How to Give a Professional Talk

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Today’s Talk

- **Review the principles of effective presentations**
  - Similarities to effective writing
- **Consider ways to connect with your audience**
  - Visually
  - Verbally
What the audience wants to know

- 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?

• ENAR Effective Presentation Guidelines (2000)
Preparing

- 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?

• ENAR Effective Presentation Guidelines (2000)
Top Features

• Visibility & Appeal
• High-quality content
• Applicable to the audience
• Notable & Memorable
Your Visual Presentation

● Think of what is easiest for you to see/read/absorb
● Follow the ENAR guidelines for slide development
  ○ At least 24 pt. font
  ○ Limit material on each slide
  ○ San serif font
● Keep it simple!
Other Materials

- Prepare a handout of your slides
  - 2-3 per page is best
Getting ready to present

- Mentally prepare to eliminate distractions:
  - What size is the room?
  - What is the lighting like (can you read your notes?)
- Practice in front of a friend to check your body language, volume, tone, visuals
While Presenting

- Put yourself in the shoes of the audience:
- Can they see you?
- Can they hear you?
- Can they see your presentation?
- Do they have the handouts?
Consider Your Presence as a Presenter

● Never apologize
● You are prepared
● You are confident
● You are excited to share your results and approach to this problem
Speaking Skills

- Pronunciation of key words
- Volume
- Eye Contact
- Body language = comfort and confidence
- Breathe naturally
- Vocal variety (stress, intonation)
Responding to Questions

- Repeat the question back to the person
- Answer one piece at a time
- Keep your answer short
- Offer to correspond later if necessary
Follow-up with your audience

• Get feedback
• Ask about successes and failures
Oral Presentations vs. Poster Presentations

- Develop a sustained argument over 15 minutes
  - Lead audience through the presentations: beginning, middle, and end

- Sell your work in 10 seconds
  - Focus on a single decisive element

- Allow the visual to represent the research
Poster Presentations

- Distill your work
- Review:
  - NIH Poster Presentation Guidelines
  - Successful poster presentations in your discipline
Poster Presentations, continued

- **Visual aspects**
  - Viewed from a distance
  - Guide the passerby’s eyes from one end to the other logically
    - Use arrows, numbers, or whatever makes sense for content
    - Never use font smaller than 24
  - Include email
  - Poster should reflect your personality
In closing

Thank you!

Link to this presentation:

- https://docs.google.com/a/ucdavis.edu/presentation/d/1N4KUa11kX_8wqRW3pvUKp-cPpg8gfcRwrVg3bYZkvCA/edit?usp=sharing

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