Presentation Strategies

Make your presentations informative and engaging

A presentation by Mary Forte, English Instructor
Consider your audience.

Age, relevant knowledge, philosophy, socio-economic level, location, culture . . .
Consider your audience.

Learning Style:

Visual                  Kinesthetic
Auditory                Read-Write
Visual learners like maps.
Auditory learners like to hear the directions.
Kinesthetic learners will remember if they drive there themselves.
Read-write learners want to read the directions.
Consider your purpose.

Instruction

Persuasion

Sales
Decide the type of delivery.

Conversational from notes

Scripted or Memorized
Craft your persona.

Formality of diction

Formality of dress

Appropriate level of humor

www.gohawaii.com, 2010
Examine the venue.

- Seating
- Lighting
- Size of room
- Available equipment
Presentation Strategies

Determine your content.

- Presenter introductions (including last names)
- Topic introduction + duration announcement
- Overview of sections (sometimes)
- Transitions
- Emphasis Order

Compare:

Jen likes Bob, but he drinks too much.
Bob drinks too much, but Maggie likes him.
Use professional elements.

- Name of company or organization
- Company logo
- Presenter’s name (at least on first slide)
- Progress markers (2/10)
Use Assertion-Evidence slides (A-E).

One complete sentence: **assertion**

Visual or voice support: **evidence**

Which of the following slides would you rather see?
Review of Test Data Indicates Conservatism for Tile Penetration

The existing SOFI on tile test data used to create Crater was reviewed along with STS-87 Southwest Research data

— Crater overpredicted penetration of tile coating significantly
  • Initial penetration to described by normal velocity
    • Varies with volume/mass of projectile (e.g., 200ft/sec for 3cu. In)
    • Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
      • Test results do show that it is possible at sufficient mass and velocity
  • Conversely, once tile is penetrated SOFI can cause significant damage
    • Minor variations in total energy (above penetration level) can cause significant tile damage
— Flight condition is significantly outside of test database
  • Volume of ramp is 1920cu in vs 3 cu in for test
Test data is inadequate for drawing conclusions.

Tests were run on a volume ramp.

Actual volume ramp is 1920 cu/in.
Unusual symbols

- Contribute to confusion
- Aren’t necessarily universal
  - the symbols for lavatories may differ according to dress
  - not all cultures know what an emergency brake looks like
- Found in many places
  - in dashboards
  - in other countries
  - in nefarious situations
  - knitting instructions
- Fun to decipher
  - codes
  - puzzles

Avoid bullets as much as possible.
Symbols can be confusing.

What does this symbol mean?

You may see it on the dash panel of your car.

Over 50% of car owners don’t know what it means.

Tire pressure monitoring system
Condition Assessment

- Before the start of any retrofit
  - during the initial inspection
  - before cost-analysis phase
- May not be needed for all structures
- Some structures will survive without it (Turkey, 1999)
- Some structures will fail anyway (Italy, 2002)
Condition assessment is crucial for preservation of masonry monuments

Unmodified masonry mosque survived the 7.4 earthquake without damage (Turkey, 1999)

Modified masonry church is substantially damaged in 5.4 earthquake (Italy, 2002)

Visual evidence preferred!
Brides R Us

- Food & Wine
- A location
- Decor
- Tables and chairs

Brides.com, 2010
Brides R Us will provide what you need for the reception!

We can find the perfect venue for you.
Invite your guests to a romantic location.

Atrascadero Pavilion on the Lake (paviliononthelake.com, 2010)
We do the work: Seating and set up.

Atascadero Pavilion on the Lake (paviliononthelake.com, 2010)
We do the work: Romantic décor.
We do the work: Food and wine.

Atascadero Pavilion on the Lake *(paviliononthelake.com, 2010)*
Use A-E slides correctly.

- One main point per slide
- Title slide: key words + organizational markers
- Assertion larger than all other text
- Visuals favored over bulleted lists
Use a consistent layout.

Consistent placement of elements

Sans serif font family

Same or coordinating backgrounds

(Consider using a master slide.)
Use large font with good contrast.

Compare:

The quick brown fox jumps over the lazy dog. 18 point

The quick brown fox jumps over the lazy dog. 28 point

The quick brown fox jumps over the lazy dog.
Presentation Strategies

Label all visuals.

The limpet is a type of sea snail.
# Presentation Strategies

## Use simplified graphics.

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<thead>
<tr>
<th>SCHOOL NAME</th>
<th>TELEPHONE#</th>
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<tbody>
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**Bad Example!**
Use few or no decorations.
Avoid distractions.

Unnecessary movement

Complex slide transitions
Check slides on the equipment you will be using.

Proofread carefully.

Practice for time.