

Class Presentations

... or “How to give a bad talk”

Public speaking is critical to your career



**I want
this to
be you!**



I don't want this to be your audience!



I don't want this to be your audience!



To keep them engaged, you need a story!



How to Tell Your Story

Transitions between main points

Repetition of main ideas

Good aesthetics

Resonate with the audience

Consumable amount of content



How to Tell Your Story

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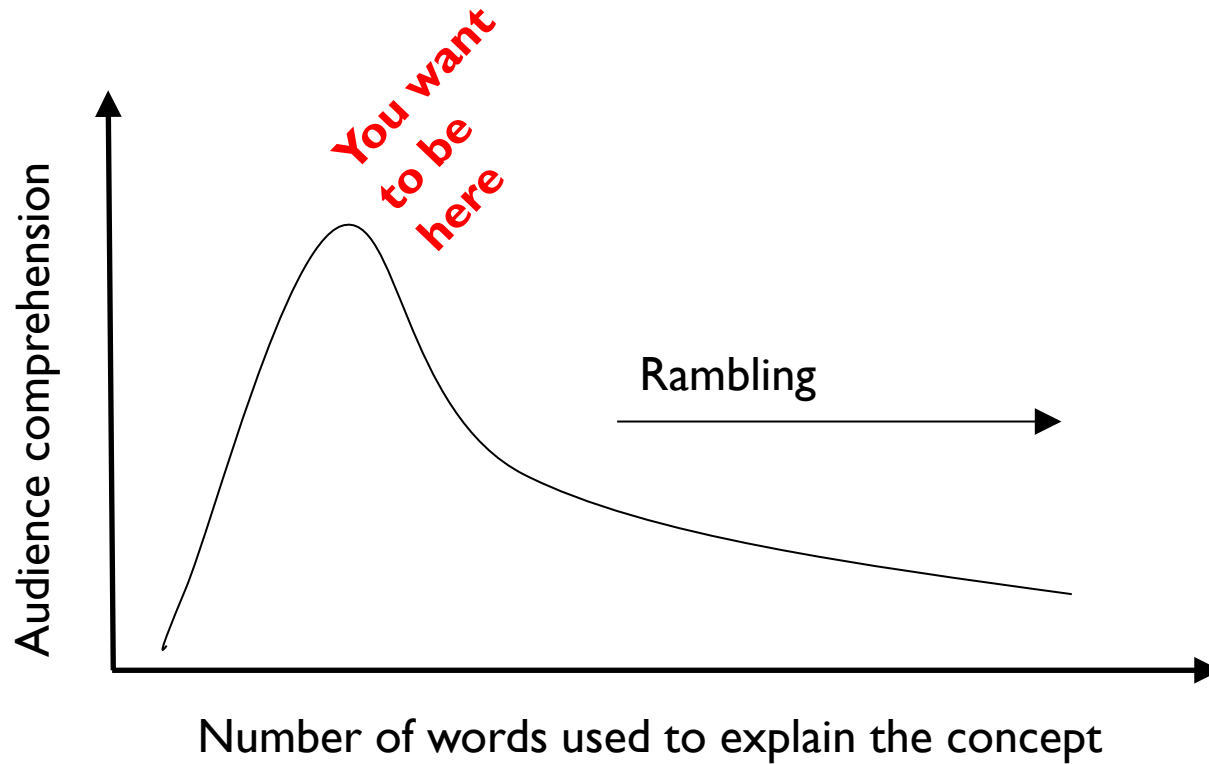
Consumable amount of content

“the speaker was too **hard to follow**”

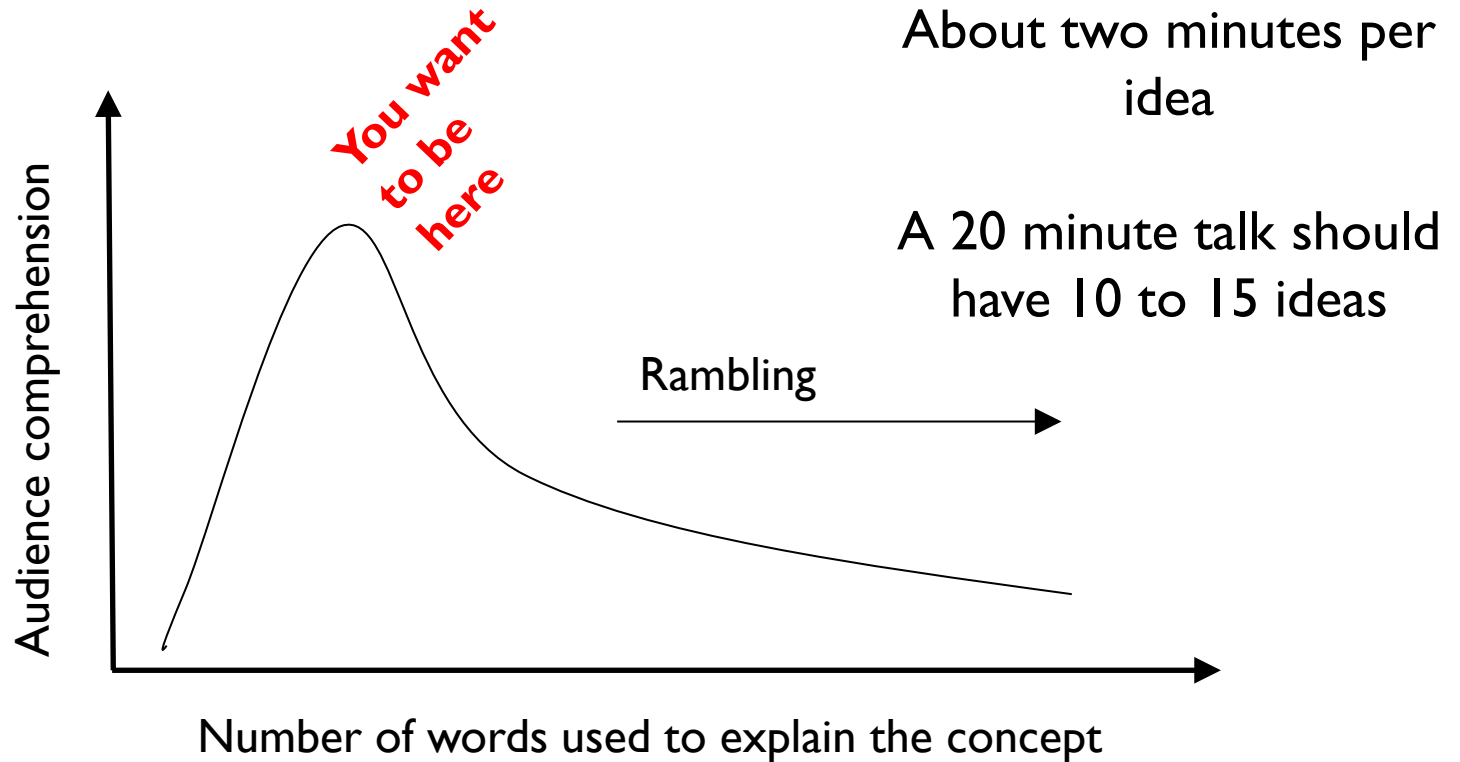
“I wasn’t sure how anything the speaker
said **related** to anything else”



Know Your Audience



Know Your Audience



What to Say and How to Say It

- ▶ **Presentation styles**
 - ▶ Read from notes
 - ▶ Speak from memory
 - ▶ Impromptu speaking
 - ▶ Extemporaneous speaking



What to Say and How to Say It

- ▶ **Presentation styles**
 - ▶ Read from notes
 - ▶ Speak from memory
 - ▶ Impromptu speaking
 - ▶ Extemporaneous speaking
- ▶ **Novice speakers tend to memorize or read notes**
 - ▶ hard to memorize a long talk
 - ▶ the audience notices prolonged reading
 - ▶ if you lose your place, can lead to awkward pauses or worse



Can you hear me now?

▶ Volume

- ▶ Speak loud enough so the furthest audience member can hear you
- ▶ Should not speak so loudly that the audience is annoyed
- ▶ Maintain volume level throughout your talk
- ▶ Vary to emphasize certain points

▶ Tone

- ▶ How do you actually sound to your audience?
Ex: Do you care about your project? Professional? Too excited?



Am I talking too fast?

Stay between these
endpoints, but vary the
pace for emphasis

●
Too slow.
Audience
becomes
bored

●
Too fast.
Audience cannot
absorb content.

Novices tend to
speak too fast
due to anxiety



Project Confidence!

▶ Good posture

- ▶ Face the audience, shoulders back, hands out of pockets, and **smile**

▶ Eye Contact

- ▶ Talk **to** the audience, and with the entire audience
- ▶ Make eye contact for 70-80 percent of your presentation

▶ Gestures

- ▶ Emphasize specific points

▶ Movement

- ▶ Move around to help maintain audience interest



Tips for Aesthetics

- ▶ **Minimize the amount of content on each slide**
 - ▶ Set font size to at least 18 points for text
 - ▶ Use at most three main bullets
 - ▶ List short phrases (start with verb)

- ▶ **Give dominance to visual content, remove most text and speak it**

- ▶ **Refrain from extensive mathematical equations**



Class Presentations

- ▶ **Don't get too stressed out about presenting!**
 - ▶ The objective of this course is for everyone to develop a better understanding of these topics
 - ▶ Some topics can be hard to digest, and different people will pick up on different things, so it helps to discuss them with a diverse group



Class Presentations

- ▶ **Use all available resources**
 - ▶ Feel free to work with other presentations that you might find
 - ▶ **BUT, do not rely on other people's work**
 - ▶ Enhance with your own thoughts and ideas
 - ▶ Make sure you understand everything on all of your slides



How to give a bad presentation ...

Robin's 12+ Commandments
(adapted from David Patterson's "How to give a bad talk")

How to Give a Bad Talk

- I. **Thou shalt not be prepared**
 - ▶ Why waste research time preparing slides?
 - ▶ There are billions of people in the world. Who cares what 20 people think?

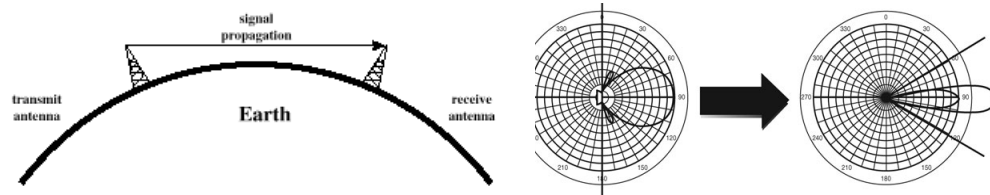
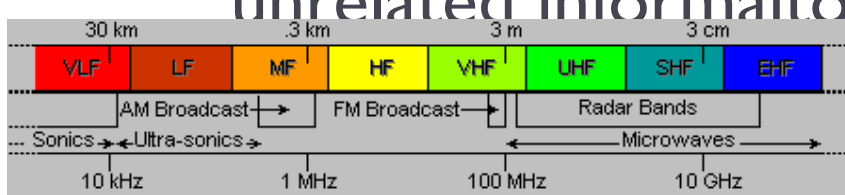
 - ▶ **Caveat: Though shalt not be neat**
 - ▶ Ignore spelling and grammars
 - ▶ *Use illegible fonts*



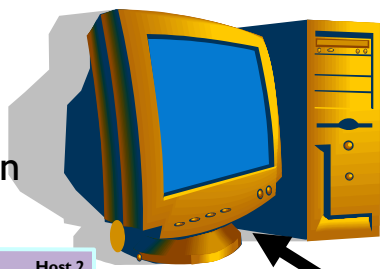
How to Give a Bad Talk

II. Thou shalt not waste space

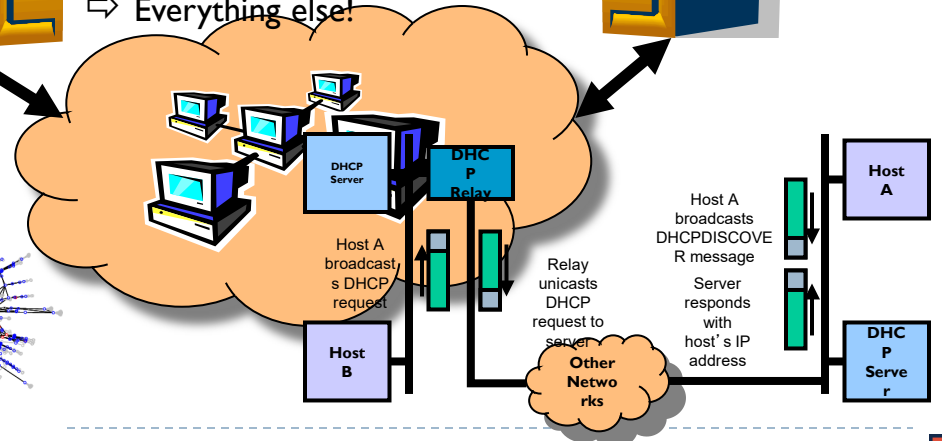
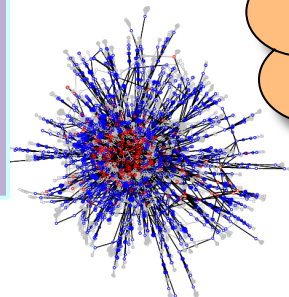
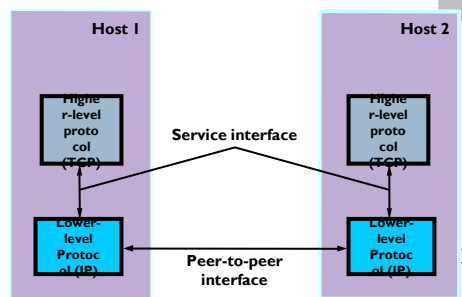
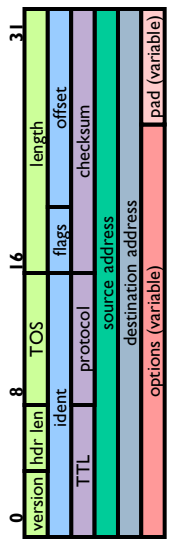
- ▶ No one likes white space
- ▶ Fill in any extra space you may have on a slide with unrelated information



- Physical
- Data Link
- Network
- Transport
- Session
- Presentation
- Application



- ▶ How to transmit bits
- ▶ How to transmit frames
- ▶ How to route packets
- ▶ How to send packets
- ▶ How to group data
- ▶ How to format data
- ▶ Everything else!



How to Give a Bad Talk

III. Thou shalt not covet brevity

- ▶ Read every word on your slide
- ▶ Always use complete sentences, never just key words
 - ▶ Sentence fragments make you look illiterate
- ▶ Caveat: Avoid moving content to “backup slides”
 - ▶ You probably won’t get a chance to show them



How to Give a Bad Talk

IV. Thou shalt cover thy naked slides

- ▶ You need the suspense!
- ▶ If they know the point before you make it
 - ▶ May think they could have figured it out themselves
- ▶ Caveat: Thou shalt use annoying animations



Powerpoint is cool

Use it to its full potential!



- ▶ Caveat: Thou shalt blind and nauseate your audience with a laser pointer

How to Give a Bad Talk

V. Thou shalt not write large

- ▶ Be humble -- use a small font
- ▶ Important people sit in front
- ▶ Who cares about the riff-raff?



How to Give a Bad Talk

VI. Thou shalt not use color

- ▶ Flagrant use of color indicates uncaredful research
- ▶ It's also unfair to emphasize some words over others

VII. Thou shalt not use a good color scheme

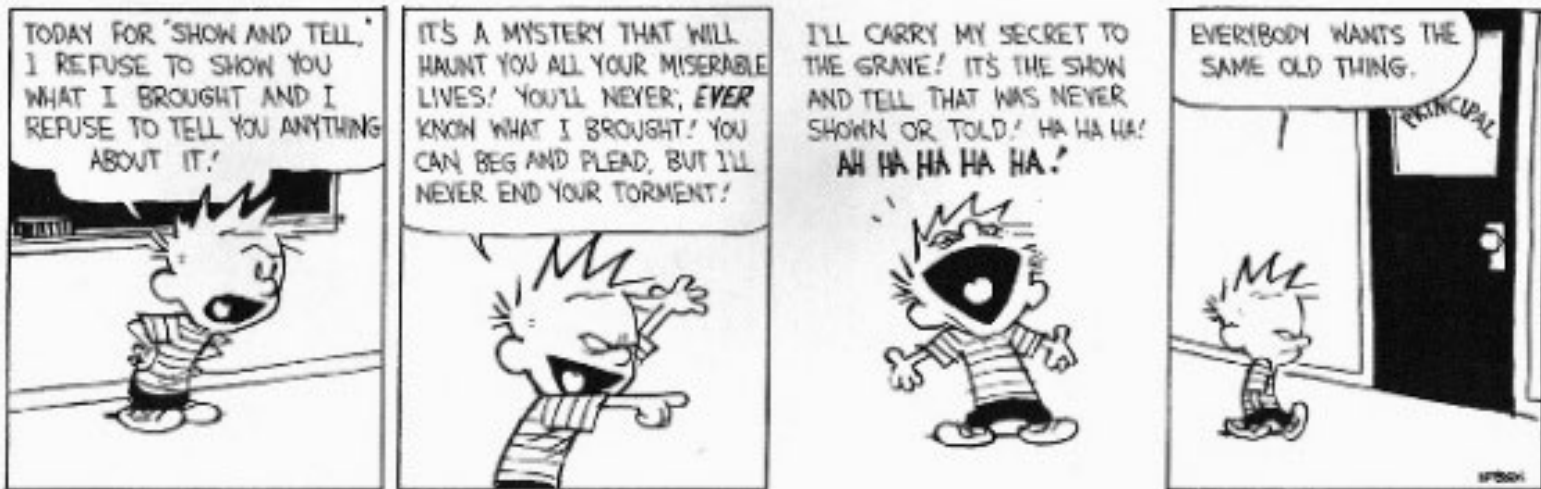
- ▶ **Make** every **word** a **different color**
- ▶ **Use colors that can't be seen on the screen**



How to Give a Bad Talk

VIII. Thou shalt not illustrate

- ▶ Confucius says “A picture = 10K words,”
- ▶ Dijkstra says “Pictures are a crutch for weak minds.”
- ▶ If you must use illustrations, don’t explain them.



- ▶ Caveat: Thou shalt not draw on your slides
 - ▶ Slides area work of art, do not deface them!

How to Give a Bad Talk

IX. Thou shalt not make eye contact

- ▶ You should avert eyes to show respect
- ▶ Blocking screen can also add mystery
- ▶ You should read from your computer
- ▶ You should turn your back on the audience

- ▶ Caveat: Thou shalt point to your computer
 - ▶ Everyone knows what you are pointing to



How to Give a Bad Talk

- ✗. **Thou shalt not skip slides in a long talk**
 - ▶ You prepared the slides; people came for your whole talk; so just talk faster
 - ▶ Skip summary and conclusions if necessary

 - ▶ **Caveat: Thou shalt not plan for Q&A**
 - ▶ Don't repeat questions
 - ▶ Start talking quickly
 - ▶ Don't cut discussion short
 - ▶ When in doubt, bluff
 - ▶ Universal answer
 - Dismiss question as irrelevant/naïve



How to Give a Bad Talk

XI. Thou shalt speak neither clearly nor loudly

- ▶ Important people sit in front
- ▶ Don't use a microphone
- ▶ Let the people in the back read the slides

- ▶ Caveat: Thou shalt not distract your audience
 - ▶ Do not distract with motion
 - ▶ Keep voice level
 - ▶ Do not ask rhetorical questions
 - ▶ Do not use humor



How to Give a Bad Talk

XII. Thou shalt not practice

- ▶ Why waste time practicing a talk?
- ▶ It could take several hours out of your semester
- ▶ How can you appear spontaneous if you practice?
- ▶ If you do practice, argue with any suggestions you get and make sure your talk is longer than the time you have to present it



How to Give a Presentation: Structure

Bad Talk

- ▶ Launch into the material without stating goals or purpose
- ▶ End abruptly after your last point
- ▶ Throughout, keep your audience clueless about what you are doing and why

Good Talk

- ▶ Give your talk a beginning, a middle, and an end
- ▶ Summarize scope and goals
- ▶ Main concepts and conclusions
- ▶ Summarize points you would like to see the audience go away with
- ▶ Provide pointers to additional information



How to Give a Presentation: Scope

Bad Talk

- ▶ Attempt to cover far more material than is practical
- ▶ End the talk abruptly halfway through your material
- ▶ Be really, really speedy to make sure every detail is covered

Good Talk

- ▶ Carefully scope what you can cover
- ▶ Allocate time for questions and discussion.
- ▶ One concept every 5 minutes is a reasonable rule of thumb.
- ▶ Motivate the audience to learn more about the topic on their own
 - ▶ Rather than attempting to teach them everything in the talk itself



How to Give a Presentation: Audience

Bad Talk

- ▶ Ignore your audience
 - ▶ Target the talk to your knowledge, sophistication and interests, and ignore that of the audience
 - ▶ Either bore the audience to death, or impress them with a snow job
 - ▶ Don't be concerned whether the audience comes away with new knowledge or renewed interest or enthusiasm about anything you have said

Good Talk

- ▶ Know your audience
 - ▶ How much do they already know about the subject?
 - ▶ How much background do they have to understand the subject?
 - ▶ From their perspective, what are they likely to find interesting and exciting?
 - ▶ How much diversity is there in the audience?
 - ▶ Can you provide something of value for both the well-informed and the clueless?



How to Give a Presentation: Visual Aides

Bad Talk

- ▶ Bombard your audience with lots of text on slides, so as to force them to choose between listening to you or reading
- ▶ Don't waste your time on pictures and figures

Good Talk

- ▶ The written word and the spoken word clash
 - ▶ Rely primarily on the spoken word (this is a talk, after all)
- ▶ The spoken word and images and pictures reinforce each other
 - ▶ Come up with a visual representation of your concepts to work your words around

