Giving a good presentation

- Why it is important:
  - You will have to present all the time in the future (academia and industry)
  - Quality of your presentation decisive for achieving your goals:
    - Can I convince them to fund my favorite project
    - …to give me the additional resources I need
    - …to build upon my scientific work and cite it
    - …to give me the job

- What is important:
  - The key message(s) should be transported to everybody
  - Your audience must understand!!!
  - Your arguments should be convincing

- How do we achieve this…
Rule number 1: have a good structure

• Present coarse-to-fine

• First the background and the main message must be clear
  – What is the problem?
  – What is the solution?
  – What is the difference to previous works?

• Go only into detail step by step

• Never lose the audience

• Have a clear thread
  – Transitions are critical: will the audience be able to follow your thoughts?
  – If there are natural breaks, clearly mark them as such
  – Don’t forget a concise conclusion/summary; end with “Thank you”

• Choose meaningful titles on all your slides
Rule number 2: present in pictures

- Slides with a lot of text are hard to follow
- Try to remove as much text as possible, use images instead
- Have many examples

<table>
<thead>
<tr>
<th>Image Processing</th>
<th>Ambiguities resolved by context</th>
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<tbody>
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Version II: Ambiguities resolved by context
Rule number 3: Have readable slides

- Can you read this text?

- Also from the back? Remember, the contrast and resolution of your laptop is usually much better than that of the projector

- Sometimes the font size is too tiny

- Sans-serif fonts are easier to read from the back than serif-fonts

Also still quite common is yellow text on white ground

You see this even more often in graphs

Maike shure there are no typos in yur slides; it’s so unprofessional und unnecessary
Rule number 4: practice

- Prepare the text that you want to say, do not try to improvise!

- Speak your talk loudly without reading your prepared text (multiple times)

- Always getting stuck at the same point? change this point

- Watch your timing!
  - Slowly read the text you prepared (loudly) good estimate of your timing
  - Practice until you stay within your time limit

- Control your voice
  - Do not speak too fast
  - Emphasize words or parts of sentences with your voice
  - Speak loud enough (exception: microphones)
  - Use silence to emphasize things

“O.K., step away from the laptop and hold up your end of the conversation.”

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Rule number 5: control your technical equipment

- Prepare and test your equipment early before the talk (if possible)

- Checklist:
  - Does your laptop work with the projector?
  - For Mac-Users: do you have the right dongle?
  - Do all videos show properly?
  - Internet connection switched off?
  - Screen saver switched off?
  - Desktop free of too personal items?
  - Enough battery or laptop plugged in?

- Do not use the laser pointer as a weapon
Rule number 6: behave naturally

• Keep eye contact with your audience

• But do not wonder what they might think of your presentation!
  (now it’s too late)

• Breathe normally

• Answering questions:
  – First listen to the whole question carefully; don’t interrupt
  – Think about how you can best answer this question before you answer it
  – Try to give short and precise answers
Rule number 7: learn from the mistakes of others

- You cannot follow someone’s talk?
- You are totally bored?
- You are irritated by a certain behavior of the presenter?

→ Analyze what the presenter is doing wrong
→ Make sure you do not make the same mistakes