Steps to a successful presentation

Careful preparation is the mother of success!
How to prepare a successful presentation

<table>
<thead>
<tr>
<th>50% WHAT</th>
<th>50% HOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collect contents</td>
<td>Select contents</td>
</tr>
</tbody>
</table>
Leading questions during preparation

- **Why?**
  Why I make this presentation?  
  Which goal I want to reach?

- **For whom?**
  Who are my listeners?  
  Which persons have to be convinced or informed?

- **What?**
  What are the bullet points of my statement?  
  What information do I need?
Leading questions during preparation-2

• How?
  How much time do I have?
  How can I make my statement clear, which examples, analogies can I find?
  How can I visualize important statements and connections?

• Where?
  Is the presentation room ordered and suitable?
  Are the planned media available and do they work?
  Order of seats? light? etc.

• When?
  When is my deadline for last improvements and handouts?
  When is my test presentation?
  Are the participants invited early enough?
Goal of presentation

Define the goal of your presentation.
Goal = Filter for content, structure and forming

Participants are only interested in what is important for them or gives them advantages and benefit

A goal should be realistic, can be checked, is not inconsistent and written down e.g.:

- ... To convince of necessity of ...
- ... To inform about advantages and disadvantages of sth.
- ... to get sth. be decided
- ... Transfer knowledge
Analysis of participants

Participants analysis makes clear which interest and goals your listeners have

- Who are the participants?
  - What do they expect?
  - Which attitude they could have towards me?
- Are there people, who are important for building up an opinion and have to be convinced especially
  - Are there VIP's for special welcome?
preparation: collecting material

1. content collecting

2. content selecting

Filter = goal of presentation

3. content presenting
Time management for a presentation

Attention characteristics

• during one time-hour

First impression decides, last stays in memory!
Preparation: time management

Time scheduling (for orientation):

**assumptions:**
- speaking pace: 100 words/ Min
- record length: 12-15 words
- keyword: 1 1/2 sentences
- idea: 4 sentences

1 minute talk time corresponds:
- 100 words
- 7-8 sentences
- 5 keywords
- 2 ideas
- 1 diagramm explanations

Talk time per lecture element app.:
- Idea: 0.5 minutes
- Diagramm: 1 minute
- Text-slide: 2-3 minutes
Time management- time traps

Here watch the time overeater:

• Previous speaker takes more time

  • self - introduction should be brief or better done by moderator

  • announce if questions will be allowed or stay until the end
    (also depends of the kind of the lecture)

  • follow up discussion
    (these time also reduces overall time)
Structure of a short lecture

Title
- Headline
- Co-worker
- Extract of the result in keywords
(1 slide, app. 2 minutes)

Introduction
- Background
- current status
- Reason for work
(1 slide, app. 2 minutes)

Main part
- Technic (experimental/ theoretical methods)
- result
- interpretation
(4 slides, app. 10 minutes)

Finish
- Abstract
- Forecast
(1 slide, app. 1 minute)

7 slides app. 15 minutes
Structure of a normal lecture-1

**Introduction**
- Background/ Relevance of the results
- Goal of the lecture
- Summary

(2 slides, app. 5 minutes)

**Basic information**
- Description of the problem
- Current status/ History
- Discrepancy/ open question

(2 slides, app. 5 minutes)

**Tools**
- Theoretical background
- Experimental methods
- own way (of research)

(2 slides, app. 5 minutes)

**Result**
- Short introduction
- Result(s)
- Discussion
- Resume

(4 slides, app. 10 minutes)
Structure of a normal lecture-2

Resume
Results
new conclusions
consequences

Outlook
further target courses
new possibilities, given by research results

(1 slide, app. 3 minutes)

(1 slide, app. 2 minutes)

12-18 slides for
app. 30-45 minutes
From raw structure to fine structure

Raw structure
consist of keywords, indications for picture material
Intermediate testing regarding this aspects:

- Do I have enough facts for the **introduction** to make the results of my work understandable?
- Do I have enough **background information** to explain the relevance of my results?
- Is the line between **main topics** logical assembled?
- Where can I shorten is needed?
- Are there gaps in important aspects (if so, check in material collection)
- Are all important statements pictured?

Fine structure
- allocate facts to main topics of the raw structure (app. 4-6 keywords/min)
- Choice of picture material (if so, necessary changes rethink)
- Marking of potential points to safe time
Special feature presenting in a foreign language

• The language of science becomes more and more English (cause: everybody understands English)
• Give lecture in English, but have an interpreter for national language
• If you are very insecure in foreign language, then write out your lecture in full and let check the translation, then
  – Make a keyword speech paper in foreign language
  – Manuscript, with full text, but with wide frame for keywords and half-sentences for quick orientation
  – Memorize opening and closing rate
  – Test speaking very important
  – Knowledge of a minimum of sentences for understanding with technical support personnel
Tips for content and style

Basic rule for technical lectures:

The listeners are not made surprised, but logical guided to establish understanding of the presented, own result(s)

- Stimulate Interest
  - current references
  - show analogies to the field of activity of the listeners
  - bring up controversial opinions

- the lecture will be more lively, when you also speak about flops

- Use „I“ and „We“ instead of everybody, also mention the names of (important for the result) co-worker
Tips for content and style-2

• Plan possibilities for re-entrance of your listeners

• Courage to repetition, what you repeat will be better memorized

• The goal of the presentation should always be clear
Means of impression: language

- **Analogy:**
  to explain issues difficult to imagine for more clearness

- **Help for imagination:**
  for issues, which are beyond human imagination
  (such as the world of very small or very large dimensions)

- **Repetition of words or parts of sentences:**
  increases the forcefulness of a chain of statements or highlights an item

- **Anticipation of a objection:**
  increases the confidence in speech, so no more subject in discussion

- **Metaphor:**
  replaces an issue by another professional terminology or experience world