



**HELLENIC REPUBLIC
UNIVERSITY OF CRETE**

Academic English

Section 14: Making a presentation

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MAKING A PRESENTATION

Good presenters are not born; they are prepared



Unique moment

To connect

To inform

To teach

To persuade

To impress



PROGRESS

SCIENTISTS SHARE

RESEARCH FINDINGS

PUBLISHING

PRESENTING

COMMUNICATING



Tell a joke
Tell a story
Give a cooperative quiz
Talk to individuals



ENGAGING PRESENTER BEHAVIOUR

audience participates productively

sense of community

trust



listening to you as if you
were speaking only to them

DON'T LECTURE, SHOW OR TEACH

Frame your talk around
your audience's
knowledge & experience




GET THEM TALKING
ASK THEM QUESTIONS
PAUSE AFTER POWERFUL OR
PROVOCATIVE QUESTIONS
MAKE IT SIMPLE BY
BUILDING ANALOGIES



Hot is to
soup as cold

is to?



NUITS BOLTS &S



PREPARE
&
PLAN AHEAD

WHO IS YOUR AUDIENCE

main topic

Overview or Summary

Human concerns

Interesting or useful

Evidence

Time allotted

Troubleshooting

Hiding behind the podium or desk

Reading your notes

Whispering

Fiddling

Standing still

Speaking in a dull voice

Turning your back to the audience

B R E A T H

P r e p a r e w e l l

U s e c u e c a r d s

M a i n t a i n e y e c o n t a c t

L e a v e y o u r h a n d s f r e e

D o n ' t s h i f t y o u r w e i g h t

V i s u a l i z e a p o s i t i v e

o u t c o m e

B e e n t h u s i a s t i c



BODY LANGUAGE

Point at the slides you
put emphasis on

Do not mumble
slow down

Speak up, do not shout

S m i l e

Storytelling





75



95



TRANSITIONS

DO'S & DON'TS

DURATION

DIRECTION

TEXT

35 words maximum per slide

AS LITTLE TEXT AS POSSIBLE

NOT LONG SENTENCES

Key words to help audience

f o c u s a n d f o l l o w

VISUAL REPRESENTATION OF DATA

Charts and graphs are often used to give a visual representation of data, especially for publications like Annual Reports or in slide and Powerpoint presentations. Through graphs, you can easily provide your readers or viewers with facts about certain patterns, trends and future outcomes. Also, most people find it easier to understand and analyze data and figures when plotted into charts and graphs such as pie graphs, line charts, bar graphs, among others. In this post therefore, we put together 21 very attractive and visually appealing charts and graphs examples that you can use as inspiration in creating your own data visualization. The examples include pie charts, bar graphs, infographics and a few tutorials that you can follow in case you have no idea how to come up with your own charts. To know more about each graph or chart and view it in larger format, simply follow the link provided below each preview image. We hope you will find these chart and graphs examples i n s p i r i n g a s w e l l .

Bullet points

- ✦ Excess Bullet points kill PowerPoint presentations.
- ✦ Break up the text
- ✦ Break a single paragraph into chunks
- ✦ Control the speed at which the audience sees the information
- ✦ Try take out as many extraneous words as you can without losing the meaning.
- ✦ Remember, your slides will be presented – not read.
- ✦ So, no more than five every time.
- ✦ Keep it simple and clear.
- ✦ Oops!

Bullet Points

Excess bullet points kill PowerPoint presentations

No more than five bullet points every time

Take out extraneous words

Keep it simple and clear

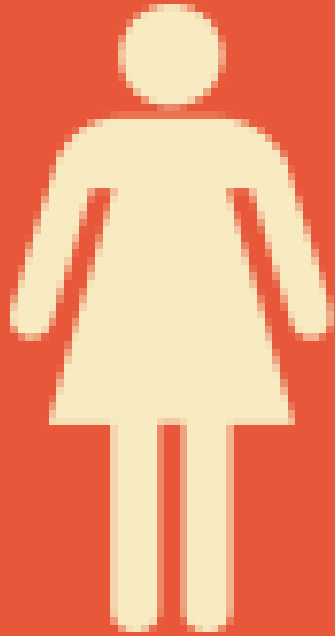
Break up the text



Which one has a mightier
message?

72% of part-time workers
in Japan are women



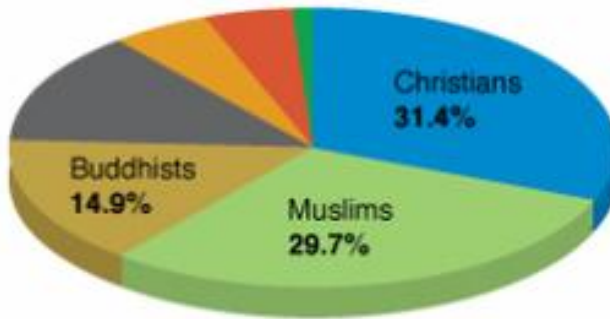


Japan
72%
part-time

GRAPHICS

Religions in the world

WRONG



RIGHT

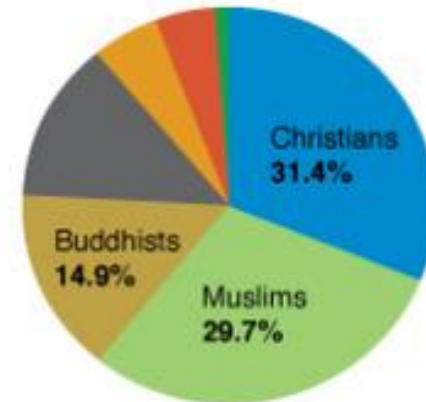


Figure 1. Percentage of religions in the world in 2015

SOURCE: PEWRESEARCHCENTER

SOTTING GRAPHICS THAT LIE

Most dangerous cities

Total murders in 2014

WRONG



RIGHT

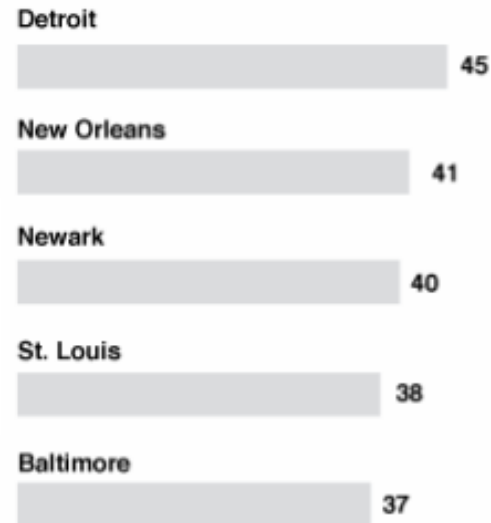


Figure 1. Percentage of murder rates in major US cities in 2014 per 100,000 people

SOURCE: FBI'S UNIFORM CRIME REPORT

<http://news.nationalgeographic.com/2015/06/150619-data-points-five-ways-to-lie-with-charts/>

SOTTING GRAPHICS THAT LIE

Percentage of victories

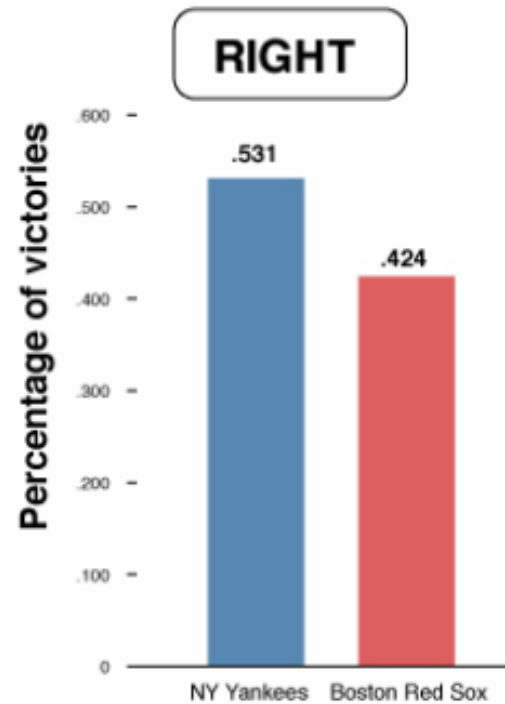
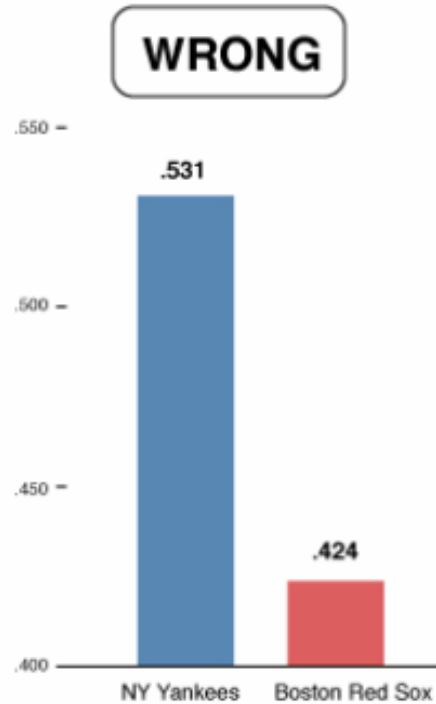


Figure 3. Major League Baseball Teams

SOURCE: MAJOR LEAGUE BASEBALL

<http://news.nationalgeographic.com/2015/06/150619-data-points-five-ways-to-lie-with-charts/>

SOTTING GRAPHICS THAT LIE



Too much information?

Focus on main point

Summarize or draw general conclusions

Limit the number of statistics

Round statistics as you speak

Don't read out details from tables or diagrams





Color Combinations to Avoid

Some colors should not be used together for a variety of reasons, so here are some combinations to avoid:

Red & Green – these two colors clash with each other and are very hard to read. Also, people who are red-green color blind will not be able to figure out what you are trying to say on the slide.

<http://www.thinkoutsidetheslide.com/choosing-colors-for-your-presentation-slides/>



Colour combinations to avoid

Red and Green

Orange and blue

Red and Blue

End Strong

MAKE YOUR FINALE CRISP AND CLEAR
Use references to show your sources

Google and Wikipedia are not references

ENCOURAGE FOLLOW UP QUESTIONS



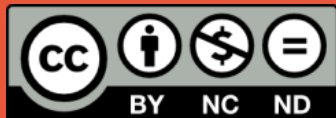
REFERENCES

1. Robert J. Montgomery, Malibu Publishing (2013) The Art of public Speaking
2. <http://news.nationalgeographic.com/2015/06/150619-data-points-five-ways-to-lie-with-charts/>
3. <http://www.garrreynolds.com/preso-tips>



THANK
YOU

End of Section



FINANCING

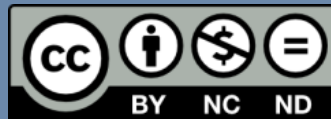
- The present educational material has been developed as part of the educational work of the instructor.
- The project “Open Academic Courses of the University of Crete” has only financed the reform of the educational material.
- The project is implemented under the operational program “Education and Lifelong Learning” and funded by the European Union (European Social Fund) and National Resources.



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Kallia Katsampoxaki-Hodgetts. «Academic English. Section 14: Making a presentation». Edition: 1.0. Heraklion 2015. Available at:
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