

A photograph of a woman and a man performing on stage. The woman, on the right, is smiling and holding a microphone. The man, on the left, is also holding a microphone. They are both wearing red and white outfits. The background is dark. A semi-transparent white banner is overlaid across the middle of the image, containing the text 'PRESENTATION TECHNIQUES'.

# PRESENTATION TECHNIQUES

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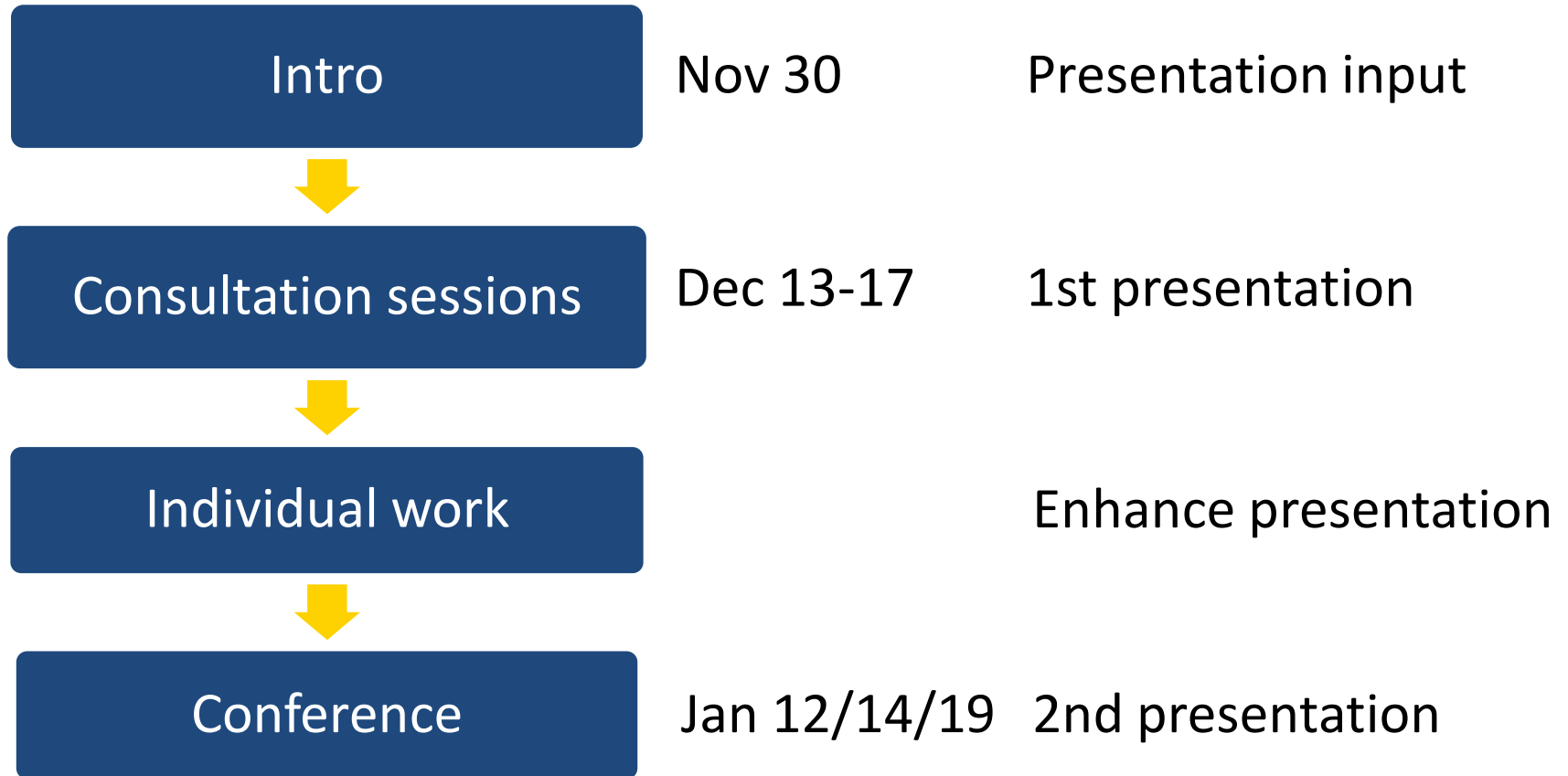
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# Module objective:

To practice the skills and techniques required when presenting your research (plan) to colleagues or in conferences.

# Module content



# Consultation session (Dec 13-17)

1. Before session, prepare a **7-minute presentation video** of your research plan (using e.g. Panopto to record it)
  - **Why** are you doing? (e.g. societal impact, “so what”)
  - **What** are you doing? (research topic and questions)
  - **How** are you doing? (methodology, time plan)
2. Have a **link to your presentation ready** when you come to the consultation session
3. Make sure **everyone can access** the video
4. Give **feedback** on the presentations

After the session, enhance your own presentation based on the feedback you receive. Check session time from SISU.

# Conference simulation (Jan 12/14/19)

1. Present enhanced 7-min research plan pres.
2. Chair another student's presentation
3. Ask questions after presentations
4. Give feedback on the presentations

DETAILED SCHEDULE PROVIDED IN MYCOURSES  
ONCE ALL CONSULTATION SESSIONS HAVE BEEN  
HELD

# 6 ONLINE PRESENTATION TIPS



**Tip 1:**  
Stand up when you present





**Tip 2:**  
Place laptop camera at eye level



**Tip 3:**  
Look into the camera!



**Tip 4:**  
Make clear transitions –  
introduce what's coming  
before changing slides



**Tip 5:**  
Have a conversation with the  
audience, not a presentation



**Tip 6:**  
Speak with passion  
to make the audience listen



A photograph of a woman and a man on a stage. The woman, on the right, is smiling and looking towards the man. She is wearing a white floral dress and holding a microphone. The man, on the left, is also smiling and looking towards the woman. He is wearing a red jacket and holding a microphone. The background is dark, suggesting a stage setting.

# 5 OVERALL PRESENTATION TIPS

A photograph of a woman and a man performing on stage. The woman, on the right, is smiling and holding a microphone. The man, on the left, is also holding a microphone. They are both wearing red and white outfits. The background is dark.

# **TIP 1:**

## **Make the objective clear**

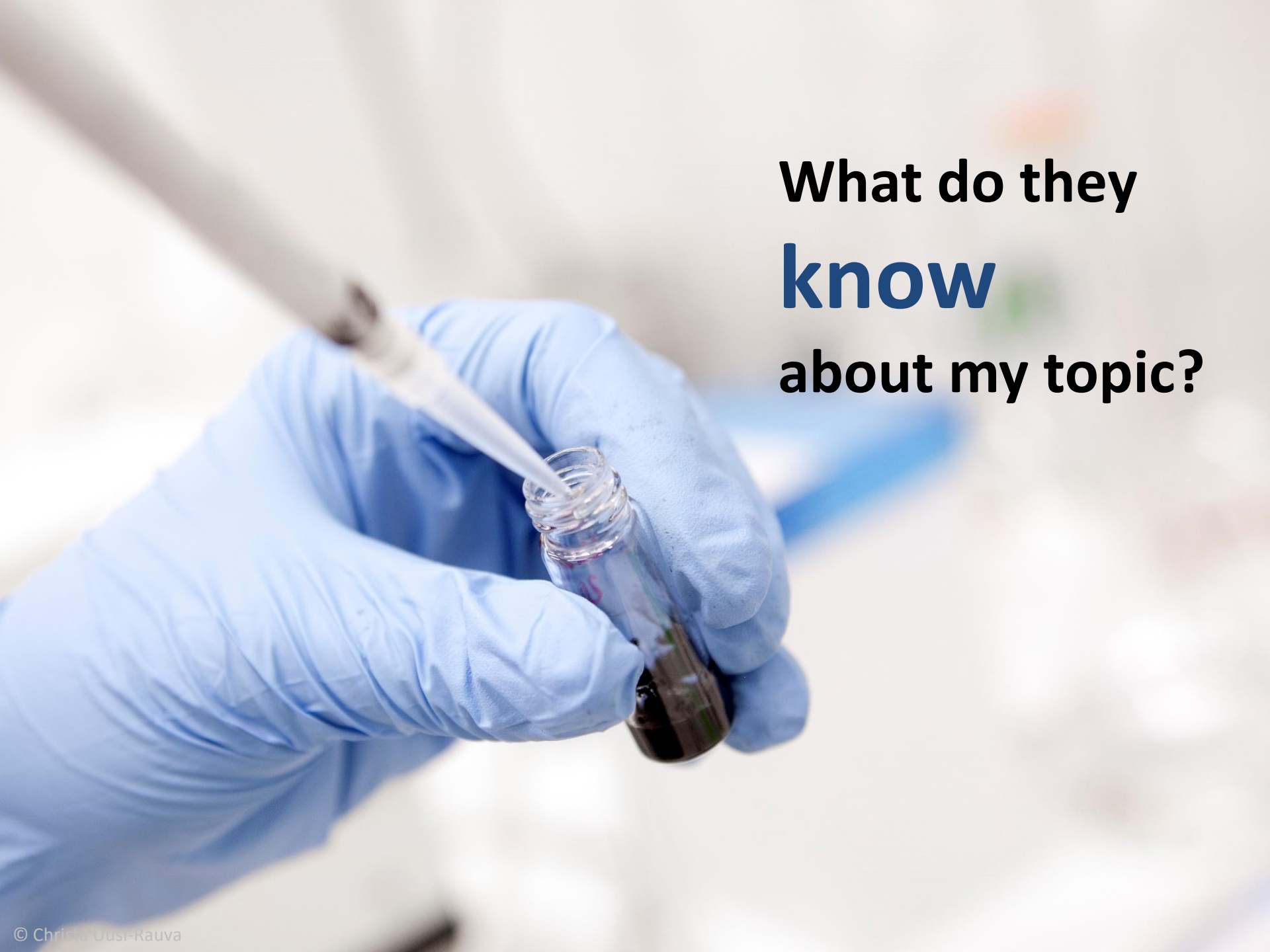
”By the end of this presentation,  
**I want my audience to...**”






# **TIP 2:** **Tailor presentation to audience**

**Who** are they?


A close-up photograph of a person wearing blue nitrile gloves. They are holding a clear plastic pipette and dispensing a small amount of clear liquid into a small, clear plastic vial. The vial has some faint pink markings on it. The background is a blurred laboratory setting with white surfaces and some blue equipment.

**What do they  
know  
about my topic?**




How do they **feel?**



A stack of Euro banknotes in various denominations (20, 50, 100) is shown. The notes are slightly blurred, suggesting movement or a shallow depth of field. A dark grey rectangular text box is overlaid on the left side of the image, containing the text "How can they be persuaded?".

How can they be  
**persuaded?**

A photograph of a woman and a man performing on stage. The woman is in the foreground, smiling and holding a microphone. The man is behind her, also holding a microphone. The background is dark, and the stage is lit. A semi-transparent white banner is overlaid on the image, containing the text.

**TIP 3:**  
**Have less content to  
create more understanding**



**You as a presenter  
know more than  
audience can take in**



**Need to pick  
and choose  
content**

# Message map template

helps you plan content

**Step 1: Create social media-friendly headline**

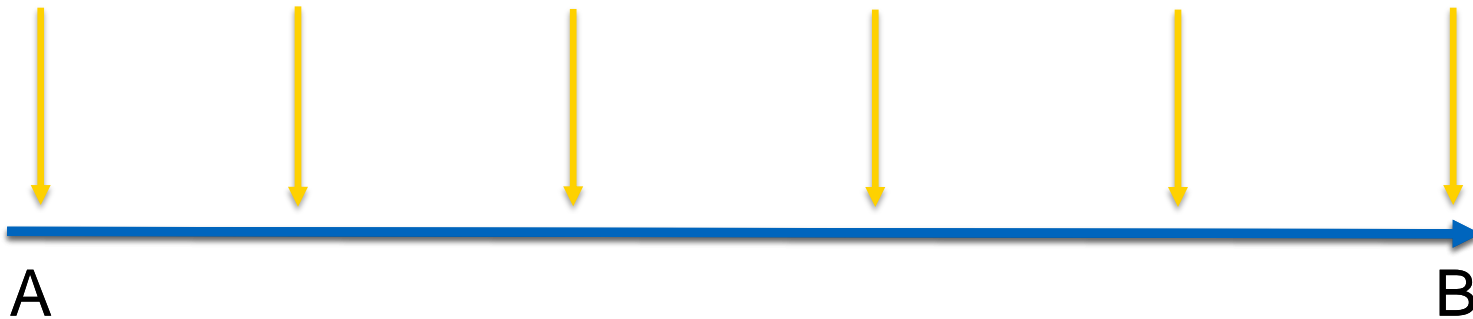
**Step 2: Support headline with 3 key messages**

**Step 3: Reinforce the 3 key messages with stories, statistics and examples**

Source: Gallo, C. (2014): Talk like Ted (pp. 198-200).

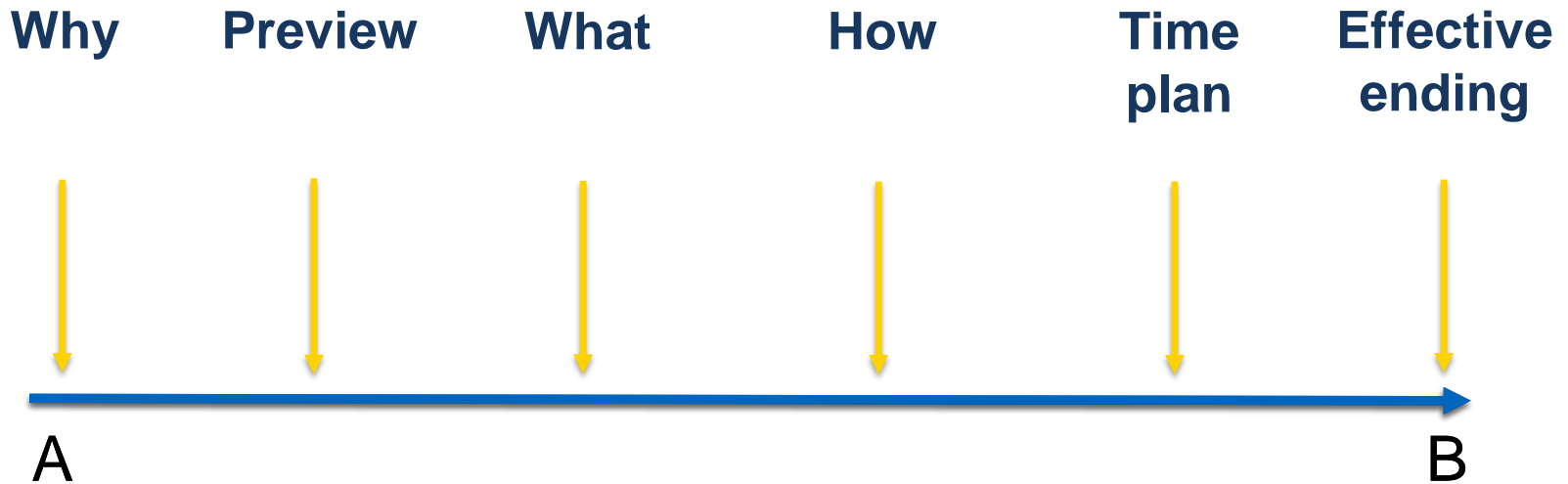
# Make your presentation “Like a train”

Effective opening    Preview    Claim 1    Claim 2    Claim 3    Effective ending



Throughout: crystal-clear communication objective

# Easy research plan presentation structure





## WHY

have studied it

- Societal problem that research addresses (grabber)
- Literature + gap



## WHAT

have studied and found out

- Research questions
- Findings (main focus)



## HOW

have done the research

- Data
- Methodology

A photograph of two women performing on stage. The woman on the right is in the foreground, smiling and holding a microphone. She is wearing a black top with a white floral pattern. The woman on the left is partially visible, also holding a microphone. The background is dark, and the lighting is focused on the performers. A semi-transparent white banner is overlaid across the middle of the image, containing the text.

**TIP 4:**  
**Make your opening impactful**

# Why / effective opening gets audience interested

Take the stage – silence before starting!

Show why audience should care

Speak clearly and slowly so that people hear and understand

Connect with “Why” or PUNCH

**P**ersonal

**U**nexpected

**N**ovel

**C**hallenge assumptions

**H**umor



**Make it  
Personal**



**Say / do something  
Unexpected**



Tell / show something  
**Novel**



# Challenge assumptions



# Use Humor





**TIP 5:**  
**Make your content interesting**

# What are you doing?

(research questions, findings, implications)

Be super clear, use “granny test”

Speak from audience perspective – why should they be interested?

Focus on the findings in your presentation

# **How** will you do your research?

Data

Methodology

Timeline





**TIP 6:**  
**End with impact**

# Effective 'umph' ending ends with impact

Let audience know you are ending

End with concluding thought, action steps,  
recap – whatever reinforces objective best

Focus on key takeaways if run out of time

A photograph of a woman and a man speaking at a podium. The woman is on the right, smiling and holding a microphone. The man is on the left, also holding a microphone. The background is dark. A semi-transparent white banner is overlaid on the image, containing the text.

**TIP 7:**  
**Have simple visuals that  
highlight your key points**

# Impactful visual design

**1**

**7 principles for  
visual visuals**

**2**

**5 principles for  
text visuals**

1 Remember:  
**less is more**



“Use visuals to **enhance words**, not to duplicate!”

Instructions for TED speakers

Eat only until  
**80%** full







# 2 Link pictures to message

Individual actions  
are **insignificant**

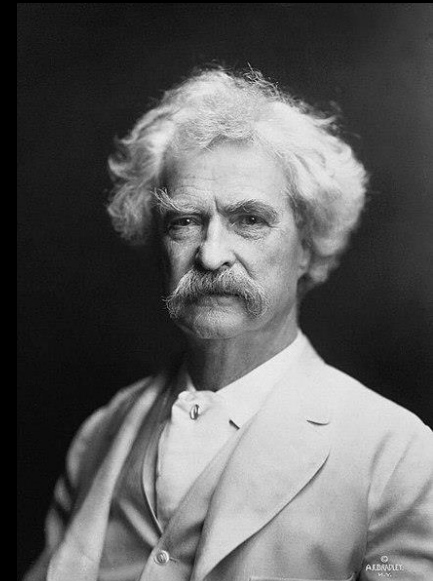


Use **quotations/  
3 stories/statistics etc.**  
to liven up the message

”

“No word was ever  
as effective as a  
**rightly timed pause**”

Mark Twain



# 4 Direct the eye with visuals

# Rule of thirds





**Direct**  
the eye



**Direct**  
the eye



# 5 Use **simple** images







"It takes **one hour**  
of preparation  
for **each minute**  
of presentation time"

Wayne Burgraff

# 6 Use contrast



46% of mobile gamers  
are women

# 7 Visualize everything

you can, e.g. 'agenda'



**Define  
objective  
and audience**



**Craft  
clear  
message**



**Start  
and end  
with impact**

If you **REALLY** need to  
use **text slides**



# 1 Limit

**the amount of text**

# Communicating the change

- Who communicates it, when and how?
- What materials are used? Who prepares the materials? Who needs to approve them?
- Who arranges information sessions for personnel directly affected by the change?
- Who informs those employees directly affected who are not in the office (maternity leave, travelling, on holiday)?
- Where do people directly affected get more information? Who can they talk to and ask questions from?
- Is communications needed to internal or external customers? To cooperation partners/subcontractors? To personnel representatives? Who does it, how and when?
- How is the change communicated to the rest of the organisation?
- How is the change communicated externally - to press, to community, to investors?
- What is the budget for communications (costs and needed resources)?
- How is success measured?

# Communicating the change

- Assemble **change team**
- Decide on **timing**
- Arrange **information sessions** for personnel
- **Inform whole organization** of change
- Set-up **information centre**

—

**2 Use absolute minimum  
font size 20**

**3** Put only  
**key ideas**

# **4** **Make your items** **parallel**

# Lack of parallelism makes visual slow to process

design

lighting

color

## 1. The world is born from an eye of the character

- Eye is the smallest visual component
- Harmony of the environment
- Sets and props should look like Moomins built them
- It's their world, not ours. But we have to believe in it.



# Parallelism

**makes visual faster to understand**

design

lighting

color

## **1. Show the world through the eye of the character**

- Consider harmony of the environment
- Make everything look like Moomins built it
- Create a world we can still believe in





# Make also agenda items parallel

**1**

**Define**  
**objective**  
**and audience**

**2**

**Craft**  
**clear**  
**message**

**3**

**Ensure**  
**inspiring**  
**delivery**

# Non-parallel agenda items are slower to process

**1**

**Define  
objective  
and audience**

**2**

**Message  
should be  
clear**

**3**

**How to  
deliver with  
impact?**

# 5 Use message headings

# Winter hiking



Winter hiking increased  
**30%** in five years



# Picture sources (in order)

- <https://pixabay.com/en/beach-rocks-balance-blue-coastline-15712/>
- <https://pixabay.com/en/maki-fish-rice-salmon-raw-sushi-716433/>
- [https://upload.wikimedia.org/wikipedia/commons/7/7e/Golden\\_Gate\\_Bridge\\_as\\_seen\\_from\\_Fort\\_Point.jpg](https://upload.wikimedia.org/wikipedia/commons/7/7e/Golden_Gate_Bridge_as_seen_from_Fort_Point.jpg)
- <https://www.pexels.com/photo/nature-water-drops-of-water-liquid-40784/>
- [https://commons.wikimedia.org/wiki/File:Mark\\_Twain\\_by\\_AF\\_Bradley.jpg](https://commons.wikimedia.org/wiki/File:Mark_Twain_by_AF_Bradley.jpg)
- <https://pixabay.com/en/flowers-summer-garden-plant-pink-2708995/>
- <https://pixabay.com/en/bald-eagles-bald-eagle-bird-of-prey-341898/>
- <https://en.wikipedia.org/wiki/Strelitzia>
- <https://www.publicdomainpictures.net/en/view-image.php?image=245658&picture=bird-of-paradise-flowers>
- <https://pixabay.com/en/time-timer-clock-watch-hour-371226/>
- <https://pixabay.com/en/abstract-art-blend-colorful-3565821/>
- <https://pixabay.com/en/snow-sunset-hiking-cold-1185474/>