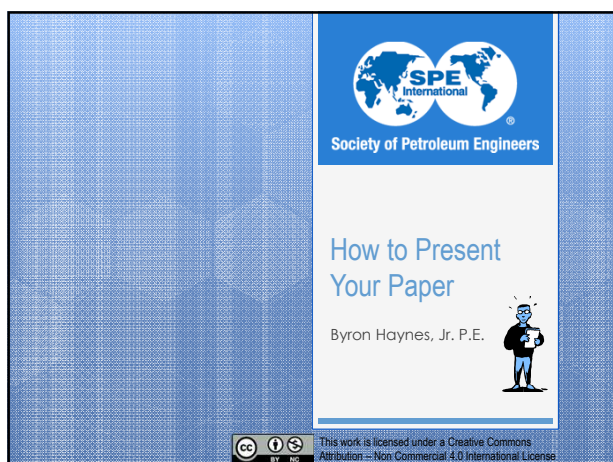




Objectives

- Give some tips for making presentations
- Give tips for planning
- Give tips for preparing your presentation
- Give tips for speaking/presenting
- Resources
- Address FAQ's

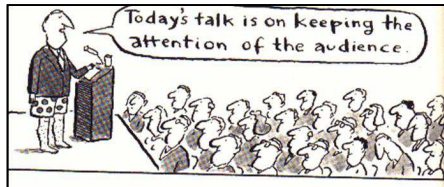


Goals for Your Presentation:

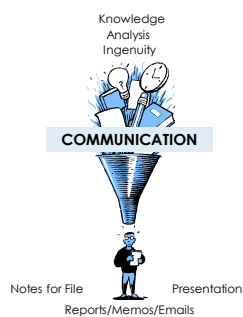
- Educate and inform your audience
- Inspire/interest and persuade
- Entertain
- Grab and hold audience attention
- Communicate your insights & analysis to the audience



The Problem?



How do we Communicate?



Planning:



- Purpose – why and what?
- Audience – who and where?

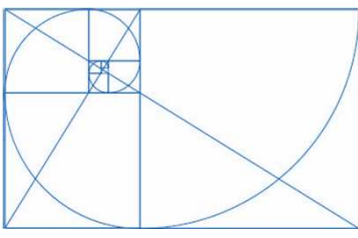


Planning

- Know your subject
- Develop a theme
- List the key concepts/points to convey
- Begin to think about ways to illustrate key points
- Max of 1 slide per minute, 3 - 4 key bullet points




Presentation Structure




The Structure

- Opening
 - Tell them what you are going to tell them
- Body
 - Tell them
- Summary
 - Tell them what you told them



Structure: Opening




Structure: Opening

- Introduce problem to be addressed and context
- State purpose, scope and main message
- Give outline of presentation



Structure: Main Body

- Tell a story
- Break up with each section making a key point
- Present incrementally, concisely and in logical order
- Illustrate with clear examples and visual aids



Structure: Closing

- Have a clear end to the talk
- Brief and simple summary of main points
- Reinforce the main message
- What does your work mean?



Visual Aids



Slides

- Header
 - Headline for main point
- Body
 - One point/thought per slide, keep it simple
 - Don't overcrowd slide with bullets and details



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Follow the Rule of 666

- No more than 6 bullet points per slide
- No more than 6 words per bullet point
- Every 6th slide (or so) should have a graphic



Slides – Tell Story With Pictures

- illustrate with images and animations to explain difficult points and generate interest







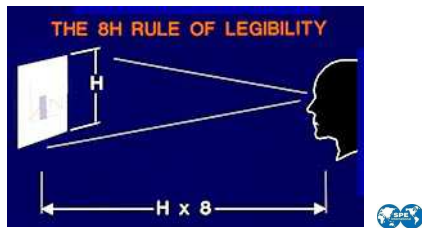
Slides – Fonts and Colors

- Choose legible type and size (8H rule)
- Arial 32 pt
- Arial 28 pt
- Arial 20 pt
- Color combinations

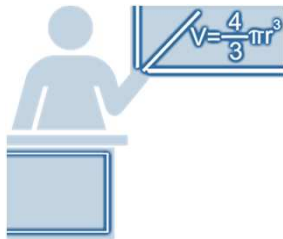



The Illegible Image

8H rule of legibility:



Slides: Use equations sparingly



Graphics/charts

- Keep the background consistent
- Use only enough text to label the graphic
- Keep the design clean and uncluttered
- Use quality visuals
- Try to use the same style graphics throughout
- Limit the amount of graphics per slide



Graphics/charts

- Check all graphics on a projection screen prior to presentation
- Avoid flashy/noisy graphics/animation
- Limit the number of transitions used
- Trends are easier to visualize in graph form



General Presentation

- Orientation should be landscape
- Keep in mind your time limit, 1-2 slides per minute is best
- Use action words to reinforce ideas rather than complete sentences
- No commercialism. Company or organization-branded templates should not be used



Presentation Approaches

- Memorize the speech
 - Allow eye contact
 - Difficult for long presentations
 - Room for precision errors
 - No room for improvising



Presentation Approaches

- Read from a text
 - Ensures precision
 - Does not sound natural
 - No room for improvising
 - Hinders eye contact



Presentation Approaches

- "Winging it"
 - Sounds natural
 - Has more room for error
- Speaking from slides
 - Ensures organization
 - Allows eye contact
 - Allows improvising
 - Some room for error



Spelling and Grammar

- Proof your slides for:
 - Spelling mistakes
 - The use of repeated words
 - Grammatical errors
- If English is not your first language, please have someone else check your presentation



Speaking Tips

- Do not read the presentation! Practice
- Give a brief overview at the beginning
- If using sound, wait until the sound has finished before speaking
- Do not turn your back to the audience



Speaking Tips

- Do not include judgmental remarks or opinions about the technical competence, personal character, or motivations of any individual, company, or group.
- Any material that does not meet these standards will be returned with a request for revision before the conference.



Speaking Tips

- All accomplished public speakers feel nervous before talks-adrenalin helps!
- Be well prepared
 - Rehearse with friends
 - Make sure presentation is well structured
 - Arrive and set up early



Speaking Tips

- During presentation
 - Memorize opening
 - Smile, breathe deeply, slow down, and pause
- Don't lose your audience
 - Keep the audience informed about what you are doing and why
 - Summarize points you would like them to go away with



FAQ's

- How much time do I have to present?
 - Check with your Conference Lead
- In which languages can I present?
 - English is the official language for SPE conferences. Some may offer the option of presenting in another language.



FAQ's

- Do I have to use the presentation template?

My company insists that we use the company template.
- You are required to use the SPE template for the first and last slides of your presentation.

Templates with company logos are prohibited.



FAQ's

- Can I use embedded video?
 - Yes. Test your presentation in the Speaker Ready Room prior to your presentation.
- Can I change the fonts/colors?
 - Yes, you can change the fonts and font colors within the presentation template.



FAQ's

- What is a Knowledge Sharing ePoster presentation?
 - It is an electronic version of a traditional poster presented on a flat-screen monitor.



FAQ's

- Is it necessary to submit a manuscript for a Knowledge Sharing ePoster/Poster presentation?
 - Yes, an ePoster presenter must submit a manuscript for inclusion on the proceedings and OnePetro.



Resources

- SPE.org
- Template/instructions
- SPE style guide
- Author Kit
- Peers



Questions?