
How to give a professional talk

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Today's Topics

Understanding your **purpose**

Meeting your **audience's needs**

Maximizing your **talk / poster**

purpose

To present the most current information on your research in a short timespan by:

- ❑ **Engaging** your audience immediately
 - ❑ Making the information **accessible** to all
 - ❑ **Supplementing** visually when needed (oral presentations)
 - ❑ Being the person **MOST excited** about your work (it's contagious!)
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audience

ORAL PRESENTATION

- ❑ Varied knowledge & interest in your topic
- ❑ Is seated and focused
- ❑ Can hear the context to understand the research better
- ❑ Will ask questions (hopefully!)

POSTER PRESENTATION

- ❑ Varied knowledge & interest in your topic
 - ❑ Passes by and stops (limited focus)
 - ❑ Will engage visually more than auditorily
 - ❑ Needs visual guidance to move from context to content
 - ❑ Will ask questions (hopefully!)
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content

- What is the **problem** and why is it a problem?
- What has been done about it **before**?
- What are you **doing** (or have done) about it?
- What additional value does your **approach** provide?
- Where do we go **from here**?

Remember to collaborate on this with your faculty advisor!

maximizing 10-12 minutes of airtime

- ❑ Get the audience **hooked!** Place them and/or you in the context
 - ❑ Think of the “**narrative**” or **story** of the work
 - ❑ Use **connective devices** as you speak (for contrast, concession, examples, to transition among ideas) to guide the audience
 - ❑ Keep concepts **simple**
 - ❑ Be aware of your **breadth and depth**: try to strike a balance
 - ❑ Think of your “**takeaway**” idea to end on
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building a slide presentation

Simplicity is best

Color & font matter

Limit transitions & animation

Keep graphics high-quality

Use graphs/charts

Use the slide sorter to view the flow of your presentation

you as a public speaker

Eliminate your distractions: pronunciation of key terms, spelling on slides, issues in the room (lighting, etc)

Know yourself under pressure: Do you hold your breath? Do your shoulders go up? Does your mouth get dry?

Dress comfortably yet professionally: This helps your body language

Be confident and don't apologize: The audience is a fan club!

maximizing your poster

*First see the [URC poster guidelines](#) and work with your faculty advisor on the content!

- ❑ **Be Simple!** Emphasize results and conclusions. YOU are there for the details. Format text with bullets.
 - ❑ **Think BIG.** Everything should be legible from 4 feet away.
 - ❑ **Work with color for consistency and emphasis.**
 - ❑ **Present data in graphics.** Avoid tables. Trend lines (through line and bar graphs) present in a memorable way. Keep all headings and labels horizontal.
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responding to questions

- Repeat the question back to the person to be sure you understand it well
 - Answer one piece at a time
 - Keep your answer short
 - Offer to correspond later if necessary
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Good luck!

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A link to this presentation:

https://docs.google.com/a/ucdavis.edu/presentation/d/1rGNcVZbipMTv-HSQsOXrXhAmrseZpRqU-XZ_Mwh841Q/edit?usp=sharing
