

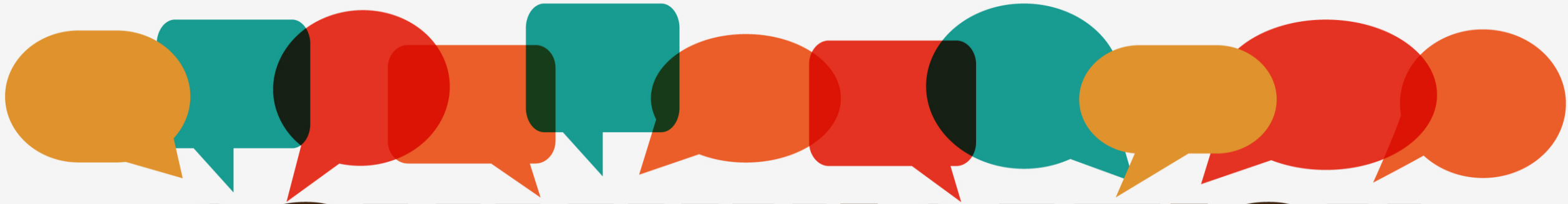
# How not to give a yawn-inspiring talk



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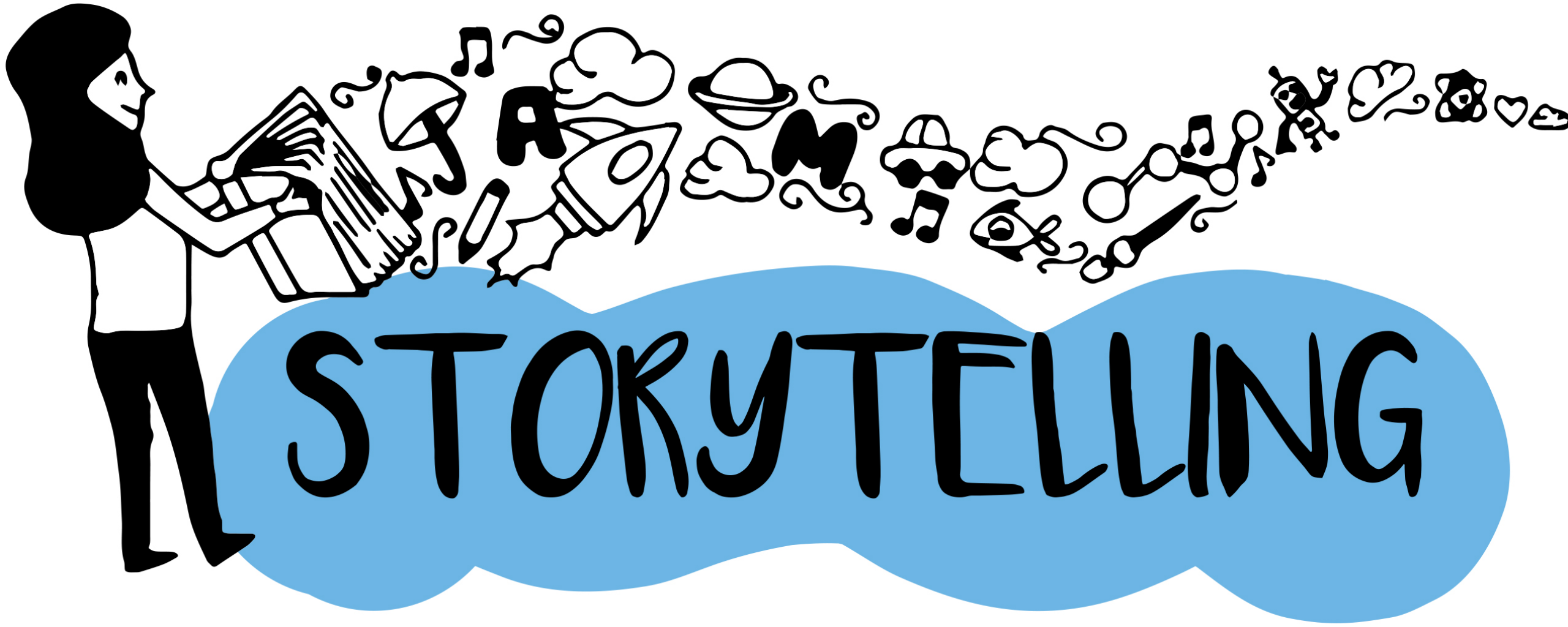
**Research is...**



**COMMUNICATION**

Every talk is all about

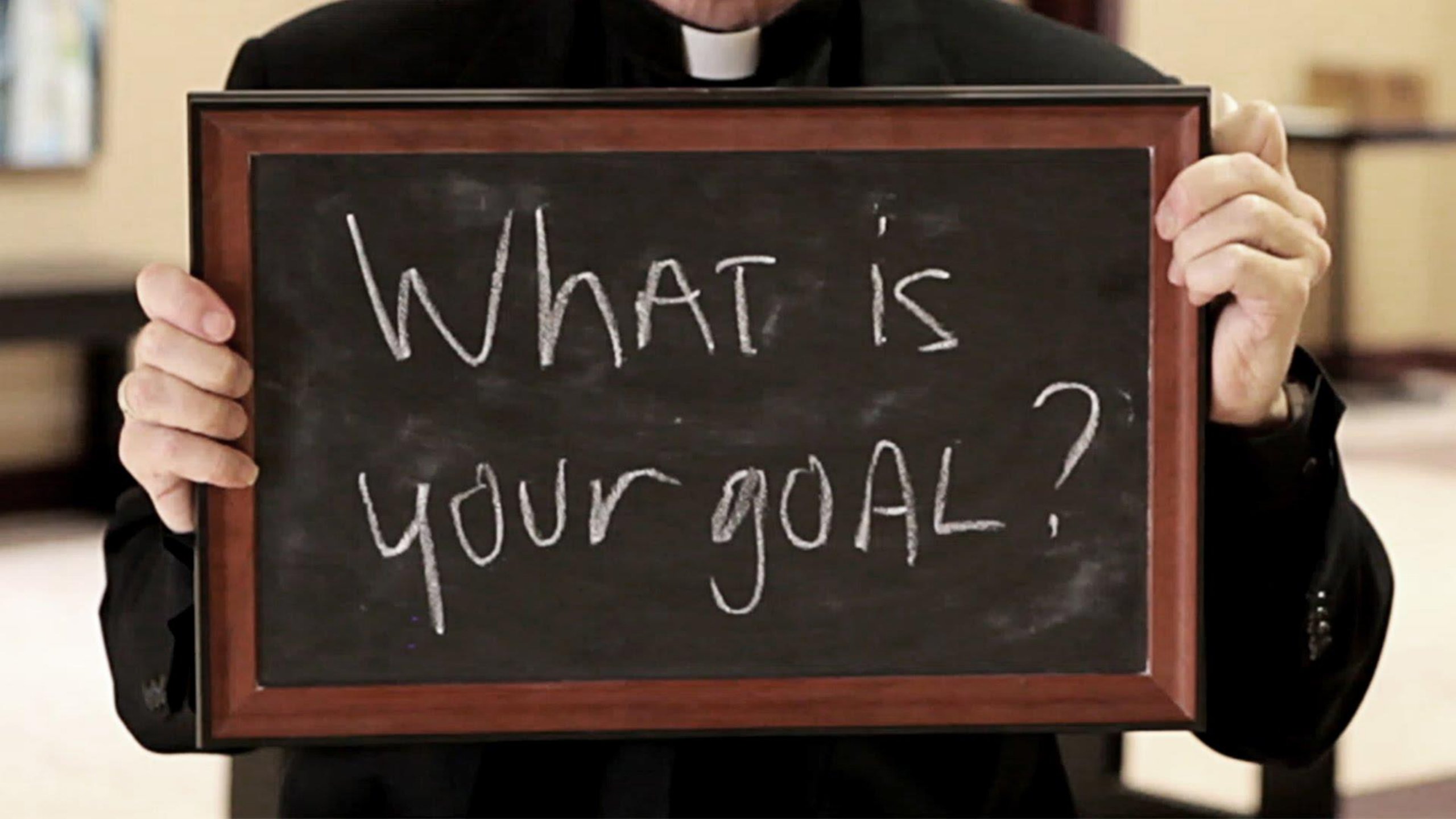
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# Know Your Audience or You'll Have No Audience



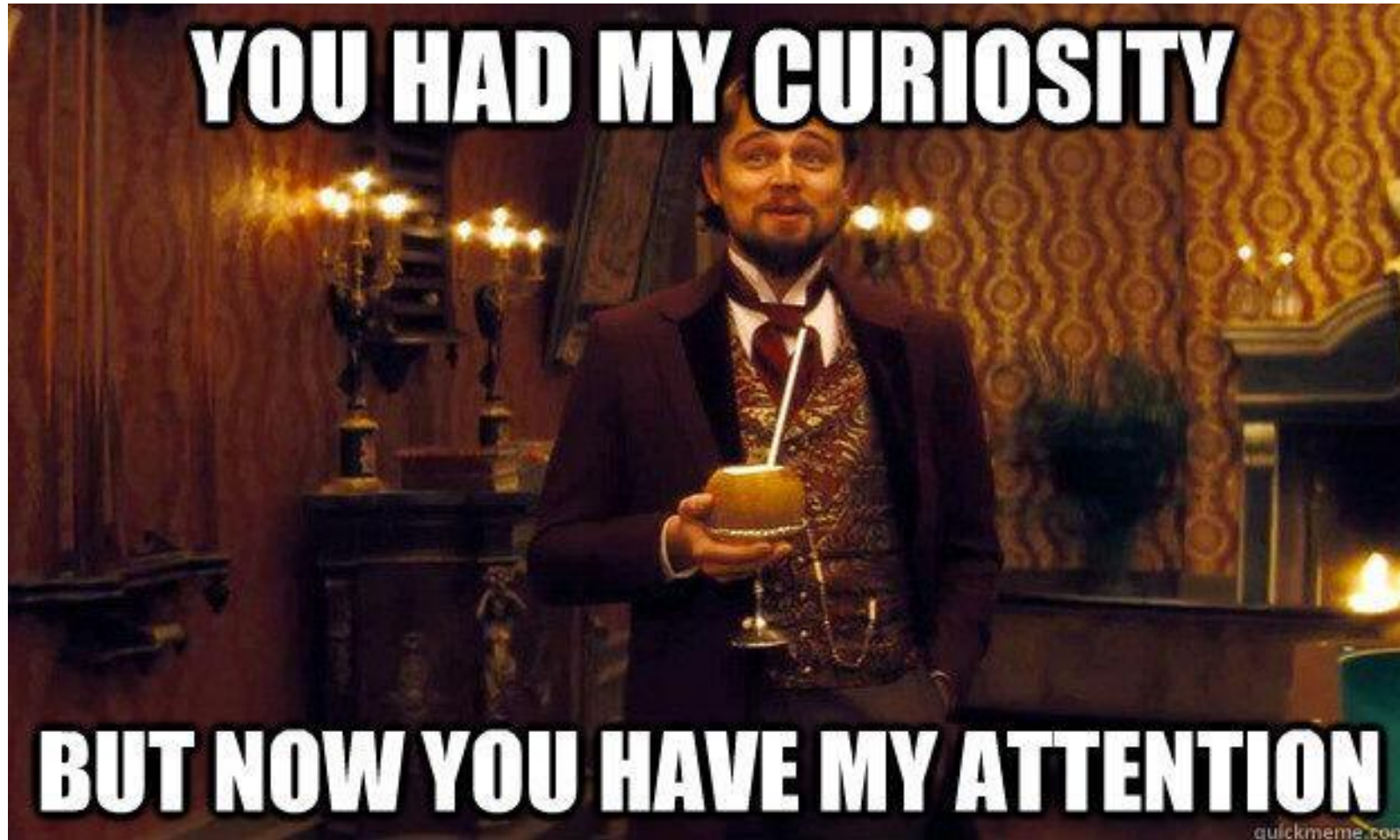


A close-up photograph of a priest in a black cassock and white clerical collar, holding a rectangular chalkboard with a dark wood frame. The priest's hands are visible on the left and right sides of the board. The chalkboard is held horizontally and contains the text "WHAT IS YOUR GOAL?" written in white chalk. The text is arranged in two lines: "WHAT IS" on the top line and "YOUR GOAL?" on the bottom line. The background is a blurred indoor setting, likely a church or office.

WHAT IS  
YOUR GOAL?

# Why is it important? Why should I care?

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Get their attention in *less than 2 minutes*



# *Take-home message* in the last slide

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What is one “take-home” message you want the audience to remember?

(impressive) demo video on the loop

Call for action

Recap

End on a positive note



# Enjoy the questions! (and take them seriously)

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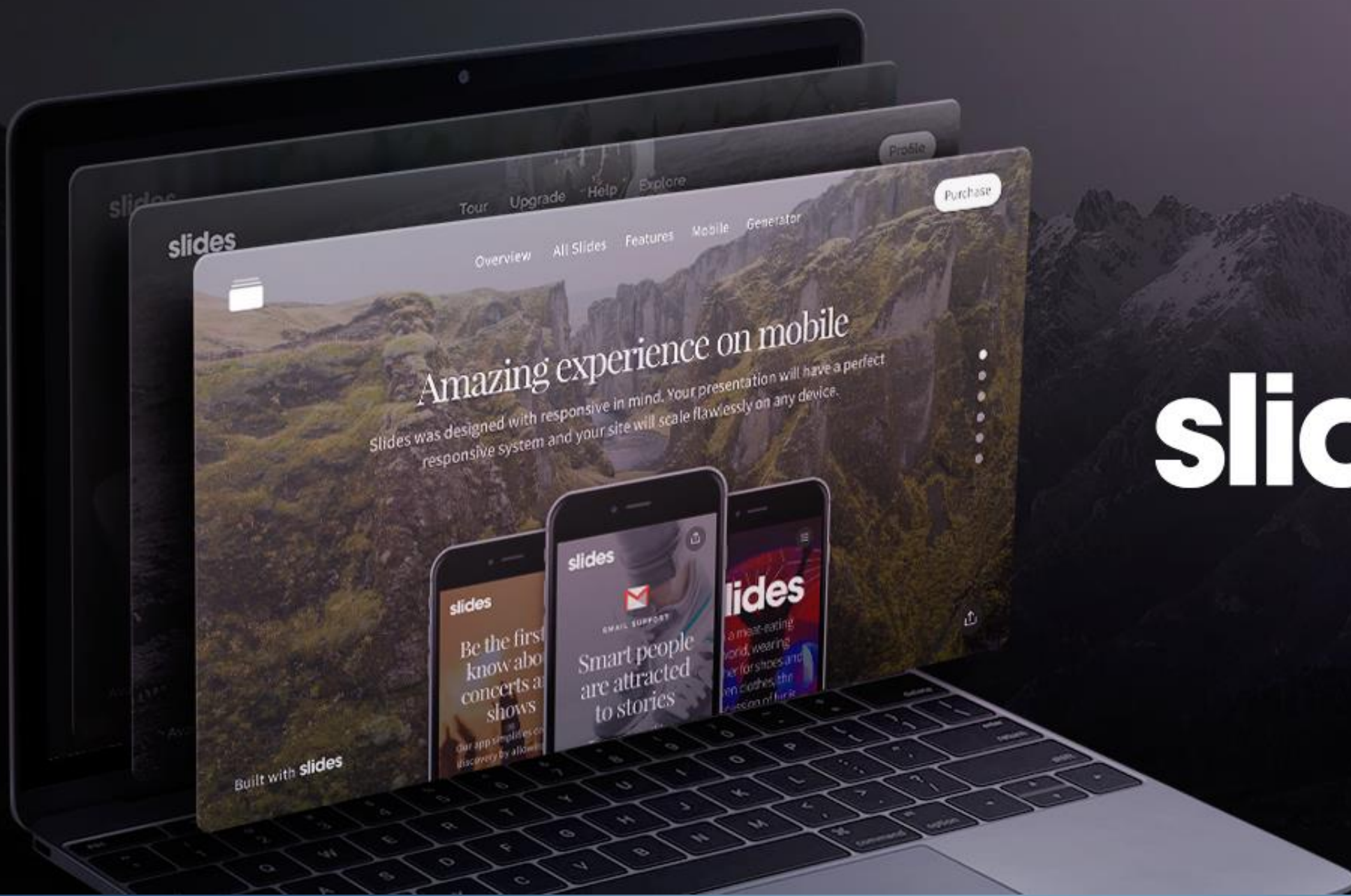
Always leave time for questions

Opportunity to connect

It means they care!

Don't be defensive





# slides



# Slides are *the visual aid* to the speaker

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You, the speaker, must be the center of attention

You should not compete with the slides; don't let it be a distraction

Slides must be neat, simple and clear

Only important part of the story should be in the slides →  
Everything in your slide must be important

# USE VISUALS

Humans process images **60,000x faster** than words

We recall information presented as images **6x more easily** than text





**KEEP IT TO**

**ONE MESSAGE**

**PER SLIDE**

# The audience prefers *not* to think

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Be clear

No surprises

Say *why* before what

Explain everything

Use meaningful slide titles





# Come up with a phrase everyone can remember

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*Something a newspaper writer can use*

Paper thin



# Trivial yet important details on slides

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No outlines (but transition slides are good)

No related work (but be prepared to discuss it)

No technical details (but in backup slides)

Never use tables if you can show graphs

No typos/errors

Be consistent

Number your slides

Don't use yellow or light color fonts on white background

# *The Delivery*





Be  
Confident

The image features the phrase "Be Confident" in a stylized, hand-drawn font. The word "Be" is written in a simple, black, sans-serif font. The word "Confident" is written in a thick, pink, brush-stroke style with black outlines and visible texture. The letters are interconnected and have a dynamic, energetic feel. The entire graphic is set against a solid, bright blue background.

A young boy is riding a skateboard on a paved road. He is wearing a dark suit, a red helmet, and goggles. He has his arms raised in a celebratory gesture. The skateboard has large, white, wing-like attachments on the sides. The background is a blurred landscape with mountains and trees under a warm, golden light.

energy, enthusiasm & passion

Nothing GREAT  
was ever achieved  
without enthusiasm

Emerson

# Body language is mighty important

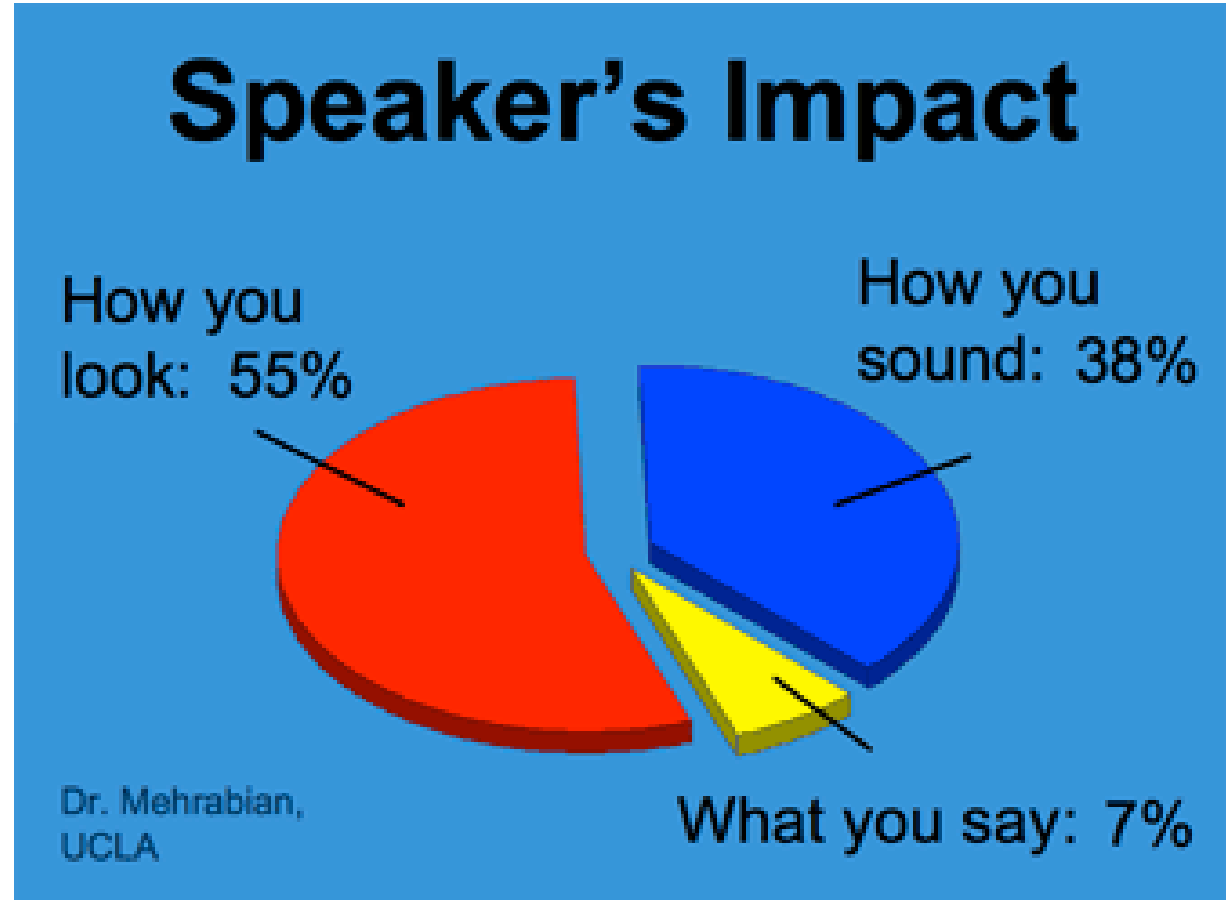
Posture

Eye-contact

Hand location

Facial expression

Body movement





# Never talk too fast

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Talk slow

Give audience time to react

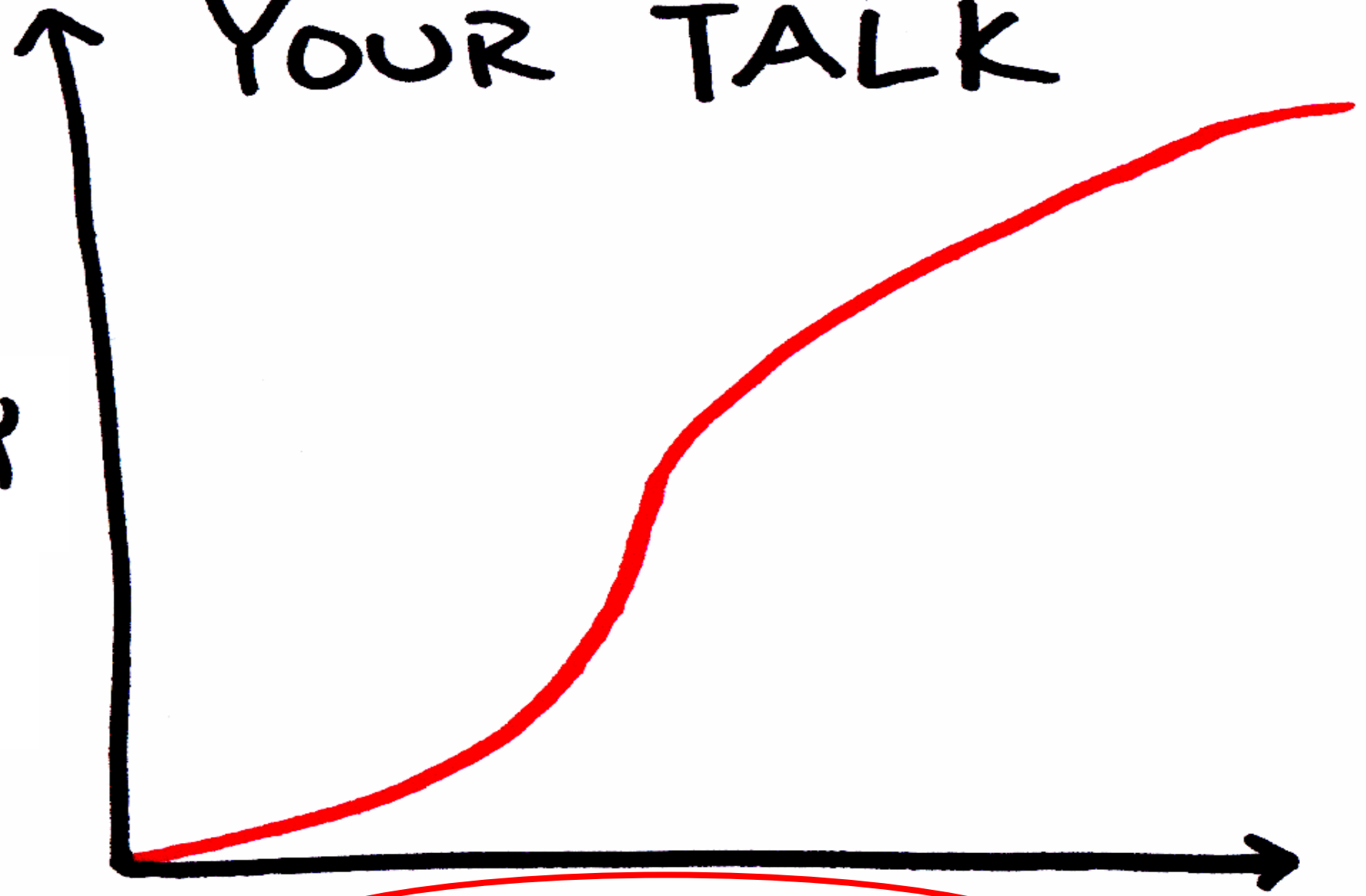
Learn the power of pause



**Telling a  
Story  
is like  
Conducting  
a Symphony**

YOUR TALK

QUALITY



PRACTICE

# Credit

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Marta Kagan, “What would Steve do? - 10 lessons from the world’s most captivating presenters”

SlideComet, “How to create presentation slides that are out of this world”

Simon Peyton Jones, “How to give a great research talk”

Kayvon Fatahalian, “Tips for giving clear talks”

Arnaud Legout, “How to give a good talk”



It's more than a presentation. It's a *performance*



# Your presentations at 408e: (tentative) schedule

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September 12: elevator pitch

October 8: midterm presentation

November 30: final presentation

# Each presentation has a different goal

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## Elevator pitch

- Clearly define the problem
- Convince the audience the problem is cool & important
- Don't pitch your detailed solution here





# Midterm presentation goal

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Remind the audience what problem you're solving

Present your idea. What is your *secret sauce*?

Show your progress

Convince the audience you're on track to deliver

(Optionally) show a demo



# Final presentation goal

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Again, remind the audience what problem you solved

Present a cool (live) demo

Showcasing your achievements! (and how you got here)

Celebrate!



# cs408e is an opportunity to present!

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Each individual must present

- The details are up to you and the team

Elevator pitch: having *one voice* matters

Teamwork: help your teammate present

