Your Presentation
Outline

1. What to say and how to say it
2. Getting through to the audience
3. Visual and aural aids
4. Question time
What to Say and How

- Communicate key ideas
- Skip details
- Structure your talk
- Use top-down approach
Structure

1. Introduction
2. Body
3. Technicalities
4. Conclusion
Introduction

- Define problem (terminology)
- Motivate audience
- Prior work — or at end
- This work
- Road map
Body

- Abstract of main results
- Significance
- Big ideas
- Limited details
Technicalities

- Key ideas
- Be succinct
- Be clear
Conclusion

- Synopsis
- Future directions
- Thank you
Know your Audience

- Scientists
- CS
- TCS
- Experts
Getting Through

- Repetition
- Reminders
- Stay on time
- Eye contact
- Voice modulation
- Be natural
- Look good
- Relax
Make Them Nice to Look At

• 5-7 items per slide
• Light vs. dark background
• Serif vs. sans serif font
• No logos or other clutter
• Be kind to the colorblind
• Consistency of fonts, sizes, notations
From Contact Center to Interaction Management Center

DATA
- Collaboration
- Authorization
- Knowledge Management, Etc...

ENTERPRISE VOICE
- Contact Center
- Communication
- Workforce
- Information

Enterprise Interactivity

Before

After
Before

The state of Java development

- Success also brings chaos...
  ... JSF, MDA, AOP, JDO, SWT, J2EE
  Extensions, SOA, JDK 1.5, JSR, JSP,
  J2ME, EJB, JNX

After

State of Java
Make It Pleasant to Follow

- Average 2 min/slide
- At least half-minute per slide
- Avoid moving back and forth
- Look at audience
- Don’t fidget
Use Bullets, Not Numbers

- Outline format
- Bullets imply no significant order
- Use numbers only to show rank or sequence
No More than One Topic per Slide

- $P = NP$

What about the US elections?
Use the 6 X 6 rule:

6 lines of text
6 words per line
Allow plenty of room around borders and illustrations
Select Readable Type Size
This is 40 point

- Minimum 36 point for titles
- 24 point for body text
- This is 32 point

45 point
40 point
35 point
30 point
25 point
20 point
15 point
10 point
Use a Readable Typeface and Font

- Use Sans serif (no curly feet) such as Arial or universal for body text
- Better to use sans serif (no curly feet) such as Arial or universal for body text (less critical now)
- Use serif such as a roman for titles only

Use readable font, typefaces, colors
Typeface Examples

- Typeface Examples
- Typeface Examples
- Typeface Examples
- Typeface Examples
Adjust Lettering to discriminate or emphasize

- Make titles a larger type size than body elements

- emphasize important statements or words with bold (best) or italic (or larger size or different fonts).

- Drawings and symbols should be bold
Choose Color Carefully

- Use the same color consistently throughout the presentation

- Use light letters on a dark background
Colors

- Avoid placing saturated primary colors (red, green or blue) adjacent to each other.
- They may create a third color where the two colors meet.
Colors

- Beware of colors that the color-blind don’t distinguish
Use Solid Colors

- Solid colors convey a clear bold message. (Patterns cause confusion.)
Your Slides are Not Everything

- Your slides are a focus for your presentation
- Your presentation is not a replacement for the paper
- You present your ideas with slides to focus interest on what you think is important
You can’t stop talking

- **Recall**: You cannot start talking until the audience has finished reading
- **But**: You can’t stop talking
- **So**: You end up reading your slide to the audience.
- **Which is**: Really, really annoying
Use Simple Tables to Present Numbers

<table>
<thead>
<tr>
<th>Use Tables</th>
<th>For Your Numbers</th>
<th>But Not too Many</th>
</tr>
</thead>
<tbody>
<tr>
<td>This row</td>
<td>10</td>
<td>90</td>
</tr>
<tr>
<td>This row</td>
<td>0.6</td>
<td>0.4</td>
</tr>
<tr>
<td>This row</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>That row</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

Try not to make footnotes too small
Aids

- Not too many
- Not too much
- Don’t hide
- Overlays
- Color
- Pictures

- Microphone
- Laser pointer
Pictures and Words

- Reasoning is done well verbally
- Visuals hold one’s attention,
  - so illustrate, clarify, restate, explain, and interpret with transparencies
- ears and eyes are indeed different
Unwelcome Items

- **Tables** - Use charts and graphs
- **Reading** - the audience can read
- **Distractions** - speaker or visuals
- **Conflicts** - coordinate verbal with visual
- **Logos** - advertising irritates

- as with cliches, avoid like the plague
Qualities to Strive for

- Content - no smiley faces, etc.
- Simplicity - one major point each
- Little clutter - no more than 8 lines
- No distractions - few colors and fonts

- make it easy for the audience
How Visuals Excel

- Abstractions: trends, comparisons, proportions, diagrams, flow

- Numbers/equations

- make points clearly and quickly
Pictures
http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen.html