From Paper to Presentation: Engaging with Your Message and Your Audience

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Why are good presentation skills important?
A presentation is about an IDEA (not a paper)
Planning Phase

Who? What? Why?

& How?
Structure

BEGINNING

MIDDLE

END

Many options for structure; here are three
• **Introduction**: Opener, problem/question, motivation, give away the ending (?), forecast structure (1-2 slides)

**MIDDLE**

**END**
**Structure**

- **Introduction:** Greeting, problem/question, motivation, give away the ending (?), forecast structure* (1-2 slides)

- **Methods:** (1 slide)

- **Results:** 3-5 points with evidence (3-5 slides)

- **Discussion:** combine with results or separate slide(s)?

END
Structure

• **Introduction:** Greeting, problem/question, motivation, give away the ending (?), forecast structure (1-3 slides)

• **Methods:** (1 slide)

• **Results:** 3-5 points with evidence (3-5 slides)

• **Discussion:** combine with results or separate slide(s)? (3 if separate)

• **Conclusion:** Summary (main result) & Significance (takeaway!) (1 slide)
Introduction: Opener, problem/question, motivation, give away the ending (?), forecast structure (1-3 slides)

- **Subtopic 1** (2-3 slides)
  - Method (?)
  - Result & discussion
  - Mini-conclusion

- **Subtopic 2** (2-3 slides)
  - Method (?)
  - Result & discussion
  - Mini-conclusion

- **Subtopic 3** (2-3 slides)
  - Method (?)
  - Result & discussion
  - Mini-conclusion

- **Conclusion:** Summary (main result) & Significance (takeaway!) (1 slide)
Structure

- **Introduction**: Opener, problem/question, motivation, give away the ending (?), forecast structure (1-3 slides)
- **Theory** (2-3 slides)
  - Premise from theory #1
  - Premise from theory #2
  - Relevance for upcoming topics
- **Subtopic 1** (2 slides)
  - Claim
  - Evidence (results & discussion)
- **Subtopic 2** (2 slides)
  - Claim
  - Evidence (results & discussion)
- **Subtopic 3** (2 slides)
  - Claim
  - Evidence (results & discussion)
- **Conclusion**: Summary (main result) & Significance (takeaway!) (1 slide)
Signposting: verbal punctuation

(Key phrases handout)
Audience Interest

Use a great opening (story, anecdote, humor…, often followed up on at the end)

Depending on your content, you can:

Audience Interest
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Depending on your content, you can:

• Use a great opening (story, anecdote, humor...often followed-up on at the end)
• Make the abstract concrete: tell stories, use concrete examples, make numbers tangible
• Use ”You,” ”we,” ”our”
• Reflect the attitude you want the audience to adopt
• Vary your media (but don’t drown in it!)
• Visual aids can go really wrong. It’s never a good idea that your visual aids trump you as the presenter. They shouldn’t be your script, either.
• PowerPoint has, unfortunately, encouraged lots of people to present slides (or worse…just read them) instead of deliver a speech.
• Not inspiring
• PowerPoint also has many terrible effects, transitions, and clip art made much too available. Ignore most of these.
• How do you like reading entire sentences as bullet points?
• How do you like my reading entire sentences as bullet points on the screen that you can read faster than I can speak?

• Hey look! A cat!
Near-Term Power Plant Economics with CO₂ Allowance Costs

- To illustrate the economics of operating existing and new power technologies, the chart shows the cost of various technologies when the projected CO₂ allowance prices are included.
- Projected CO₂ allowance prices of roughly $50/ton in 2025 increase variable costs of existing plants powered by fossil fuels to the point where many are likely to shut down.
- However, S. 2191 provides significant incentives for CCS technology for coal plants in the form of bonus allowances, resulting in earlier penetration of advanced coal with CCS.

Notes: For the case with bonus allowances, the variable, capital, and fixed O&M costs are actually an aggregate of the solid part and the hashed part. The net cost is only the solid part. For this illustrative calculation, EPA used a conservative efficiency metric for existing coal plants (10,300 Btu/kWh), which most plants currently meet or exceed. The marginal energy cost is defined as the cost of production of the most expensive unit operating in that hour. It includes the cost of fuel, variable O&M cost and the cost of environmental allowances. The capital costs used here are from PMY+3.0, which relies upon EPA capital cost data from AEO 2005. More recently, capital costs have increased with increasing international demand for raw materials. It is not clear how the market will respond to these price increases and whether these increased costs will be sustained over the period of the analysis.
Less is (usually) more
Tools for creating dynamic communication

**GROUNDING** → → → balance, presence

**INTENSITY**
- body: openness
- voice: volume, tone, strength

**DIRECTION**
- body: gesture, eye contact, placement
- voice: follows through and inclusive

**TEMPO**
- pauses
- speed variations
Create your own take-home message:

What three things will you work on for your defenses?