

# Presentation skills for *science* effective communication

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# Overview

- ▶ Purpose of your presentation
- ▶ Know your audience
- ▶ Support tools
- ▶ Content
- ▶ What's on your slides?
- ▶ Slide style
- ▶ Visuals and graphs
- ▶ Delivery
- ▶ Final ideas & links

# The purpose of your presentation

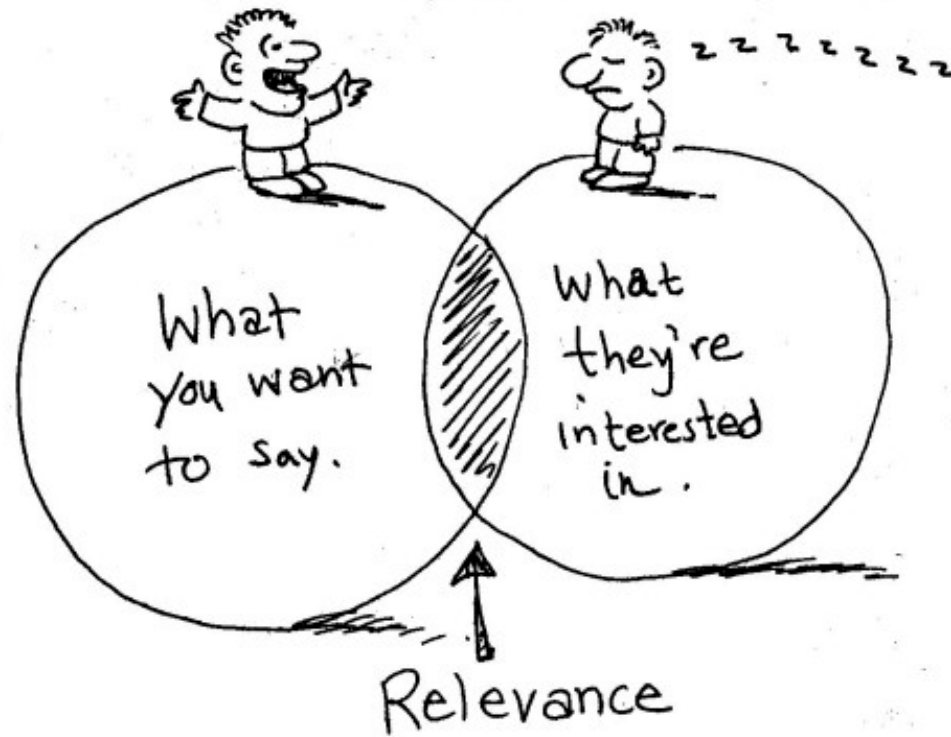
Is **not** to

- Impress the audience
- Tell them all you know about a subject
- Present every little detail of your work

Is to

- Inspire the audience
- Give the audience a sense of your vision / work / project
- Leave the audience wanting to know more
- Get feedback on your work

# Know your audience



# Know your audience

Who would be there?

- ▶ Scientists expert in your field
- ▶ Scientists non expert in your field
- ▶ Entrepreneurs, business people
- ▶ Non experts
- ▶ Journalists
- ▶ Who knows?

Something for everyone!



# Know your audience

Consider

- ▶ They might be tired
- ▶ They can read
- ▶ “Why should I listen?”
- ▶ Non-experts will tune out within 2 minutes
- ▶ Experts after 5 minutes

What can you do?



# What can you do?

## Early motivation

Use easy to understand examples early on

## Spoil the punch line

State your results early on and in simple terms

## Visuals

Diagrams / images from your work,  
eye-catching visuals



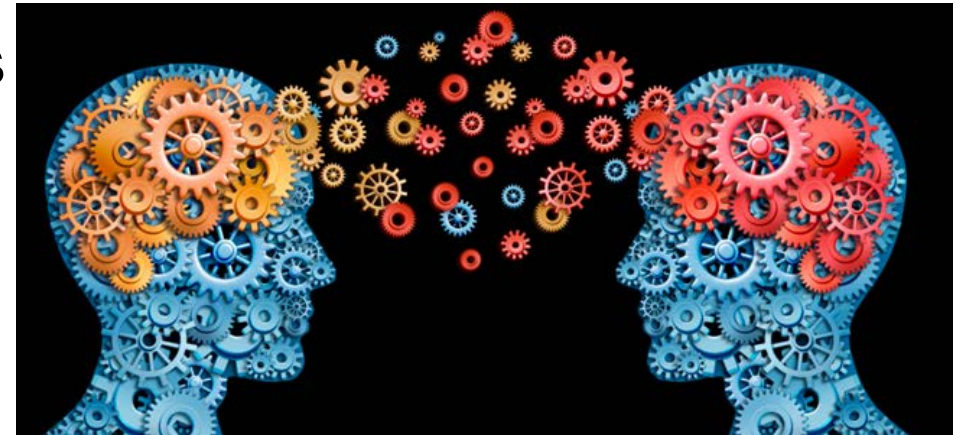


# Leave them with these thoughts

I understood what the problem / premise was  
and why it was important

I have an idea of what the solution / story was  
and how it was different / better than others

She / he knows the topic well  
we might collaborate in future





# Support tools

You don't HAVE to use PowerPoint

[Prezi](#)

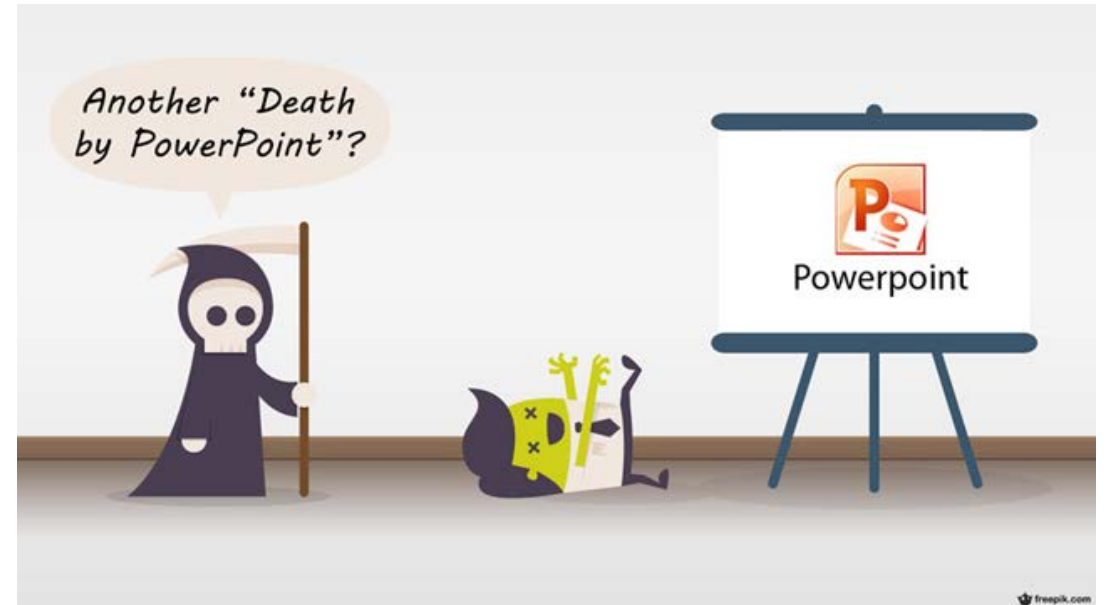
[PowToon](#)

[Canva](#)

[Zoho Show](#)

[Slide Dog](#)

[9 free alternatives](#)



# Choosing your content

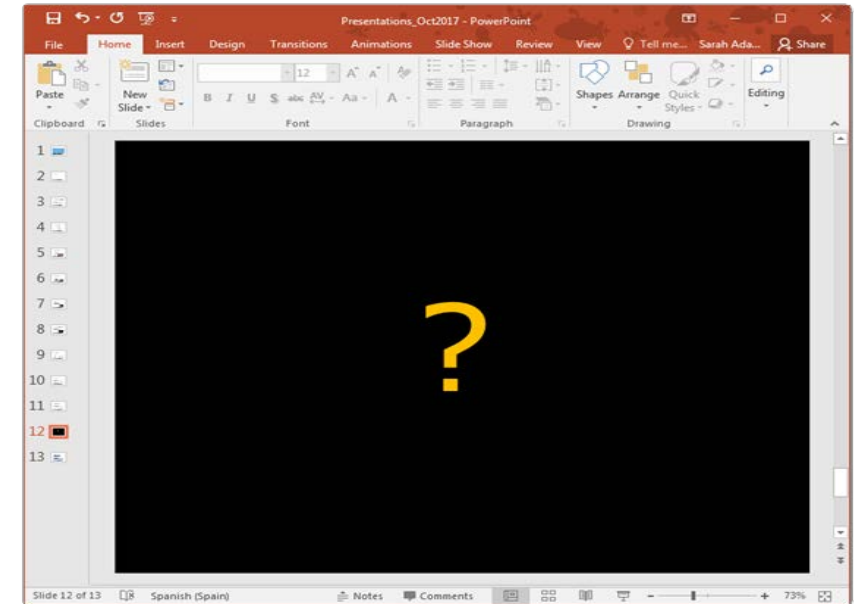
A fine balance:

- ▶ Showcase key result / finding / message
- ▶ Leave the details out
- ▶ Prepare back-up slides  
Could be useful for questions



# What's on your slides?

- ▶ Less is more
- ▶ Use animation sparingly
- ▶ Font, colour, background, style: be consistent
- ▶ Master slide + options
- ▶ Visuals



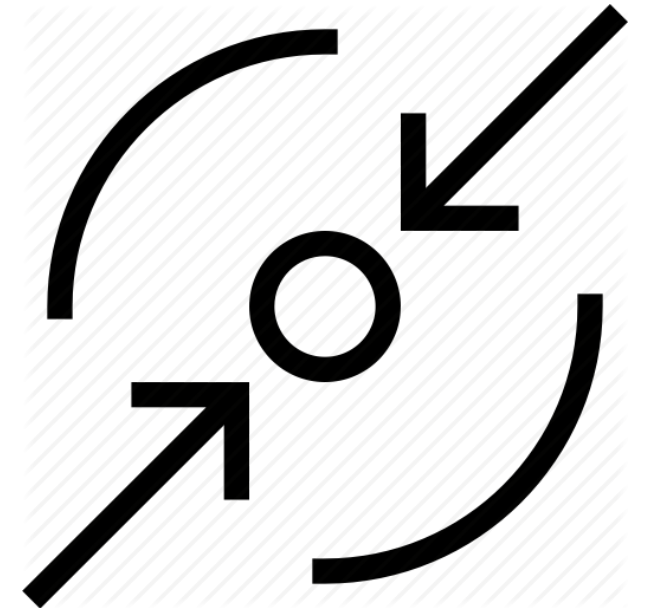
# A bad slide

This is an example of a bad slide. I mean, really bad. There is so much text on this slide, and the text is so close together, that it is really difficult to read. No, forget difficult, this slide is impossible. It is impossible for you to present and you have two options about what your audience will do. 1) They will try to read the slide (but they won't be able to) and ignore what you are saying. 2) They will ignore your slide and ignore you as they will think "why on earth is this person putting all this text on a slide. He/she are obviously a bad presenter". **Either way, they will miss the key point you are trying to make** and probably be sitting there hoping it will soon be time for lunch / sleeping off their lunch / wondering what will be for lunch tomorrow, depending on your time slot. And the text doesn't even fit on the slide and goes over the image and just disaster.

# A good slide

Show one point at a time:

- ▶ Helps the audience concentrate
- ▶ Prevents the audience from reading ahead
- ▶ Helps you keep the presentation focussed



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C

[www.leadtochange.net](http://www.leadtochange.net)

# The times, they are a-changing: how should leaders adapt?

Xavier Marcet

twitter: @XavierMarcet

## Between vision & humility

**Without vision** it is not possible to align people, define objectives, establish priorities.

**Without humility** it is not possible to recognize mistakes. In our world of such accelerated changes it is only possible to trust leaders who doubt.



## Leading is definitely serving and not be served.

The leader specifies the vision through example.  
**What he says has much less consistency than what he does.** But communication is always important.

**Those who overcome the need to say everything, communicate.** Those who know how to focus and embrace brevity.

synthesize.

# Fonts

If the font is too small, the audience won't be able to read it

ONLY CAPITALISE WHEN NECESSARY.  
THIS IS THE TEXT VERSION OF SHOUTING.  
AND IT'S HARD TO READ

**A complicated font does NOT make you seem interesting**

# Fonts

Standard fonts:

Arial

Calibri

Tahoma

Verdana

Classic fonts:

**Futura**

Gill sans

Myriad Pro

Helvetica

Beautiful fonts, free fonts...  
are they compatible?

Print      Screen



# Fonts & fit

Use a decent font size that facilitates reading

## Titles = size 40

Main size = 24 pt

► Secondary size = 20 pt

Depends on slide ratio



# Colour

This font colour does not work well with this background

Using colour for decoration is **distracting** and **annoying**

The same goes for using a different colour for each point

► Or secondary point

Trying to be creative can also be bad

← This is just WRONG!

# Colour

Font should contrast with background

- ▶ This is blue on a white background

Choose a colour scheme

- ▶ Blue titles, black main points, blue secondary points

Colour can emphasise a point

- ▶ But only use this occasionally

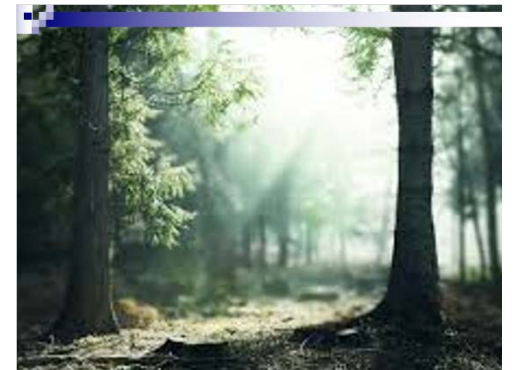


# Background

Background should be attractive and simple

Ideally use a light background

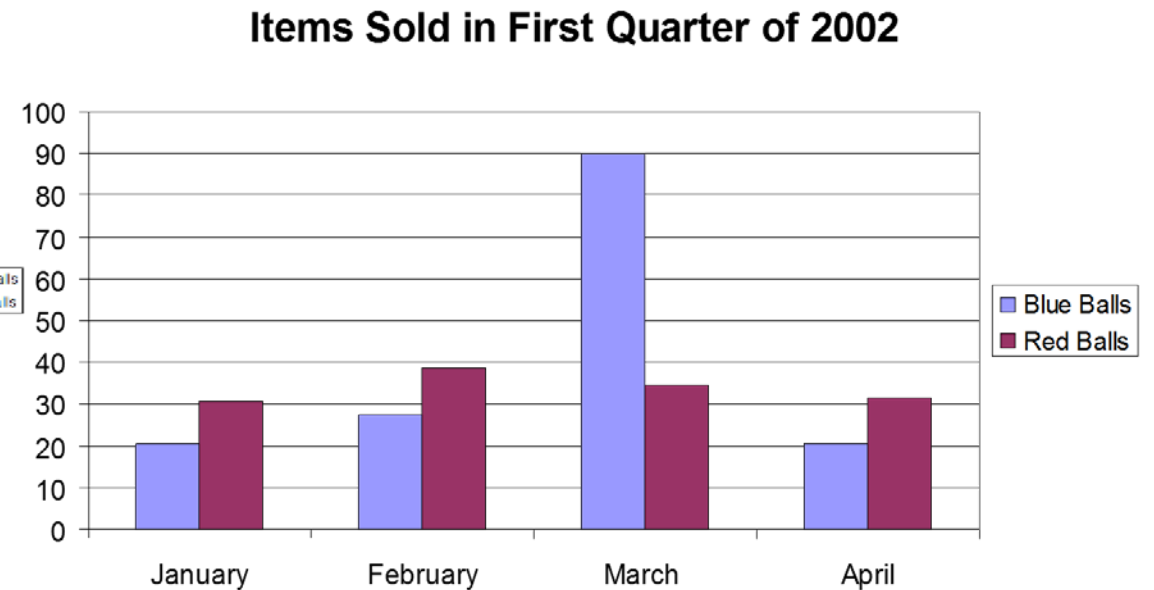
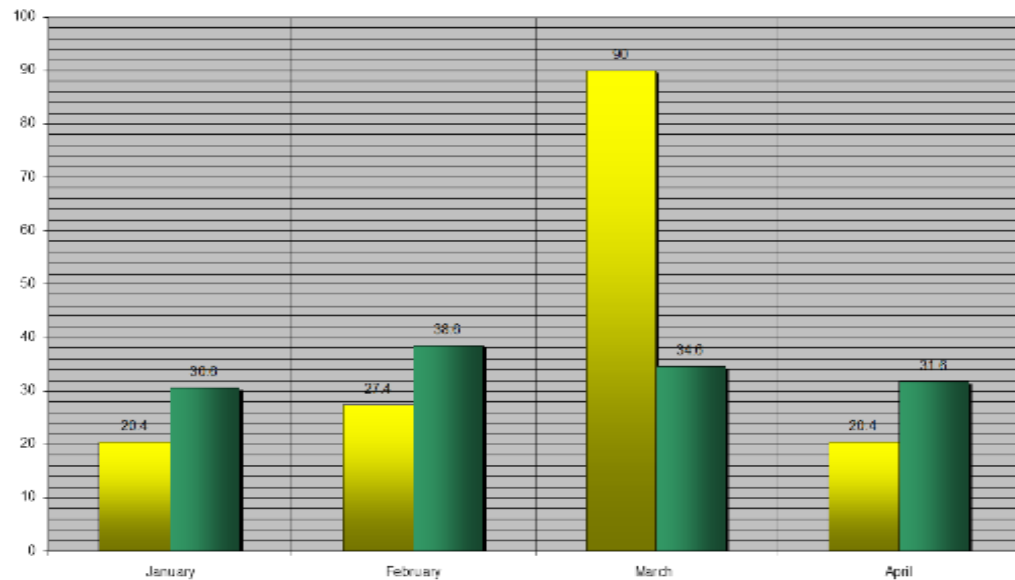
Use the same background throughout your presentation





# Graphs

Graphs = good! But use them carefully!



# Preparation

Prepare in advance

Show to a friend / colleague

Spell **check** your slides

And check all your animations

Practice practice practice

Time your talk

Assume technology will fail you

Laptop to projector, USB, web links



# Delivery

Watch for questions

Relevant? Digress if time

Irrelevant? Postpone!

Don't read from your notes

Have some prompts for tricky parts

Finish on time



# Questions

## Different types of questions

- ▶ Clarification
- ▶ Suggestion
- ▶ Engage in dialogue
- ▶ Want to show what they know

## Anticipate questions

- ▶ Additional slides



# Any questions?



There's life beyond your slides  
Body language when presenting





# Overview

Warm up: verbal and non-verbal communication

Different postures – what's the message?

Tips on good body language for presentations





# body

## l a n g u a g e

# Activity: physical communication

## The power of body language

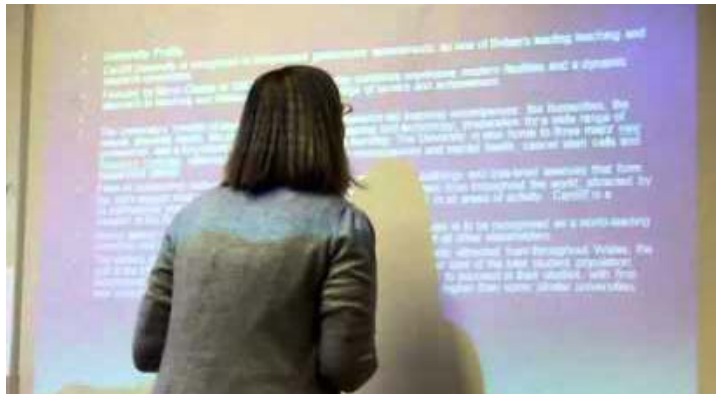
Body language reinforces verbal communication

Can even be stronger than verbal communication

Be aware of your body language:  
are you projecting the right message?



# What's the message?



# What's your posture?

stand  
up  
and...

stretch!

# You and the audience





# 7 tips: body language for presentations

## 1. Posture

Head up, shoulders down and breathe!

## 2. Direction

Face the audience, don't turn your back on them

## 3. Legs

Stand confidently, move around slowly, with purpose

## 4. Arms

Open, use for emphasis calmly



# 7 tips: body language for presentations

## 5. Hands

Flat palms, use for emphasis / indication.

Don't clasp, don't fidget!

## 6. Mouth

Smile! But no fixed grin!

## 7. Eyes

Make eye contact, even if briefly.

But no fixed stares!

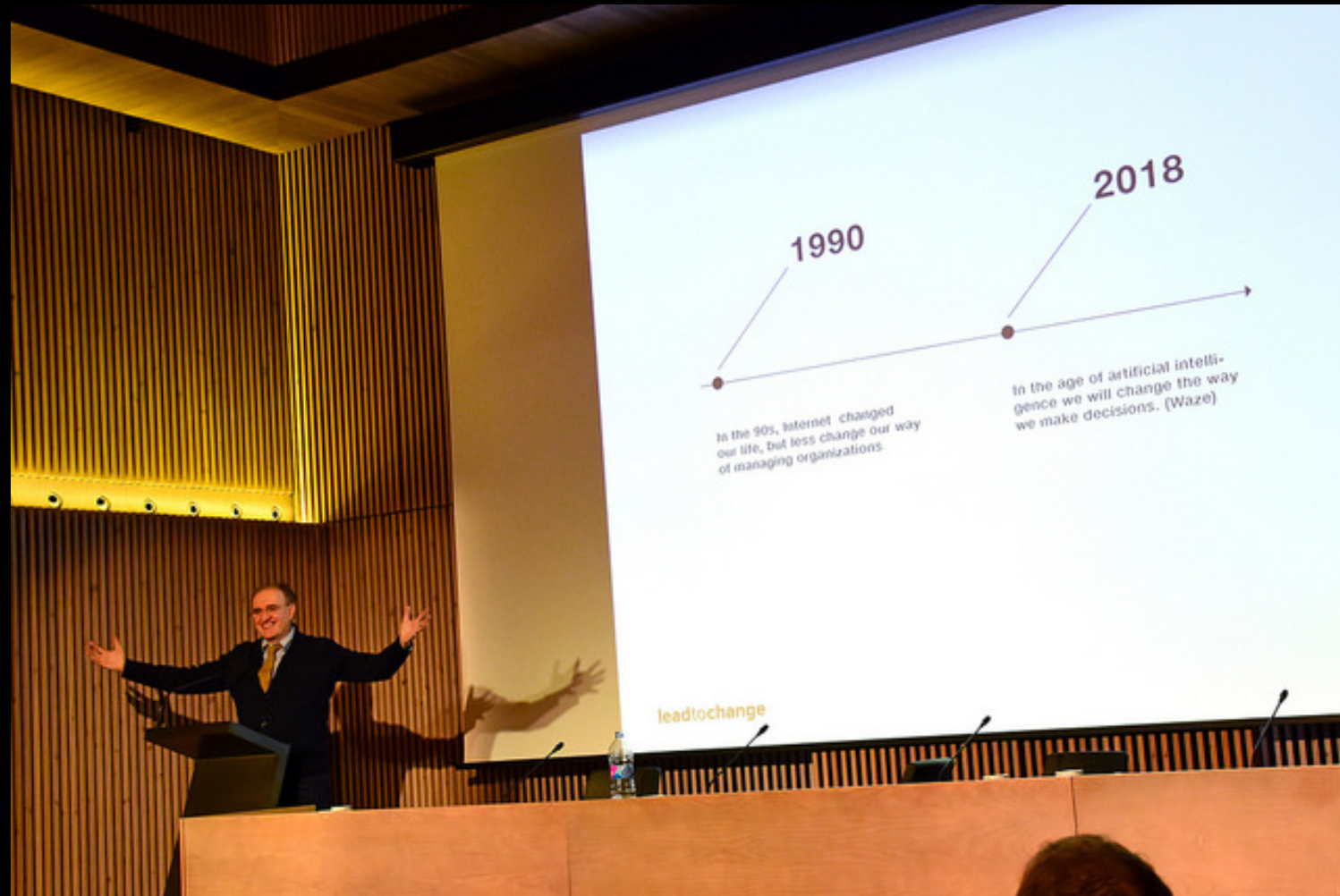
And don't roll your eyes...











1990

In the 90s, Internet changed our life, but less change our way of managing organizations.

2018

In the age of artificial intelligence we will change the way we make decisions. (Waze)

leadtochange

# Any questions?



So... what exactly am I supposed to do with my hands again?

# Useful links

[9 free presentation software alternatives](#)

[Making a short presentation based on your research](#) (article)

[How to create an oral research presentation](#) (ppt)

Good content, bad design!

[5 classic research presentation mistakes](#) (blog)

[You suck at PowerPoint](#) (slide share)

[Life after death by PowerPoint](#) (YouTube)

[Presentation 1 – Bad!](#) (YouTube)

[Presentation 2 – Good!](#) (YouTube)

[Ted talks](#)

[PechaKucha](#)

[Bees Dances and Urban Foraging](#)  
(lightning talk, YouTube)

[World Forestry Institute International  
Fellows “Lightning” Talks](#) (YouTube)

# Thank you!

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