



Aims:

- Discuss the value of creating / making a presentation
- Allow you to feel more confident and in control prior to your assessed poster presentation
- Introduce different types of presentation, different audiences/purposes
- Discuss how to give an effective presentation



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Assessment



Ten-minute individual poster presentation on a topic of the student's choice related to their own academic and/or professional skills development.

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Why do we assess you via presentations?

Developing your ability
to speak to an
audience in of the
greatest benefits you
will get from your time
in HE

Transferable
skills

Your own
personal gain

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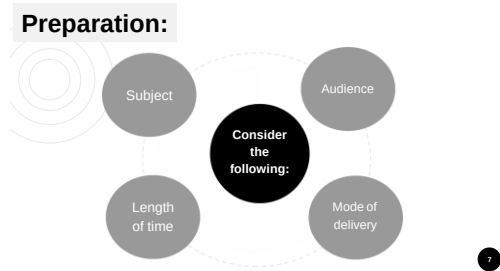
How to give a good presentation

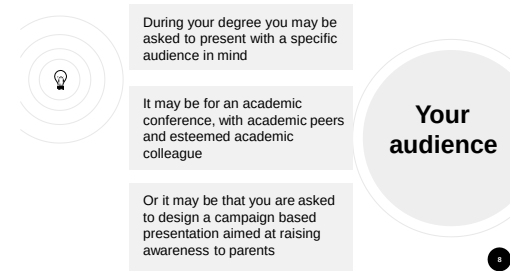
Presenting doesn't come natural to us as humans...

- For many people, giving an oral presentation can be a daunting prospect
- The key to giving a good preparation lies in preparation and rehearsal

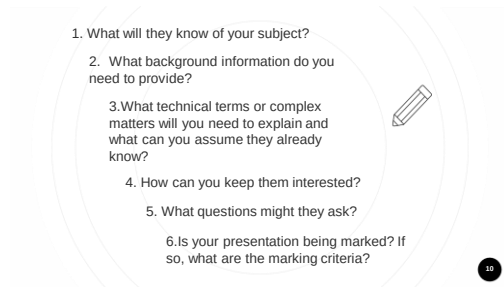


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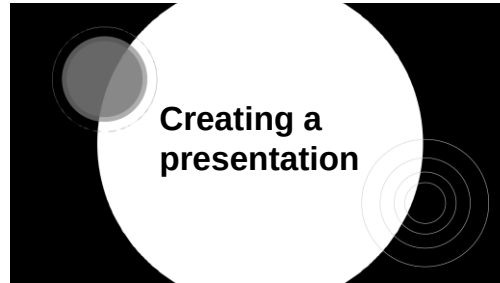


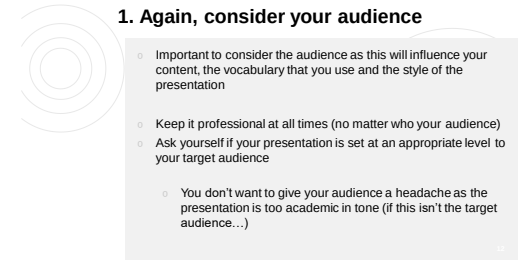






1. What will they know of your subject?
2. What background information do you need to provide?
3. What technical terms or complex matters will you need to explain and what can you assume they already know?
4. How can you keep them interested?
5. What questions might they ask?
6. Is your presentation being marked? If so, what are the marking criteria?





1. Again, consider your audience

- Important to consider the audience as this will influence your content, the vocabulary that you use and the style of the presentation
- Keep it professional at all times (no matter who your audience)
- Ask yourself if your presentation is set at an appropriate level to your target audience
- You don't want to give your audience a headache as the presentation is too academic in tone (if this isn't the target audience...)

2. The Introduction

- Introduce with a brief overview of the content, locating the topic in its wider context and state your argument
- Describe what the presentation is about and how it will develop
- Also don't forget to introduce yourself!

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2. The Introduction

The points that this presentation will focus on are....

The central aim of this presentation is to....

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2. The Introduction

- The intro is your opportunity to get your audience interested!
 - Perhaps you want to include...
 - A startling fact
 - A pertinent question
 - An interesting statistic
 - A dramatic visual aid (If appropriate..)
 - Tip: Avoid telling a joke unless you know it's going to work – if it falls flat, so will your confidence

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2. The Introduction

- Also think about HOW you want to present this information...
- Remember that you are being assessed on a hosted poster presentation, and so you have a visual aid (poster) to work with but also have to orally present information, too!

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2. The Main Body

- Decide upon the main ideas that you want to get across, and aim to group them into logical and coherent chunks of information
- Keep focused on what is important
- Ensure key ideas **stand out**

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2. The Main Body

- Keep your information relevant, and get to the point
- Omit waffle and trivial details
- Provide the necessary evidence to support your arguments and claims
- Use clear examples to illustrate points

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2. The Main Body

Use connective devices to get from point to point (signposts), e.g.,

*As a
consequence...*

*From this we can
see that....*

*On the other hand,
it was also true
that...*

*This exemplifies
the point in that....*

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2. The Main Body

- Try to use only 3 to 5 main points
 - And explain them in turn...
- Logical progression!
- Aim for a chronological order (if appropriate)

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3. Conclusion

- You must include one!
- Briefly summarise everything you've covered
- Be prepared for questions – but if you can't answer them, don't be thrown!
- Be confident in saying 'I don't know'

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3. Conclusion

So it has been
shown that...

This presentation
intended to
demonstrate....

Results confirmed
that... and so...

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4. References

- As with your academic writing, you must reference thoroughly throughout your presentation
- Refer to referencing guidelines
- Include a 'Reference List' in your presentation/poster (separate slide)
- Attempt to reference all pictures / graphs etc, but just include in the reference list...

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Do not do this



http://dailymail.co.uk/tpa/2010/03/1/article-0-08AC3D26000005DC-63_2330347.jpg



http://news.bbc.co.uk/1/hi/health/8167200.jpg_300x200_16000005DC-63_2330347.jpg

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Other things to consider...

Visual Aids

- Keep them simple and uncluttered
- Avoid too many words – use key words
- Don't use too small a font
- Using stats? Make them digestible!
- Charts/graphs can be good ways of conveying a message

TIP:
Make sure that
YOU understand
what it is you are
trying to say / get
across, and then
try it out on
others if possible

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Visual Aids

- Make sure your text is readable – dark background, light writing or vice versa..
- Keep number of points per section to a minimum
 - Keywords and ability to talk around points will demonstrate understanding

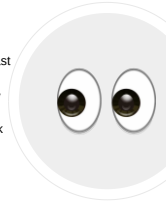
TIP:
Simple is often
best

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What else am I
going to be looking
for in your
assessed hosted
poster
presentations?

Eye Contact

- Look at your audience...
 - Or if you genuinely can't – at least look up
- Focus for a split second on many faces – scan the room
 - This is also a good way to check who is engaged in your presentation...



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Pace, Pitch and Power

- Vary your pace
 - Slow down for important key points
 - Speed up to encourage enthusiasm
- Pitch
 - Keep your audience awake!
 - Remember your boring monotone teachers at school...

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Pace, Pitch and Power

- There may be something you feel really strongly about – use power in your voice to highlight your interest!

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Body Language

- Folding arms?
 - Defensive
- Avoid nervous gestures
 - E.g., clicking pen
- Body language includes eye contact
- Don't over rely on the poster – use as an aid only! Face audience with your whole body

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Don't forget to practice...

- Practice in front of family, friends or a mirror
 - You will present more confidently if you feel prepared – and if you know what you are talking about beforehand!
- Make sure you have everything you need before you start
 - Is there a projector?
 - Is your poster in the right format?
 - Do you need other equipment? – pens, flip chart, etc

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Anxiety and Nerves

- Public speaking is nerve-wracking!
- It is perfectly natural to be nervous
- If you follow the previous points, you should (hopefully) go into your presentation having alleviated some of your initial nerves

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Anxiety and Nerves

- To reduce anxiety on the day, consider the following:
 - Cue cards make less noise if you are shaking than loose A4 sheets
 - Know the room and the equipment
 - Take deep breaths and consciously slow down your speech
 - Arrive on time – do not fluster yourself by arriving late

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Anxiety and Nerves

- You will feel more nervous than you actually appear – so don't worry about the audience noticing!
 - Plus, they'll all be just as nervous!
- Do not be afraid of silence
- TIP: any presentation at UG level don't last that long so think of it as a short performance. Even if you're not feeling confident, pretend that you are confident!

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And the design of my poster presentation?

What's so special about poster presentations?

- The goal of a poster presentation is to create a compelling, visual representation of your topic
- Poster sessions have become a common feature at scientific meetings because a large number of people can display their work and discuss it with others in a face-to-face setting.
- People can walk by the posters and, if a topic catches their eye, talk to the researcher individually.

Differentiating Visual and Written Communication

- Posters are very different from written manuscripts.
- They should serve the purpose of conveying a few main points (not too much written information), but rather the presenter should be comfortable with talking around these key points.
- Your key points should be eye-catching and not overwhelming!

Physical Posters

- Designed on one PPT slide (typically) and printed in A1 or A0 size
- Your poster should be clearly visible from one metre away
- Think carefully about colour choices on your poster – lighter backgrounds with a dark font usually work best

Remember...

- The length of time to present is roughly similar to a regular PowerPoint presentation, but the 'operating space' for a poster is reduced (sometimes by a lot!)...
- So you need to use the space wisely, focus on the main points and know what you're talking about before presenting!

Design on PowerPoint!

- One slide (plus one additional for your reference list)
- Use a clear font– simple is often best!
- Use keywords and know what you are talking about
- As previous – light font, dark background (or vice versa)



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