



# Making the `Perfect Presentation`

# Aims of the lecture:

- To highlight what makes a good presentation.
- To provide an example of a badly presented PowerPoint.
- To provide a step-by-step guide to conducting a basic PowerPoint presentation.
- To differentiate between a “normal” PowerPoint present, an Electronic Poster Presentation and a Physical Poster Presentation.

# Consider the following:

- Deficiencies in empathy, defined as understanding and sharing in another's emotional state or context (Eisenberg & Strayer, 1987), have long been considered characteristic of aggressive and antisocial individuals (Cleckley, 1964; Hare, 1978; Hoffman, 1987).
- Although evidence also suggests that empathy facilitates prosocial behaviour and reduces aggressive behaviour in both children (Bryant, 1982; Eisenberg & Miller, 1987; Eisenberg-Berg & Lennon, 1980; Feshback, 1979; Feshback & Feshbach, 1982; Miller & Eisenberg, 1988; Poole, 1992) and adults (Batson, Fultz, & Schoenrade, 1987; Davis, Hull, Young, & Warren, 1987; Mehrabian & Epstein, 1972), few studies of empathy have been conducted directly with individuals demonstrating established histories of antisocial and aggressive conduct.
- Nor has research on antisocial youth kept pace with important refinements in both the operationalization of empathy and related developmental theory.

# How would you incorporate that into an oral presentation?

- The main difference between the written word and giving oral presentations is?
- The facts are the same, but...



# Instead:

- As psychologists, we know a lot about empathy. We also know that people who are aggressive and antisocial show low levels of empathy, and they have a hard time putting themselves in the place of people around them.
- Unfortunately, we have a long way to go in understanding the lack of empathy in people with conduct disorders.
- Start with interesting and memorable opening to capture interest (primacy effect)
- Place the context (historically or factually)

# Guidelines

- Create graphics to illustrate your point
- Use minimum text- audience should be listening not reading!
- Keep language simple- why?
- Use your presentation as an `aide memoir`
- Do not read directly from your slides, use cue cards if necessary
- If someone asks a question, repeat it for the benefit of the audience before you answer

# What to include and not!

- 1. Identify the main points- do not be tempted to overload the audience
- 2. Ensure that you provide evidence to support your main points
- 3. Practise! Time yourself and breakdown each section into time allocations to make it easier to keep track. Poor timing will affect your grade
- If including results of studies, keep it simple- use a graph or table to explain and make sure you understand it!
- Remember the constraints of STM- too much information makes it hard for your audience to follow

- Make the colours and effects easy on the eyes- don't make it too busy.
- Choose colours wisely... likewise select an appropriate size.....
- KEEP TEXT FONT PLAIN AND SIMPLE, SOME STYLES ARE JUST TOO HARD TO READ.
- Don't cram too much information on your slides as it will all merge into one totally incomprehensible mess.

- Quite Possibly The World's Worst PowerPoint Presentation Ever
- A Demonstration of What NOT to do When Creating and Using PowerPoint Slide Shows
- How to Use this Presentation
- Watch the slide show.
- Gaze at the horrible examples of bad slide design and presentation.
- Read the hints and tips slides that follow the examples to avoid making similar mistakes!

- Fresh fruit leads Chile's export mix - Chile emerges as major supplier of fresh fruit to world market due to ample natural resources, consumer demand for fresh fruit during winter season in U.S. and Europe, and incentives in agricultural policies of Chilean government, encouraging trend toward diversification of exports and development of nontraditional crops - U.S. Dept. of Agriculture, Economic Research Service Report • Chile is among the developing economies taking advantage of these trends, pursuing a free market economy. This has allowed for diversification through the expansion of fruit production for export, especially to the U.S. and Western Europe. Chile has successfully diversified its agricultural sector to the extent that it is now a major fruit exporting nation. Many countries view Chile's diversification of agriculture as a model to be followed. • Meanwhile, the U.S. remains the largest single market for Chile's fruit exports. However, increasing demand from the EC and Central and East European countries combined may eventually surpass exports to the U.S., spurring further growth in Chile's exports. • If you've read this far, your eyes probably hurt and you've been reading this tedious long-winded text instead of listening to me. I'm insulted- can't you see I'm doing a presentation up here? Look at me! Congratulations, however, on having such good eyesight.

## Tip:

- Too Much Text, and Font too small
- Don't put large blocks of text in your presentation.
- Emphasize the main points.
- The “Six-by-Six” Rule.
- Use pictures- PowerPoint is multimedia!
- Use a large font...at least 24-point or more.

- Beginner Motorcycles
- My personal favourite: the Suzuki Savage
- Light weight (~380lbs)
- Adequate power (650cc engine)
- Low seat height fits most riders





# Tip:

## Bad Colour Choices

Avoid loud, garish colours...dark text on light background is best.

Avoid text colours that fade into background, i.e. blue and black

Avoid colour-blind combinations: – Red and green – Blue and yellow



- Overwhelming Pictures
- Use pictures, but don't let them use you.
- Keep slides SIMPLE! Too much diverts audience away from content.
- Too many pictures also make saving a presentation difficult.
- 1 or 2 pictures per slide is probably enough.

Tip:



# Racquetball fundamentals

- 2, 3, or 4 players.
- 1 player serves, other “returns.”
- Only serving player can score.
- Served ball must land past serving line and cannot hit back wall.
- Ball can only bounce once before striking front wall...but ball does not have to bounce.

- Again, keep slides simple!
- Apply one Slide Transition style and one Animation Scheme to ALL slides.
- Don't change between styles- a single style makes a presentation look unified.
- “Busy” presentations divert audience attention from content.

Tip:



- FILE NOT FOUND
- Microsoft PowerPoint is unable to open the requested file. This could be because your file is corrupted and/or this is an unsupported file type. Do you wish to retry or cancel?
- Disk is unformatted. Click “yes” to format your disk now.
- Boot startup failure, press any key to reboot.



# Tip:

- Something WILL go wrong- test your presentation before you show it.
- Always have a backup of your presentation on hand.
- Be prepared to do the presentation without the PowerPoint...professionals ALWAYS print handouts for the audience.

# More tips:

- Talk to your audience, not the slides- face them!
- Don't just read what's on the board...we can read that. Use a visual presentation as a starting point.
- Avoid apologizing for a presentation shortcomings...press on.
- Leave time for Q & A.
- Check grammar! A presentation is the worst time to see misspellings.
- Don't make too many slides...avoid the "slide rush" (trying to rush through the last 20 slides because you ran out of time).
- Cite your sources on each slide or at the end of your presentation.
- Remember: KEEP IT SIMPLE!



# Finally...

Always remember to save your work!!!