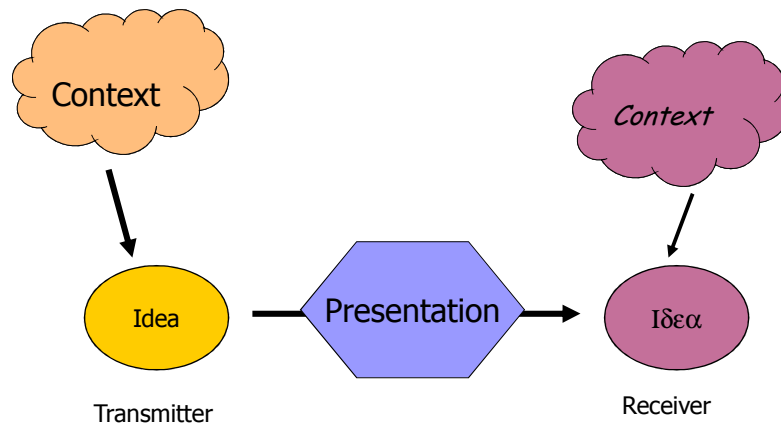


Presenting your work

How to communicate what you have achieved

Professional Communication





The written report

- The “message”:
 - Focus on Results - not chronicle (i.e. How you did it)
- Who is the reader of the report ?
 - What technical level of detail do the models describe ?
 - Avoid to basic material (use appendices/references)
- References
 - Background references
 - Previous work (requires detailed description)
 - Detail reference?



The written report - II

- How is the report used ? (Who reads what when?)
 - Title (all readers)
 - Abstract (interested in the general area)
 - Conclusions (interested in this work)
 - Results – graphs, tables
 - Introduction (wanting to understand the problem better)
 - Models & methods (people currently solving similar problems)

Decreasing attention
↓

Make sure that the readers pass as many “barriers” as possible –
Put in effort and care correspondingly



The written report - III

- Results & Conclusions
 - Let the conclusions direct the presentation of results
 - Use those results that actually substantiate
- Abstract recipe (2-3 sentences each)

• **Background & Problem (Why you did it)**

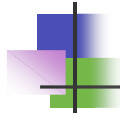
• **Method (How you did it)**

• **Conclusions**



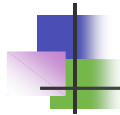
The oral presentation

- How can I talk for 15 minutes ?
- How can I present 4 weeks of work in **ONLY** 15 minutes ?



The strategy

- Sell the problem
 - Why is it relevant, interesting ..
- Sell the conclusion
 - What have you achieved (that is worth communicating) ?



The tactics

- Focus on the problem and the conclusion !
- Give only a brief sketch of the solution techniques used
- Time your presentation - practice !
- When pressed for time – highlight the conclusions



Presentation structure

- Catch the attention of the audience
 - Why should I listen to you ?
- Tell what to expect – sell the result
 - Why should I keep listening
- Briefly explain what you have done
 - ..dont loose the interest of the audience by overdoing this part
- Repeat the conclusion



Practical hints (1)

- Presentation aids (OH-slides)
 - Clear pictures - big font size - few lines
 - Use slides as notes to guide your presentation
 - Adapt number of slides to the length of your talk (typ. 1 slide/min)
 - Do not point at the slide - point at the projection on the wall
- Speak calmly & carefully



Common pitfalls

- You make the audience focus on other things than the contents of your presentation and not on
 - Strange things you do or say
 - Fancy animations or gross errors in the presentation
- Do not apologize !
- Don't use several speakers in a 10-15 min presentation
- You try to convince the audience that you have done VERY advanced research and you get entangled in (or stop the presentation in the middle of) a complicated formulas



The opposition (1)

- Why is reviewing other reports important ?
 - Provides additional experience in methodology & written presentation
 - Yet another possibility to practice oral presentation
- How is it done ?
 - 4-5 minutes general presentation of the review (slides OK!)
 - 5-10 minutes of questions & discussion with presenting group



The opposition (2)

- What subjects are raised ?
 - Problem definition, method, approach, results & Conclusion
 - Overall structure and clarity of presentation - written and oral
- What subjects are NOT raised?
 - Typos, minor presentation problems, details in formulae
 - Write minor comments of this nature in your copy of the report and give it to the presenting group.



The opposition (3) The art of giving constructive critique

- Purpose: Presenter & Opponent should learn something
- Communication is the key:
 - Present critique in a positive way - you want to help
 - Offensive presentation of critique cuts lines of communication.
- Structure your presentation:
 - Begin with positive comments (What is good?)
 - Then comes the bad news: What is not so good - and how can it be improved!
 - Finish on a positive note