

Presenting clearly and with confidence

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Today we will cover

- What makes an effective presentation?
- Delivery
- Dealing with questions
- Using powerpoint effectively

Part 1: What makes an effective presentation?

5 Classic presentation mistakes From The Thesis Whisperer

TMI (too much information)

All literature and no action

Why are we here again?

Undigested text

Question time = fail

And one more...

Running out of time!!!

What makes a *bad* presentation ?

Therefore, what make a *good*
presentation?

Things to Consider When Planning Your presentation

Presentation Planning

What is your throughline?

Examples:

- A history of the universe in 18 minutes shows a path from chaos to order
- Online videos can humanise the classroom and revolutionise education
- Vulnerability is something to be treasured, not hidden form

What is Tim's throughline?



What is your throughline?

- **Start by considering throughline of your presentation**

- 5 minutes to write it down.
- Share with a partner – verbally.
- Give each feedback to help refine the impact and clarity of the throughline.

Who are your audience?

What's your 'hook'?

Tell a story

Part 3: Delivery

5 things every presenter needs to know about people

(Weinschenk, 2012)

Script it, but act spontaneous

Make eye contact, right from the start

Don't be afraid to reiterate your
message

Other things to consider:

- Pace
- Body language
- Modulating your voice
- Beware concentration face!

Dealing with nerves and anxiety

(Business Insider, 2014)

Prepare and practice

Know your venue

Visualize your success

Practice positive self-talk

Know your audience

Exercise lightly and breathe
deeply before you speak

Memorize your opening

Claim the three “audience truths”

Smile

Realize you don't look as
nervous as you feel

Part 3: Dealing with questions

Responding to questions

- Step One - Listen
- Step Two - Understand
- Step Three - Communicate and involve
- Step Four – Respond
- Allow follow-up questions

(University of Leicester, 2016)

Dealing with difficult questions

- Give yourself time to think about the question
- Don't worry about admitting you don't know something, or hadn't considered it...
- ...but do so positively *'That's an interesting idea I'd not thought of that'*

- If it's complicated, deal with it later
'That's interesting, shall we have a quick chat about it after the talk?'
- If it falls outside the remit of your/talk/research *'That's really interesting, but it falls outside the scope of my research'*
- If they are persistent ... *'I'm afraid I need to move on'*

(University of Leicester)

Things to avoid

- Answering the question you wished you'd been asked
- Making a second 'mini' presentation
- Passing the blame
- Defensive answers

(University of Leicester, 2016)

What are your nightmare questions?

Part 4: Using PowerPoint effectively



Tips from TED

- Think about your slides *last*
- Create a consistent look and feel
- Think about topic transitions
- With text, less is almost always more

- Use photos that enhance meaning
- Go easy on the effects and transitions
- Go easy on the effects and transitions
- Use masking to direct attention in images

Keren Elzhan

Hackers: the Internet's immune system



14:22:46 | 11:36 | [View all talks](#)
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The beauty of hackers, says cybersecurity expert Keren Elzhan, is that they force us to evolve and improve. Yes, some hackers are bad guys, but many are working to fight government corruption and advocate for our rights. By exposing vulnerabilities, they push the Internet to become stronger and healthier, wielding their power to create a better world.

[This video is part of our playlist of TED Talks on cybersecurity. Discover more TED Talks on cybersecurity here.](#)

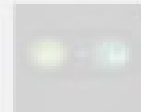
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Keren Elzhan
Cybersecurity expert
Keren Elzhan leads the transformation of hackers from cybercriminal antagonists to powerful hacktivists, law enforcers and digital rights activists who are the growing heroes of the digital world. TED.com

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Who are the hackers?



Keren Elzhan: 5 ways about the Internet



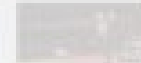
Bill Gates: My 10 favorite talks



Keren Elzhan: How the Internet



Keren Elzhan: 5 ways to make the Internet



Keren Elzhan: Think types of online attacks

Learn more

Taylor's struggle for online freedom
In the same way that Keren Elzhan

Keren Elzhan recommends
the cybersecurity expert shares her views, resources and perspective

Death by PowerPoint!

(Phillips, 2014)

One message per slide

Use short bits of
text and an image

HOW TO AVOID DEATH BY POWERPOINT

The only toolbox you will ever need



by: David Phillips, School Of Communication

The most important part of
the powerpoint should be the
biggest

Tips from TED

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Work with contrast

Use a maximum of 6 'objects'

Questions?

Now it's time to practice

- Go back to your throughline and spend a few minutes preparing to present it. Reflect on the session, the discussions of what makes a *good* presentation and tips for delivery.

- Get in to groups of 3, label a, b and c;
- Then: each person has 5 mins. In that 5 mins:
 - A presents
 - B asks a question
 - C observes and gives feedback
- Then switch so that each person has a go at each role – B presents, C questions and A observes, then C, A and B.

Thank you!

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