Writing & Speaking in the Technology Professions: A Practical Guide D.F. Beer (Ed.) [IEEE Press 1991]

Making an Effective Technical Presentation

Robert D Wismer [1989] (2pp)

- Know your subject
  - be credible, have confidence
- Know your audience
  - target presentation to the audience
  - technical results and implications
  - recommendations

Making and Effective Technical Presentation
Robert D Wismer [1989] (2pp)

- Prepare
  - objective of presentation
  - time limits
  - audience
  - conclusions and recommendations - then details
  - practice, practice, practice
- Tell them x 3
  - **tell them** what you're going to tell them
  - **tell them**
  - **tell them** what you told them

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A Good Speech is Worth a Thousand (written) Words

B Decker [1984] (3pp)

- a presentation is **NOT** a written report
- right brain
    - intuition / emotion / holistic thinking & decision making
    - registers sound, colour, movements & patterns
- left brain
    - analysis / logic / linear processing

- ## Do not read a talk

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A Good Speech is Worth a Thousand (written) Words - Bert Decker [1984] (3pp)

- the three V's
  - **VERBAL:**   what is said
  - **VOCAL:**   expression / resonance / tempo / inflections
  - **VISUAL:**   look & body language
- facts are often NOT remembered - jokes are
- self-confidence
  - practice
  - get feedback

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Friends, Romans, Cost Engineers… Can We Talk?

Sara Pritchard [1990] (4pp)

- **BE ENTHUSIASTIC** about the topic
- Involve the audience   (questions, contact)
- Do not read your paper   (nor memorise it!)
- Avoid being too technical   (12 year old audience!)
- Choose a good title   (catchy title?)
- Stage fright, FEAR and how to react

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How to Speak so Facts Come Alive

Morey Stettner [1989] (4 pp)

- selectivity   -   choose 3 main points
- define your terms (terminology)
- use anecdotes
- do NOT overuse audiovisuals
- learn to deal with stage fright
  - fear of ignorance / rejection / think positive
  - **do not take criticism personally**

And they let
HIM teach
THIS course
!!!

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How to Overcome Errors in Public Speaking

John E. Baird [1981] (5pp)

- Preparation
  - plan to have an effect
    - I want (WHO) to (WHAT) (WHEN, WHY, HOW) because (WHY)
  - be aware of your audience
    - needs, relevance, attitudes
  - be aware of your own credibility
    - competence, character, intent
    - dynamism, personality

How to Overcome Errors in Public Speaking John E. Baird [1981] (5pp)

- Preparation (continued)
  - capture attention with a good introduction
    - what's in it for me (the audience)
  - organise your information
    - chronological
    - spatial
    - sequential
    - hierarchical
    - classificational
  - conclude by repeating your objective

How to Overcome Errors in Public Speaking John E. Baird [1981] (5pp)

- Presentation
  - control stage fright - channel energy positively
    - physical exercise, relaxation exercises
    - objectify the situation
    - establish realistic goals for yourself
    - distract yourself
    - practice and get feedback
  - be physically active and purposeful
    - be direct, be natural
  - adjust to audience feedback

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How to Overcome Errors in Public Speaking John E. Baird [1981] (5pp)

- Preservation
  - prepare for audience questions
    - try to predict questions
    - know the subject area
    - do not fake - admit ignorance (ask the audience)

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Student Presentations

- 15 or 25 minute presentations
- Use visuals (e.g. Powerpoint)
- Choose 3 important points
  - overheads organisation (say 7 slides = 3 minutes/slide)
    - introduction   (1 slide)
    - 3 main points   (1 slide)
    - 3 main points - detail   (3 slides)
    - conclusion(s) and recommendation(s)   (1 slide)
    - summary / overview   (1 slide)
- identify your strengths & weaknesses & prepare

Student Presentations

- Points to think about
  - develop a personal style - presenting **is** highly personal
  - watch other people for ideas
    - good points - copy them an use them in your presentations
    - bad points - be aware of such and try to avoid these (not easy)
  - work on relaxation techniques (if you feel you need to)
  - work on audience contact (**do not read** / use notes)
    - this + the information you present is the key
    - how do you create contact?   **Visual, emotional, intellectual**
  - analyse why your presentation went well / did not go well
  - reduce information to the RELEVANT (a difficult art)