

Steps to a successful presentation

Careful preparation is
the mother of success !



How to prepare a successful presentation

50% WHAT		50% HOW
Collect contents	Select contents	Depict contents

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?

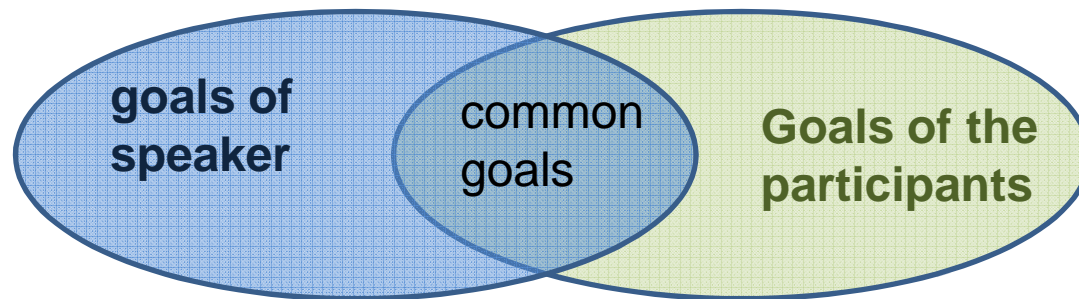
When is my test presentation?

Are the participants invited early enough?

Goal of presentation

Define the goal of your presentation.

Goal = Filter for content, structure and forming



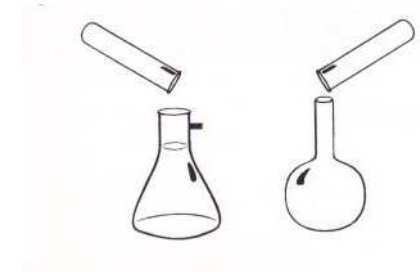
Participants are only interested in what is important for them or gives them advantages and benefit

A goal should be realistic, can be checked, is not inconsistent und 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

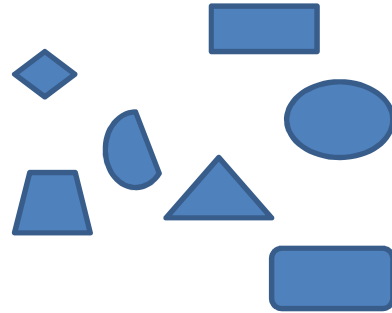
Participants analysis makes clear which interest and goals your listeners have



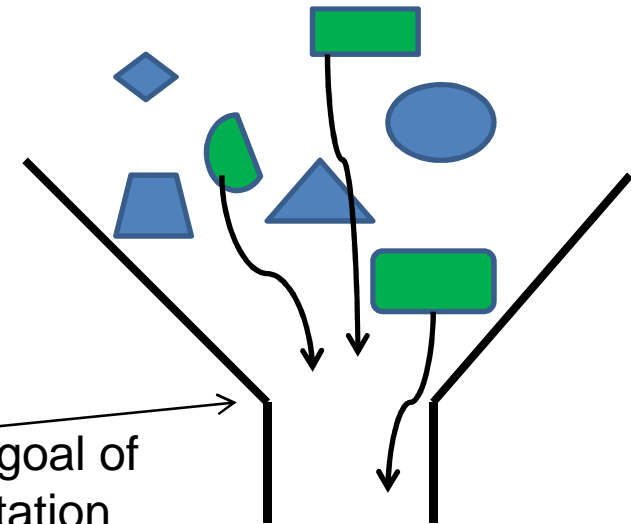
- Who are the participants?
 - What do they expect?
 - Which attitude they could have towards me?
- Are there people, who are important for building up an opinion and have to be convinced especially
 - Are there VIP's for special welcome?

preparation: collecting material

1.
content
collecting

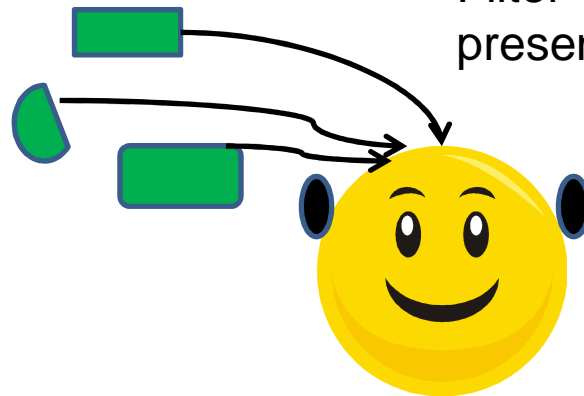


2.
content
selecting



Filter = goal of
presentation

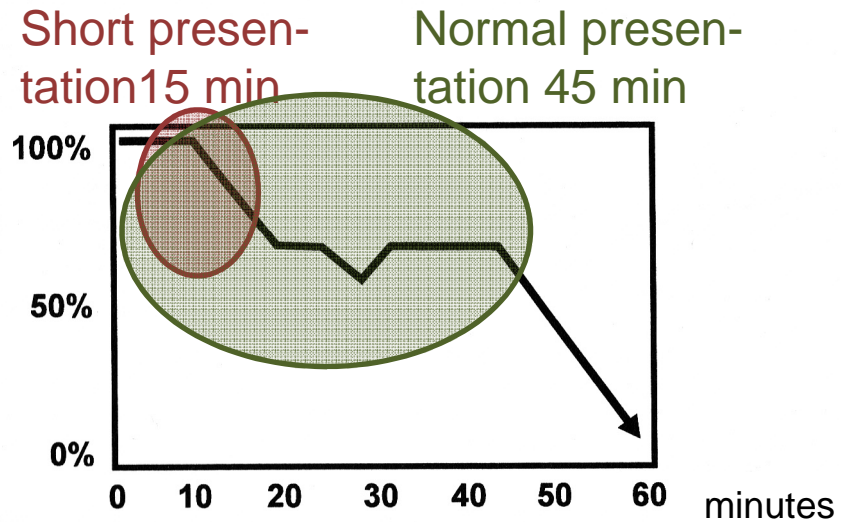
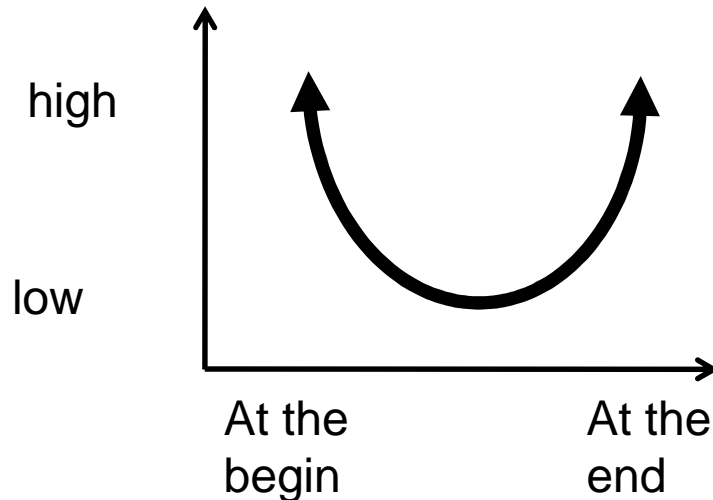
3.
content
presenting



Time management for a presentation

Attention characteristics

- during one time-hour



- during presentation

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



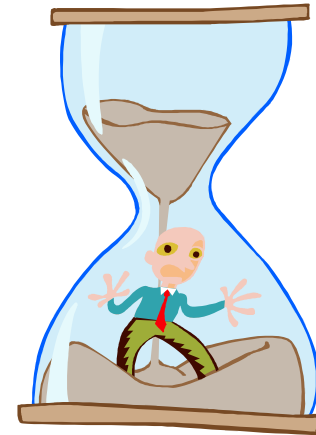
1 minute talk time corresponds:

- 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

(1 slide, app. 2 minutes)

Headline

Co-worker

Extract of the result in keywords

Introduction

(1 slide, app. 2 minutes)

Background

current status

Reason for work

Main part

(4 slides, app.10 minutes)

Technic (experimental/ theoretical methods)

result

interpretation

Finish

(1 slide, app. 1 minute)

Abstract

Forecast

7 slides app.15 minutes

Structure of a normal lecture-1

Introduction

(2 slides, app. 5 minutes)

Background/ Relevance of the results
Goal of the lecture
Summary

Basic information

(2 slides, app. 5 minutes)

Description of the problem
Current status/ History
Discrepance/ open question

Tools

(2 slides, app. 5 minutes)

Theoretical background
Experimental methods
own way (of research)

Result

(4 slides, app. 10 minutes)

Short introduction
Result(s)
Discussion
Resume

Structure of a normal lecture-2

Resume

(1 slide, app. 3 minutes)

Results

new conclusions

consequences

Outlook

(1 slide, app. 2 minutes)

further target courses

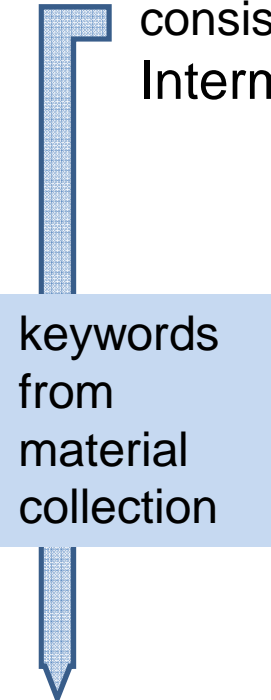
new possibilities, given by research results

**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:



keywords
from
material
collection

- 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 save 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 personell

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