

**Material para a aula de sexta-feira (11-5-2012) do Prof. Barry Hinton.**

(Este material deve ser trazido para a aula, por cada aluno)

Please answer the following as quickly as possible with about 4-6 words or very short sentences (i.e. what is the first thing that comes to your mind?). Thank you.

**NOTE:** Please hold onto this page, it is for your information.

1. As you enter a room to listen to a presentation (maybe this one), what are your expectations and what do you want?

2. What is your energy level at this moment?

Low (1)------(5)-----High (10)

Please mark on the above line representing your energy level.

3. Where do you rank the importance of communication and/or giving presentations in your profession?

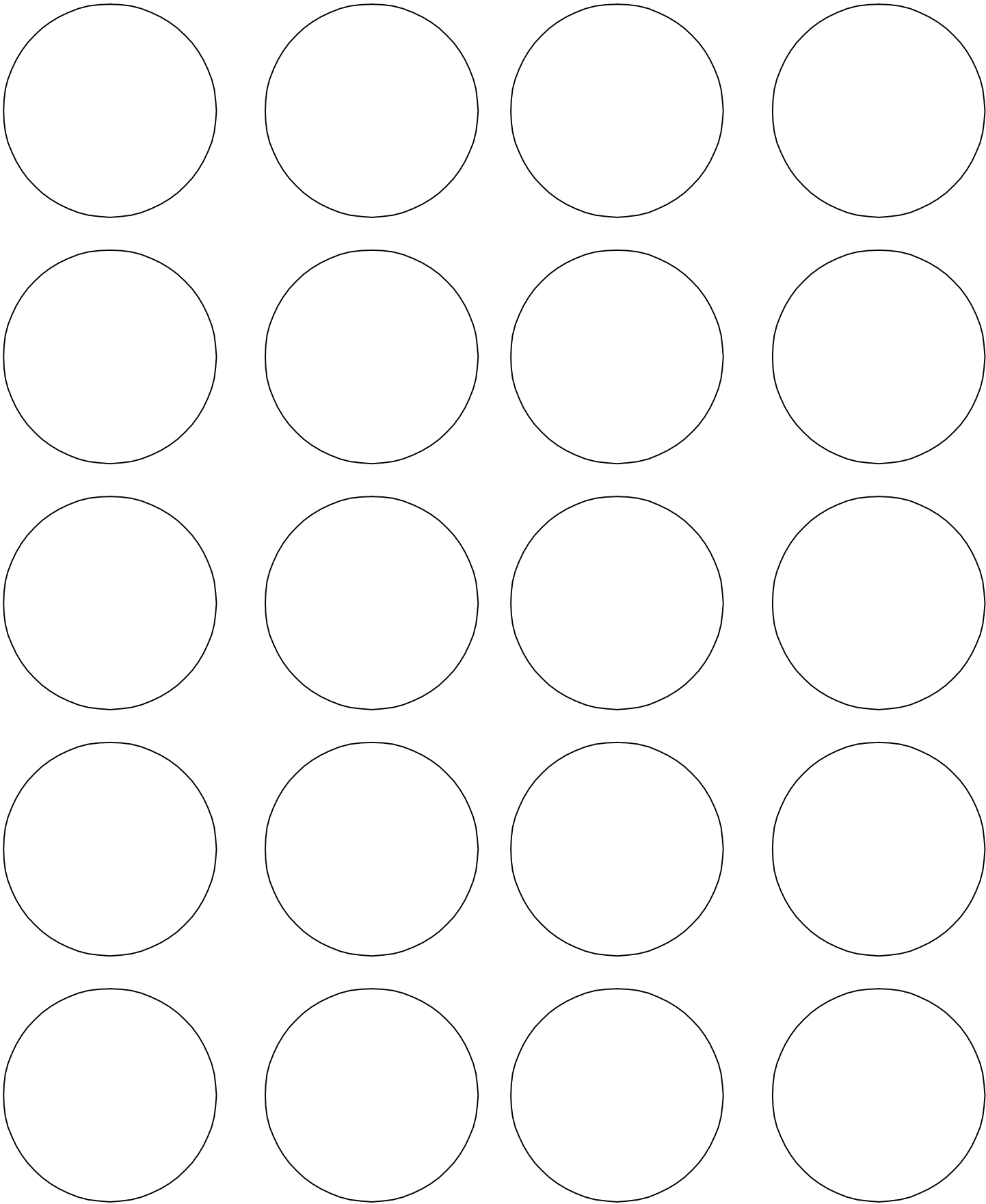
Low (1)------(5)-----High (10)

4. What do you believe to be the qualities of a good presentation?

Notes

Notes

FACE



## Some Basic Guidelines for Presentations

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The following ideas and guidelines are taken from books/websites (listed at the end of this handout) plus from my own and fellow presenters' experiences.

### A couple of take-home messages to think about first:

Audiences cannot read your slide and listen to you at the same time. Knowing this, how does this change the way you think about preparing your presentation?

Audiences come to listen to YOU and not to watch a slide show. Knowing this, how does this change the way you think about preparing your presentation?

### Overall Attitude

As you prepare your presentation, think what it would be like to listen to your own presentation (called empathy, see later). Have an attitude of:

1. I am **inspiring** the members of the audience with my presentation
2. I am **teaching** something to the members of the audience with my presentation
3. I am **persuading** the members of the audience that my presentation is significant

### Where to Begin

Begin with the beginner's mind, this allows freedom to go in any direction you choose, without bias.

Find a quiet place to draft your presentation, maybe use paper and pen rather than thinking in front of your computer. Focus only on this task (i.e. turn off cell phones).

### What questions should I ask?

What is the fundamental purpose of my talk?

Who is the audience?

What does the audience expect of me?

What visual medium (do I need to use Powerpoint?) is most appropriate for this particular situation and audience?

How much time do I have?

What is my story? (see later)

If you wanted to convey ONE message (the core message), what would that be?  
(i.e. if you wanted the audience to remember one thing, what would that be?)

## **There are SIX aptitudes for a creative presentation**

(Mostly taken from Pink's, Duarte's and Garr's books; see Some Resources)

They are:

### **1. Design of your slide**

It is so easy to put stuff into a Powerpoint slide, the challenge is to know when to stop!  
Always remember, LESS IS MORE.

Remember that overwhelming the audience with information can get in the way of communicating your message, so: **THINK ABOUT NOT USING BULLET POINTS**

Slide design is thoughtful; it is neither decoration nor an afterthought.

Use a sans serif font (like the one being used for this handout, Helvetica, and not a serif font like Times Roman)

Slides should be about eliminating the non-essential, about being natural and not forced, about subtlety and not in your face with every detail, about simplicity but not simple-minded.

Try using the "Rule of Thirds" (see Some Resources) when showing images.

Remember:

Pictures beat Text  
But  
Pictures and Text Beat Pictures Alone  
But  
Pictures and Text and YOU beat all!!

Be creative in the way you think about slide design, maybe use crayons, pencils, take photographs and let that be each slide. Don't go too crazy because **you need to get your message across in as simple/clear way** as you can.



## **2. Tell a Story**

Think about all the stories that were told to you, my guess is that you can remember many. Crafting your presentation into a story will benefit:

YOU: easy to remember a story and also the order of your slides and will reduce presentation anxiety/nervousness

YOUR AUDIENCE: people like to hear stories and plus they remember your presentation (and much of the information)

## **3. Have empathy for your audience**

Please put yourself in the position of others; what is it really like to listen to my own presentation?

How can I inspire, teach and persuade when I have to give a talk in a dark room, after lunch after the audience has sat there for many hours listening to talk after talk after talk? What a challenge !!

Look at your audience, you are not talking to some abstract group of people or talking into space; treat every member of your audience as individuals. One of the best ways to do this is through simple eye contact, looking at as many individuals' eyes as you can during your presentation.

Be willing to change your presentation as you watch the reactions of your audience. For example, I see lots of blank expressions so maybe I should repeat what I have just said.

## **4. Play some in your presentation/have some fun**

I do not mean to tell jokes and play around for the sake of it. However, if used at the right time and to say, highlight a point, then, go for it.

This is often hit and miss and what may go down well with one audience might not go down so well with another. However, by being a little playful and injecting some humor helps you and audience to relax and connect. The challenge is to ensure that this comes across as natural and not forced.

## **5. Provide some kind of meaning to your presentation**

This is not trivial. It is a wonderful opportunity to make a difference, to show your passion, to show that you appreciate your audience being there and that they are important. Do you view members of your audience as partners?

## **6. Symphony**

Symphony is about illuminating relationships, showing the big picture, bringing it all together and not simply presenting chunks of data/information without connections.

## **Presentation Day**

Okay, the day comes and now you are ready to give your presentation. How can I stop my heart from beating like a hummingbird, why am I sweating so much and why do I feel like throwing-up? The more one tries to repress nervousness the more it comes up, right?

This is all quite normal, so are there any guidelines/hints to stop this from happening?

There are, but to be honest, every speaker/presenter/actor/stand-up comedian gets nervous so it is a question of how can I lessen the physiological responses so that I do not come across as some blubbering idiot or stand there frozen, unable to move. Simply put, it takes practice.

Practice, practice, practice so that you become extremely familiar with your material. The challenge is to know your stuff without coming across as too slick or over-prepared. One reason why people get nervous is that they do not know their material/presentation.

Conversational-style method of presenting is more natural and effective. Think about giving your talk to one person at a time as you look at each member of your audience. This helps you to relax.

Another reason why some people get nervous is that they are frightened to make a mistake, so make a mistake and get it over with. Audiences are very forgiving and if a mistake is made, then simply make the appropriate correction. If you make a big deal out of it, the audience will.

## **SOME RESOURCES**

### **BOOKS**

#### **Presentationzen**

Garr Reynolds  
Pub: New Riders, 2008

#### **Slide:ology**

Nancy Duarte  
Pub: O'Reilly, 2008

#### **Presentationzen Design**

Garr Reynolds  
Pub: New Riders, 2009

#### **Resonate**

Nancy Duarte  
Pub: Wiley, 2010

#### **Advanced Presentations by Designs**

Andrew Abela  
Pub: Pfeiffer, 2008

#### **The Craft of Scientific Presentations**

Michael Alley  
Pub: Springer, 2003

#### **A Whole New Mind**

Daniel Pink  
Pub: Riverhead Trade, 2006

#### **Brain Rules**

John Medina  
Pub: Pear Press, 2008

### **BLOGS AND WEBS SITES**

<http://speaking.alltop.com/> (comprehensive list of many blogs and sites; some are listed below)

<http://www.presentationzen.com/>

<http://slideology.com/>

<http://www.ted.com/>

<http://www.brainrules.net/>

<http://www.slideshare.net/>

<http://pptheaven.mvps.org/>

Rule of thirds:

<http://digital-photography-school.com/blog/rule-of-thirds/>

[http://photoinf.com/Golden\\_Mean/John\\_Longenecker/Rule\\_of\\_Thirds.htm](http://photoinf.com/Golden_Mean/John_Longenecker/Rule_of_Thirds.htm)

<http://sixminutes.dlugan.com/2009/03/12/rule-of-thirds-powerpoint/>