



Technical Presentations Tips

ChengCheng Tan

2024-03-12

“

*Your number one task
as a speaker is to
transfer into your
listeners' minds
an extraordinary gift —*

Chris Anderson, TED



“

*a strange and beautiful object
that we call an **idea**.*

Chris Anderson, TED



“

*build an idea
that can change the world...*

Chris Anderson, TED



Read Aloud

Some people will put every single word they plan to say on their slides then read it word for word in a very monotonous voice. Although this avoids the need to memorize what they need to say, it gets really really really boring for the audience. Please please do not do this.



Bullets Galore

- Bullet
 - points
 - can
 - help
 - highlight
 - a
 - few
 - important
 - points.
- But with
 - too many
 - bullets,
 - the audience
 - gets distracted
 - and the message
 - gets lost
 - in all
 - the clutter.
- Furthermore,
 - extra
 - bullets
 - might
 - be
 - used
 - to shoot
 - annoying
 - presenters.



Eye Exam Can you see me now?

How about now?

- Contrast colors
(foreground vs background)
- Text size
- Check grayscale & view afar



A presentation ≠ eye exam for the audience. Thou shalt not pass!

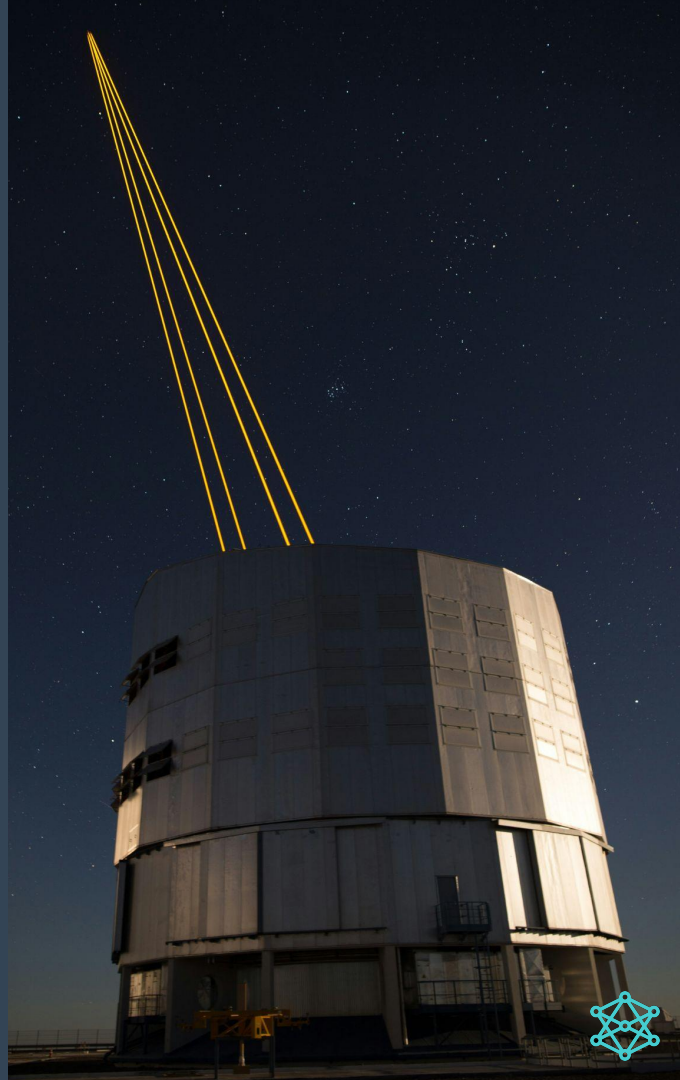


Circus Performance



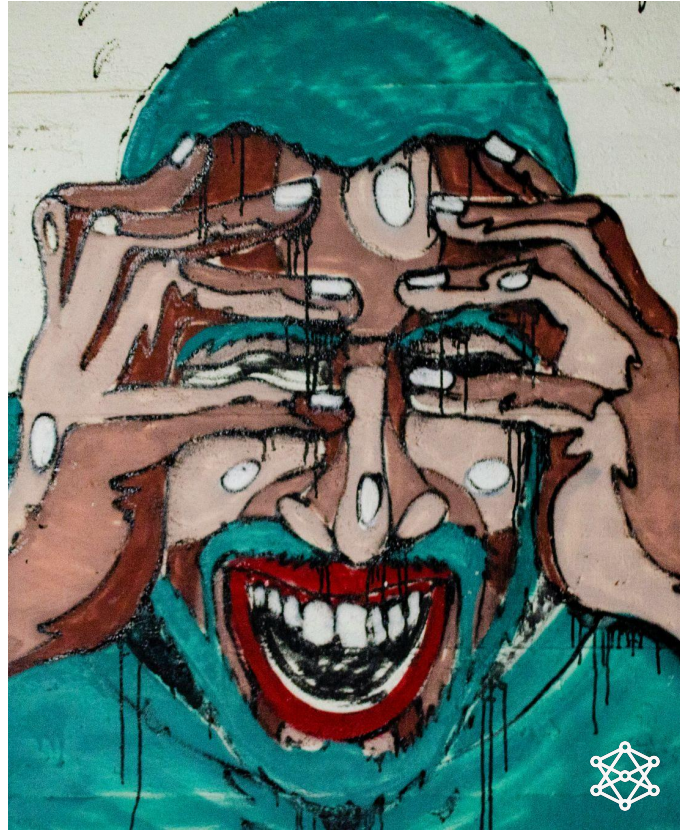
Focus Focus

- Image evokes emotions
- Use size & color for hierarchy
- Rule of 3s bullets & keywords



Know your audience?

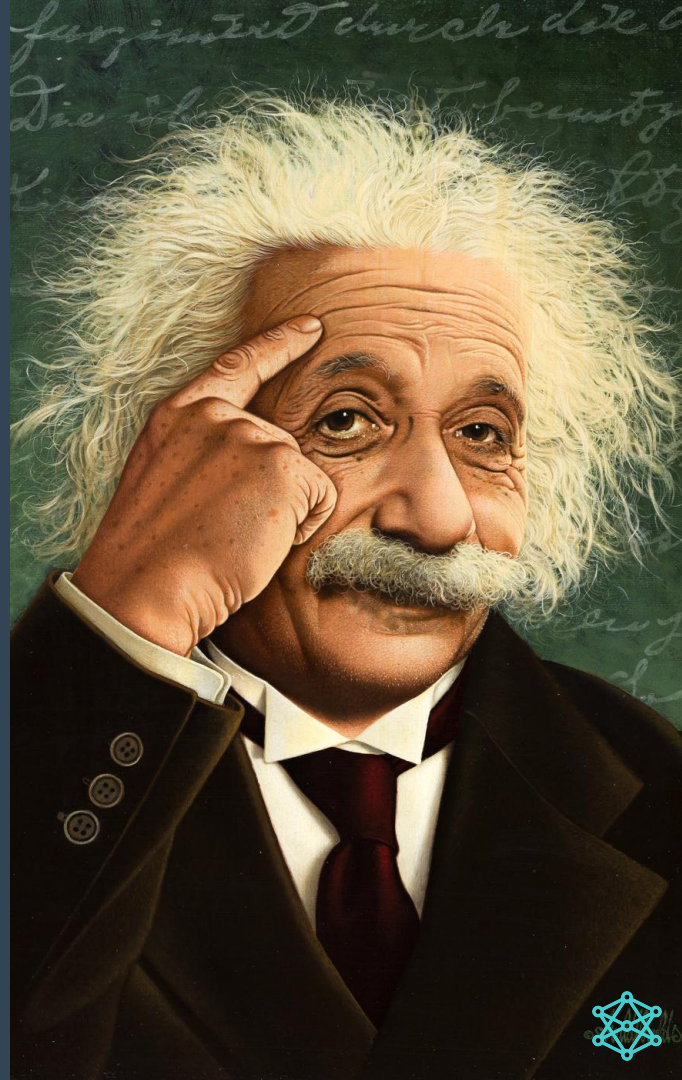
- You are smart
- Your audience is smart
- Presentation \neq IQ test
- Avoid jargon & acronyms



“

*If you can't explain it **simply**,
you don't **understand** it
well enough.*

Albert Einstein



Stories

Data



Sorted



Arranged



Presented
Visually



Explained
with a Story



Actionable
(Useful)



“

*a story is not just a vehicle for
transmitting ideas;
the narrative becomes
a shared experience,
engraving its patterns across
different brains.*

Uri Hasson,
Psychology Princeton University



Recap

- 1 key idea for presentation
- ~3 bullets & keywords per slide
- Focus hierarchy with image
- Stories to connect



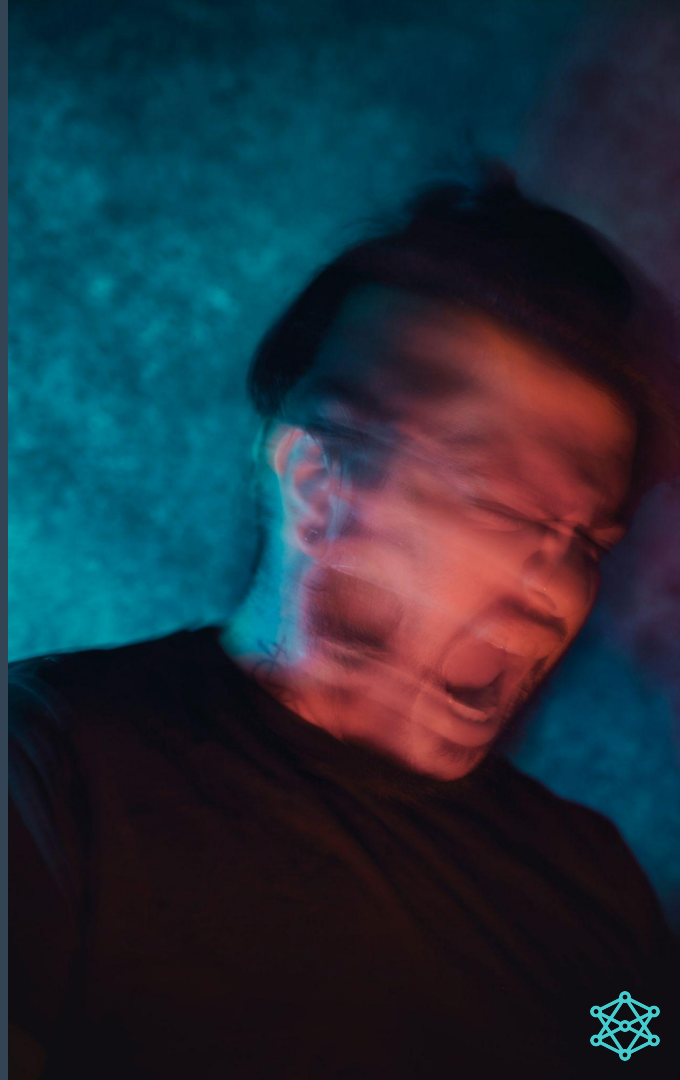
Delivery

- Start & end strong
- Body language & eye contact
- Don't read
- Practice (Record yourself)



OK, But...

- I'm a scientist / engineer
- Don't care about making things pretty or sound good
- Or still not sure how



It's Your Lucky Day!

Communications team can help

- Organize slides
- Create figures
- Presentation feedback





Thank you!

Questions?