

What makes a good oral presentation?

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⇒ Some highlights from:

Chapter 10 of the book

Writing and Presenting Scientific Papers, 2nd Ed.

Malmfors, B., Garnsworthy, P. and Grossman, M. 2004

Nottingham University Press

⇒ Experiences from running the EAAP workshop "Writing and Presenting ..." (annually since 1998)



www.nup.com

Successful presentations
can be done in different ways

Do it in a way that fits our own personality!

and adapts to the audience



Important in an oral presentation

- Raise and maintain interest
- Topic well structured and understood easily
- Main messages conveyed effectively

The ABC of a presentation

Audience adapted
& **A**ccurate

Brief
Clear

Devoted
Enthusiastic
Flexible

How to prepare a presentation?

Formulating our main messages and some likely audience questions can be a good start!



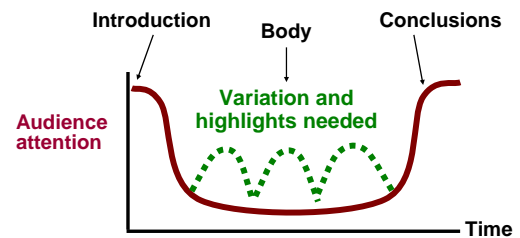
- audience adapted presentation
- gives the presenter motivation
- valuable in the following discussion

Some features of scientific meetings



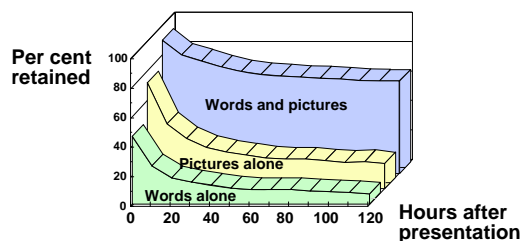
- Audience specialization often mixed
- Speak/listen to foreign language
- Many presentations in a day
- Papers usually not read in advance

Audience attention varies during a presentation



➔ Utilize the high attention events to get the main messages across !

Visuals support the speech



Some examples of slides - good ones & bad ones



Visual displays

- Keep the display simple, or there is a great risk that the audience will not catch the main messages
- Use a large font size so that everyone can read the text, also those sitting in the back of the room
- Don't put in too much information or long sentences, and don't let the background distract
- If you point on the wall screen, do it with your arm nearest to the screen, so that you don't turn your back towards the audience



Visual Displays

- Keep simple
- Large text
- Don't overload
- Face audience



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Photographs enhance slides

Maternal behaviour in animal production

- Extensive production systems with low degree of labour
- Increasing interest for alternative production systems, e.g. organic farming
- Trend towards larger production units and less staff



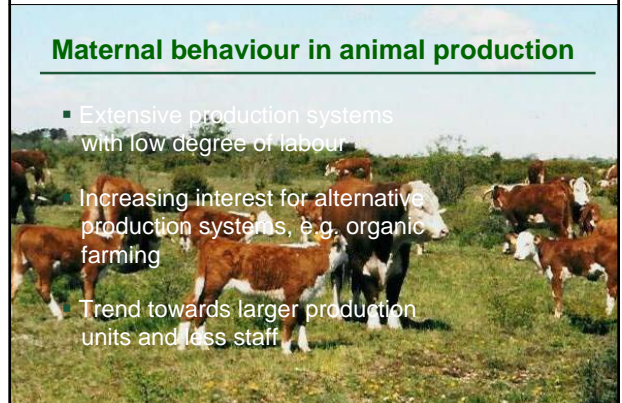
...but are usually not good as background

Maternal behaviour in animal production

- Extensive production systems with low degree of labour

Increasing interest for alternative production systems, e.g. organic farming

Trend towards larger production units and less staff



Animation is useful



but use it with care

Don't

let special effects distract
from your message!

In the presentation a slide here was shown twice, but with different transition and animation

First show

- Slide transition (Blinds vertical)
- Animation of bullets (Fly from top-left)

Second show

- No slide transition effect
- Animation of bullets (Appear)

The audience preferred the second show !!

Font size and type?

- text must be seen from back of room



Serifs

Times New Roman 24

Times New Roman 32

Times New Roman 24 bold

Times New Roman 32 bold

No Serifs

← Good in slides!

Arial 24

Arial 32

Arial 24 bold

Arial 32 bold

Use font size 24 at least; using larger size is even better

Check readability of slides in "Slide Sorter View", zoom 100%

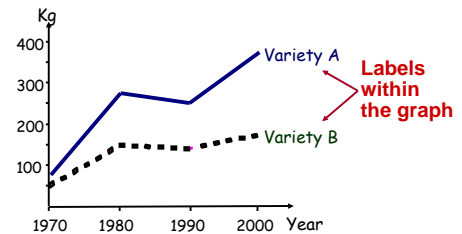
Table?

Year	Variety A	Variety B
1970	75	50
1980	275	150
1990	250	140
2000	375	175

or

Graph?

Usually the best



Performing the Oral Presentation



Conclusions

Point "openly"
Don't block view

- Show interest
- Eye contact with audience
 - face audience (room light on!)
- What is said must be heard
 - microphone?
 - articulate!
- What is shown must be seen

Manuscript?

- Speak as "freely" as possible

- Key words as manuscript

• xxxxx
• yyy
• zzzz

Key words

Important in a presentation
□ Rate and explain interest
□ Research topic
□ Get ready message xxx
yyyy

Slide copy
+ additional
key words

- Prepare start and end

Keep the time !!!



- Rehearse
- Prepare for flexibility
 - parts to omit if needed
- Inspect the room in advance
- Concentrate some minutes before

*To be well prepared is the best way
to cope with nerves !*

Ending a presentation

Thank you for your attention!

Photo: Jennie Stein

*Might be even better to show also
the main conclusions
in the final slide*

Conclusions

- Nnn nnn nnn nnnn nnnn
nnnnn nnn nnn
- Mmmmm mm mmmmm
mmm mmmmm mm
- Uu uuuu uu uu uuuu uu
- Rrrrr rr rrrrrr rr rrrrr rrr rrrrrrrrrrrrrrr rrr rrrrr



Thank you for your attention!

Coping with questions

- 😊 Questions show interest !
- 😊 Repeat question before answering?
- 😊 Short answers
- 😊 Answer to the whole audience

In summary

A good oral presentation

- Audience adapted, brief and clear
- Main messages conveyed to be understood
- Presenter shows interest & keeps eye contact
- The talk is heard well, and slides shown are easy to read and to understand quickly
- Audience knowledge and interest raised

Thank you for your attention!

