



How-To Impress

An Introduction to Giving Talks and Presentations

Adam John Trickett

www.iredale.net
adam.trickett@iredale.net
PGP Key: 0x166C4BF0

Basic Principles

Research

- Gap analysis first
 - What does the audience already know?
 - What do I know?
 - Where will the talk go?
- Make notes
- Think it through several times before you start

Preparation

- All talks need a structure
- Visual aids?
- Written notes?

Presentation

- Stay calm
 - Take a deep breath before you start
 - Most audiences are friendly
- Speak clearly with an even pace
- Move about a little
- Stay on time
- Have fun

Presentation's Structure

Beginning

- Introduce
 - Yourself
 - Title of the talk
 - A feel of where you intend to go
 - Talk structure if it's long or complex

Middle

- The content
 - Broken into logical chunks
 - In a logical order

End

- Summarise the content
- Reinforce the message
- Conclude where you said you would
- Thank your audience and ask for questions

Visual Aids?

- Short talks do not usually need visual aids
- The slides are aids not the script
- Keep them simple and focused

Written Notes?

- Reading out written notes is usually very dull to listen to
- When speaking without notes it's easy to miss something
- Turning the page can help pace the talk

Slides

KISS

- Simple colour scheme
- Large clear font
- One concept per slide
- 3 or 4 bullet points per slide

No!

- Animations
- Transitions
- Multi-colour text
- Multi-font text
- Clip art and background images
- Unexplained content
- Over long slides

This is a **very bad** slide

- This **slide** has a lot of nasty things going on
- However it's fairly typical in the corporate world
- Too many things in once place is really *annoying*
- I'd be **amazed** if anyone can **read** this
- It's **really very bad** isn't it
- Notice the deliberate **misspellikg**
- Even the clip art looks rubbish with a white **background**



Good Slide

- This is a simple point
- Things **stand-out** if everything is simple
- There is nothing confusing





Resources

- <http://www.iredale.net/p/by-type/talk/>
- <http://www.hants.lug.org.uk/>
- <http://www.slideshare.net/>

In Summary

- Plan
- Prepare
- Present
- KISS
- Less is More
- Relax and Enjoy

Thank You

Any
Questions?