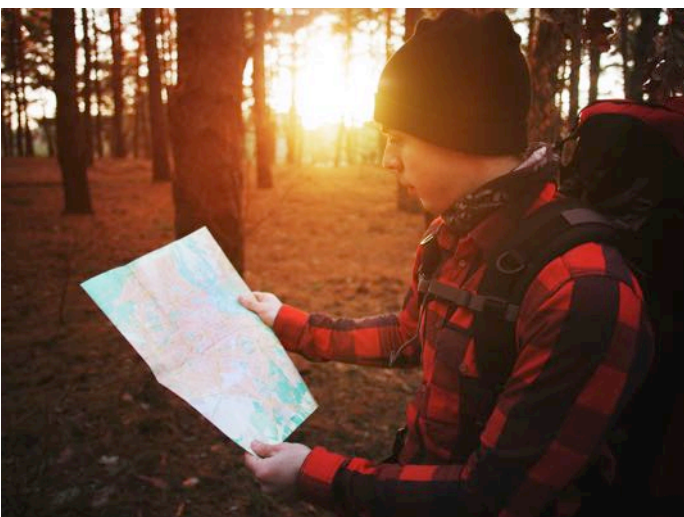# Basic principles of communication

& why rhetoric is still relevant in AD 2015
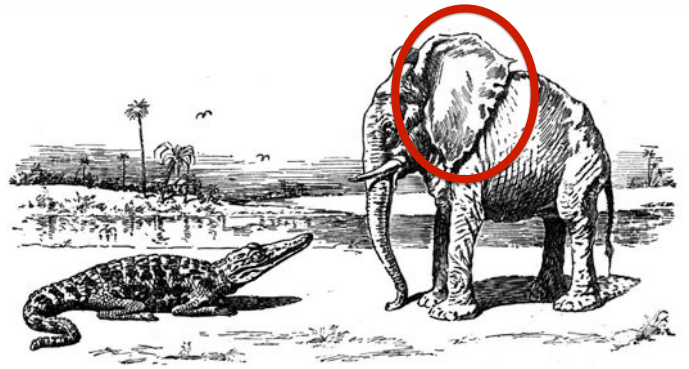
Define your task.

1

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!!

2
Analyze your target group.

What …

▸ … do they know?
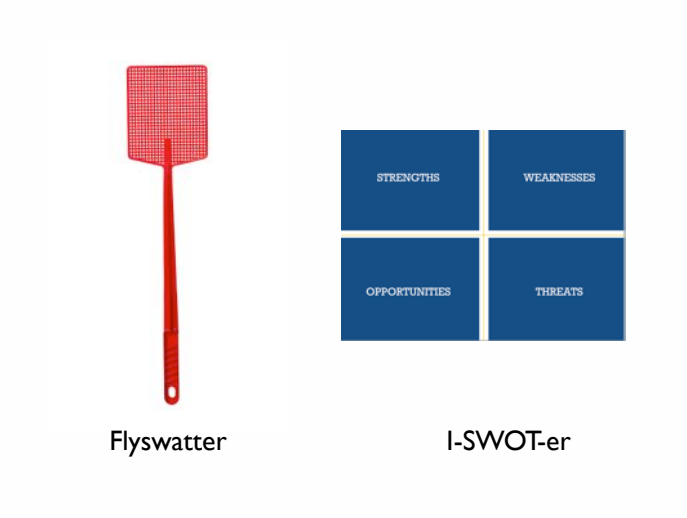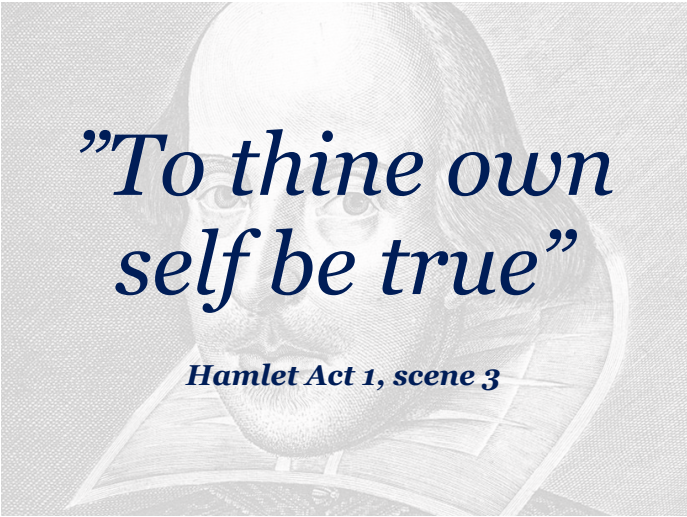▸ … do they want?
▸ … do they need?
▸ … motivates them?

Australopithecus afarensis

HOMEOSTASIS
SECURITY
HIERARCHY
REPRODUCTION

What …

▸ … do they think they know?
▸ … do they want to be?
▸ … makes them feel insecure?
▸ … boosts their ego?

CONFIRMATION
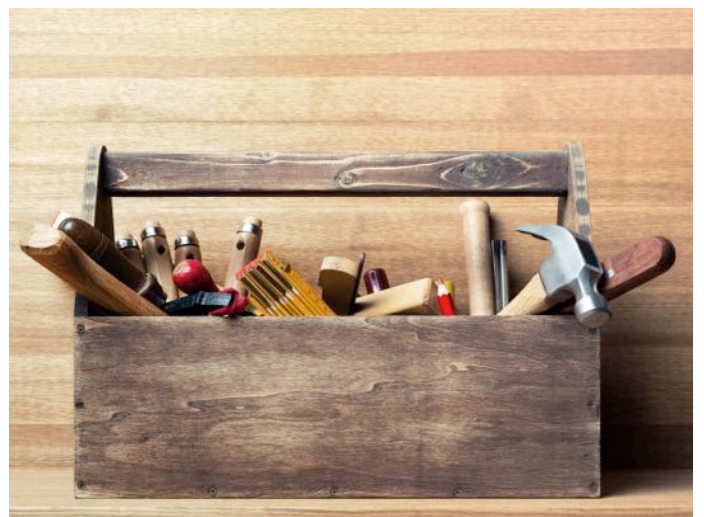
Know y3urself.

"To thine own self be true"

Hamlet Act 1, scene 3

SWOT

| STRENGTHS | WEAKNESSES |
| OPPORTUNITIES | THREATS |

Flyswatter

I-SWOT-er

Passion

4
Understand the limitations at hand.

5
Seek inspiration in all types of communication.

RHETORIC

- *Exordium*
- *Narratio*
- *Propositio*
- *Probatio*
- *Refutation*
- *Peroratio*

- *Introduction*
- *Background*
- *Thesis*
- *Proof*
- *Refutation*
- *Conclusion*

- Title
- (Abstract)
- Introduction
- Materials & Methods
- Results
- Conclusions
- References
- Acknowledgements
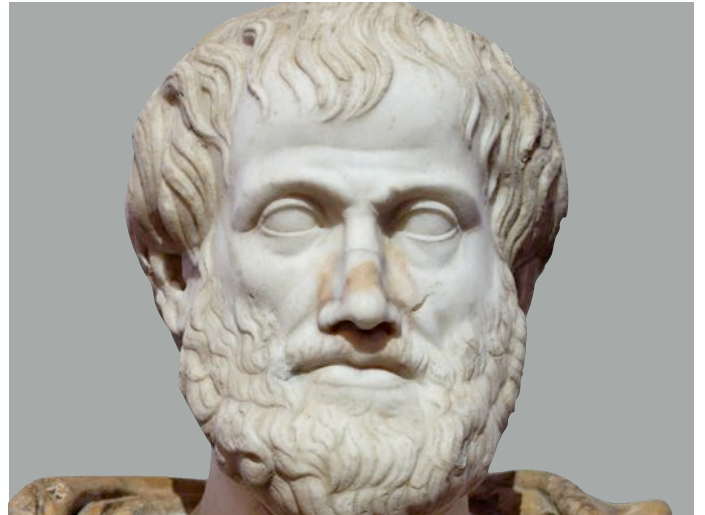
ETHOS PATHOS LOGOS

ETHOS

PATHOS

LOGOS

Marketing
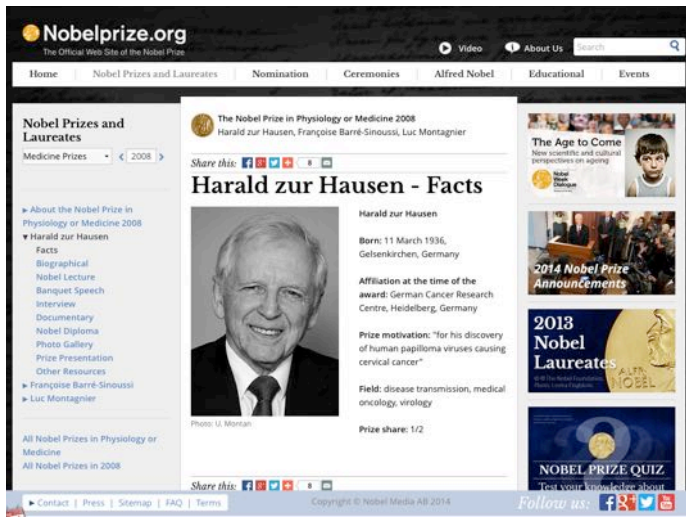
A**ttention**
I**nterest**
D**esire**
A**ction**

Storytelling

Journalism

The inverted pyramid

Really interesting stuff

Not so interesting stuff
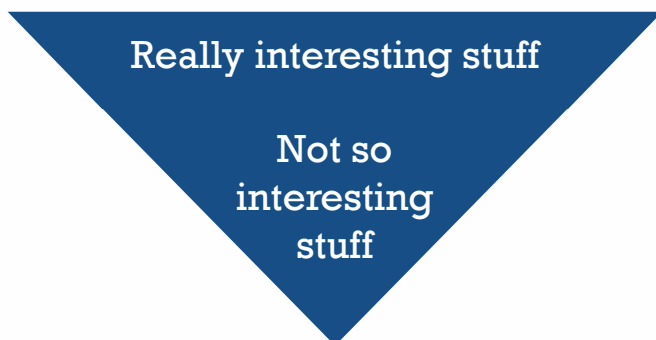
‣What? ‣Who?

‣When? ‣Why?

‣Where? ‣How?

1. Define your task.
2. Analyze your target group.
3. Know yourself
4. Understand the limitations at hand.
5. Seek inspiration in all

The noble art of public speaking

§ why nervousness is not the main issue

1 2 3

OUT-STANDING

PRETTY GOOD

GOOD ENOUGH

LEVEL

1

Good enough

Love your stuff – and show it!

GLÖD

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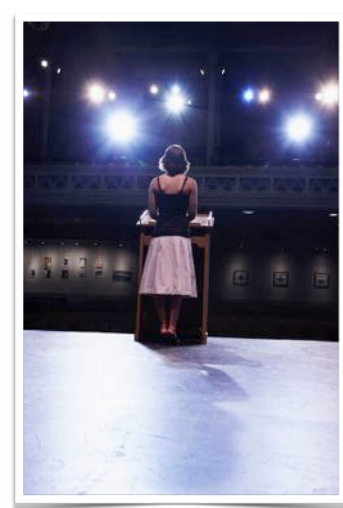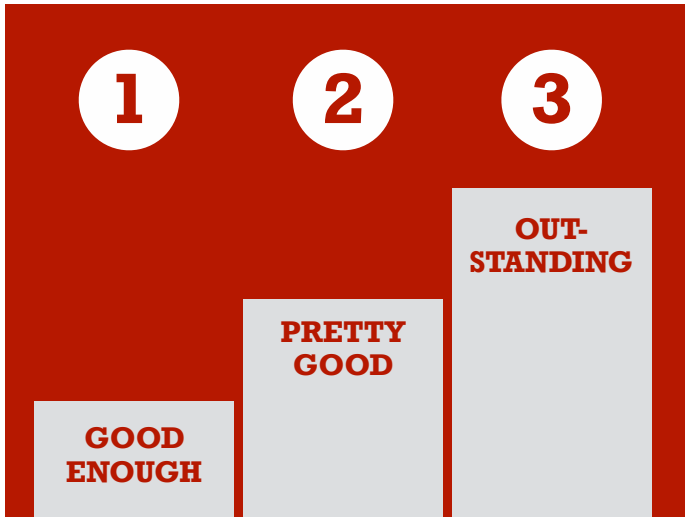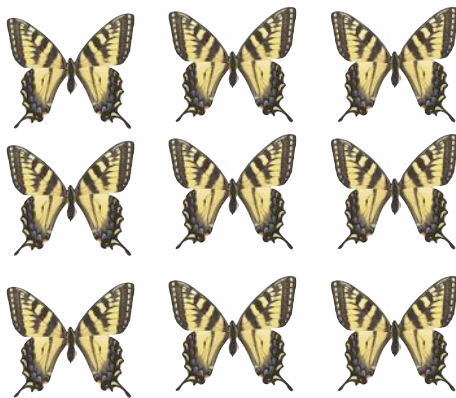
- Define your main messages.
- Follow a preparation protocol.
- Practice.

3

THE FIVE CANONS OF RHETORIC

ACTIO

MEMORIA

ELOCUTIO

DISPOSITIO

INVENTIO

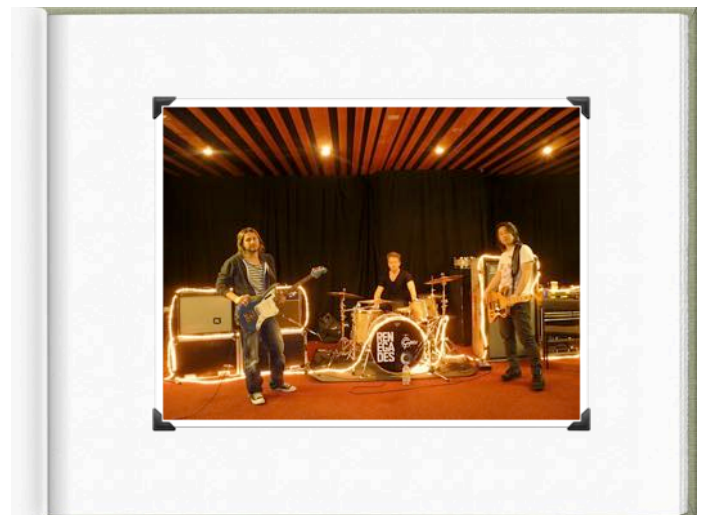HEY HO LET'S GO

Task
1. Analyze the task.
2. Define your goal.
3. Pick your messages.

Content
4. Decide a strategy.
5. Compile your material.
6. Structure & simplify.

Delivery
8. Plan the delivery.
9. Try out and practice

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

- 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?

LEVEL

3

Outstanding

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

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

PS: Buy a remote control!

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.

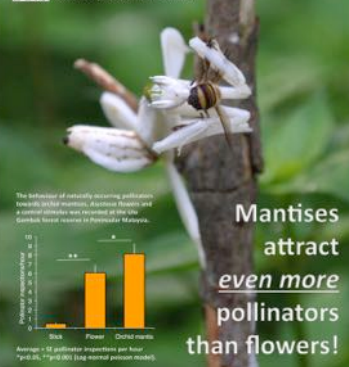# SCIENTIFIC POSTERS
and what their actual purpose is

Does the orchid mantis deceive pollinators?

James C. O'Hanlon[1], Gregory I. Holwell[2], Marie E. Herberstein[1]
[1] Department of Biological Sciences, Macquarie University
[2] School of Biological Sciences, University of Auckland

Mantises attract _even more_ pollinators than flowers!

"The primary purpose of presenting a poster is to complement yourself as you network with other scientists."

Matt Carter: *Designing Science Presentations*

Understanding WHY, WHO & WHAT

1

# WHY? WHO? WHAT?

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.

Your peers can help you by providing …

- Clever feedback.
- Scientific knowledge.
- Technical and practical knowledge, skills and experience.
- Limited cooperation (e.g. offering antibodies).
- Extensive cooperation (shared research papers).
- Contacts – useful right now or in the future.
- .

Chamber of HORRORS!

2 Intellectual preparation phase
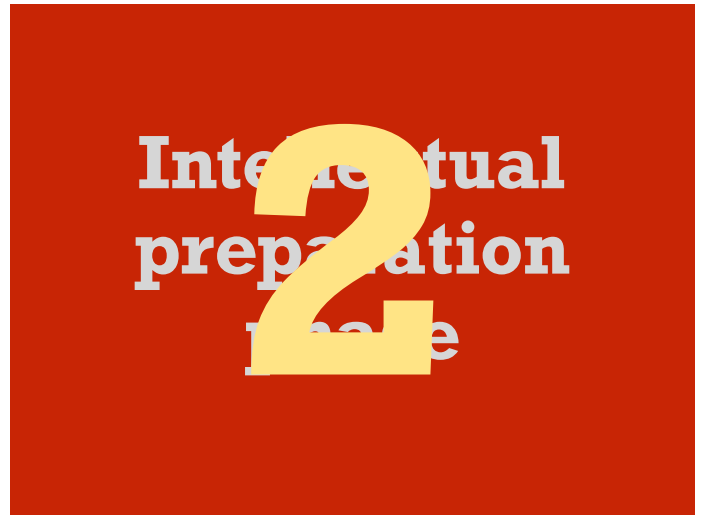
The stars of the show
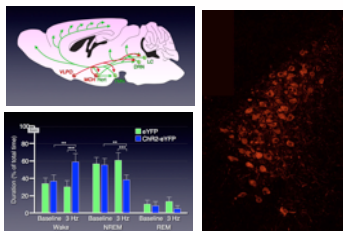
The data displays!

An illustrated ABSTRACT

| Part	What is included...
Introduction	The broader context and specific aim of the study (question, hypothesis).
Materials and Methods	How did you obtain data that will answer your question (test the hypothesis).
Results	What data were obtained.
Discussion (& Conclusions)	How your data and analysis answer the question and what it means for the broader field; what are the next steps.

Write the
conference abstract
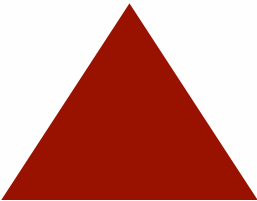
Prepare
your visuals

Pick out
main
conclusions

BASIC
DESIGN
PHASE
3

KISS
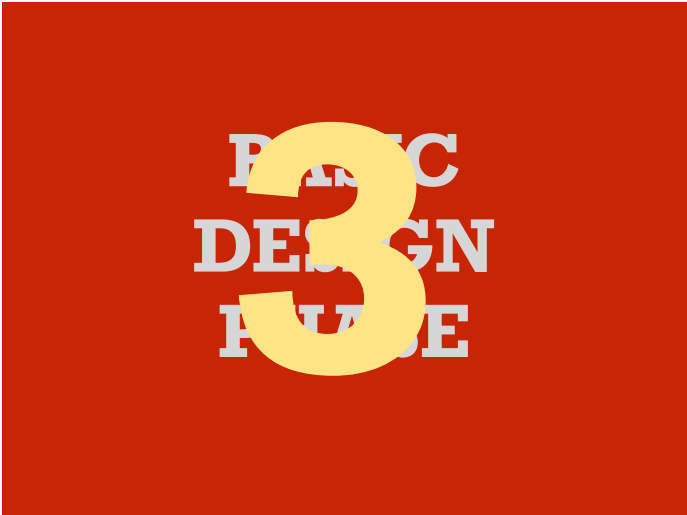
Write a working title

TYPE 1: "Effects of substance X stimulation of protein X mediated gene Y expression in ABC cell line"

TYPE 2: "Substance X downregulates protein X mediated gene Y expression in ABC cell line"

Decide a logical order.

IMRAD

Write brief text for the different components.

Start designing!
(PPt or InDesign)

CARP

CONTRAST

ALIGNMENT

REPETITION

PROXIMITY

Stick to
the grid.

Think
BIG

Add more
text …
but keep it
concise!

Let the
content
breathe!

Don't be
too creative!

data/ink ratio

https://bit.ly/2FOfUtP

remove to improve

https://bit.ly/2AUWksC

IMPROVEMENT
4

Work on
the title.

Remove stuff.

Shorten
the texts.

Total word count: < 250 in total.

Increase the
data/ink ratio
in the visuals.

Prepare
your verbal
explanations.

THE ELEVATOR
PITCH

—*the art of convincing
the world in 60 seconds*

1. What do you do?

2. What problem do you solve?

3. How are you different?

4. Why should I care?

Carmine Gallo: *The Presentation Secrets of Steve Jobs*

1. What's your research about?

2. What is your research question?

3. What makes your research unique?

4. Why should I care?