

Worst way to deliver information

“A presentation is the worst possible way to deliver lots of information to another person. The person on the receiving end has no control. They can’t adjust the pace of delivery. They can’t pause to process and think.”

— Olivia Mitchell

What is a presentation good for?

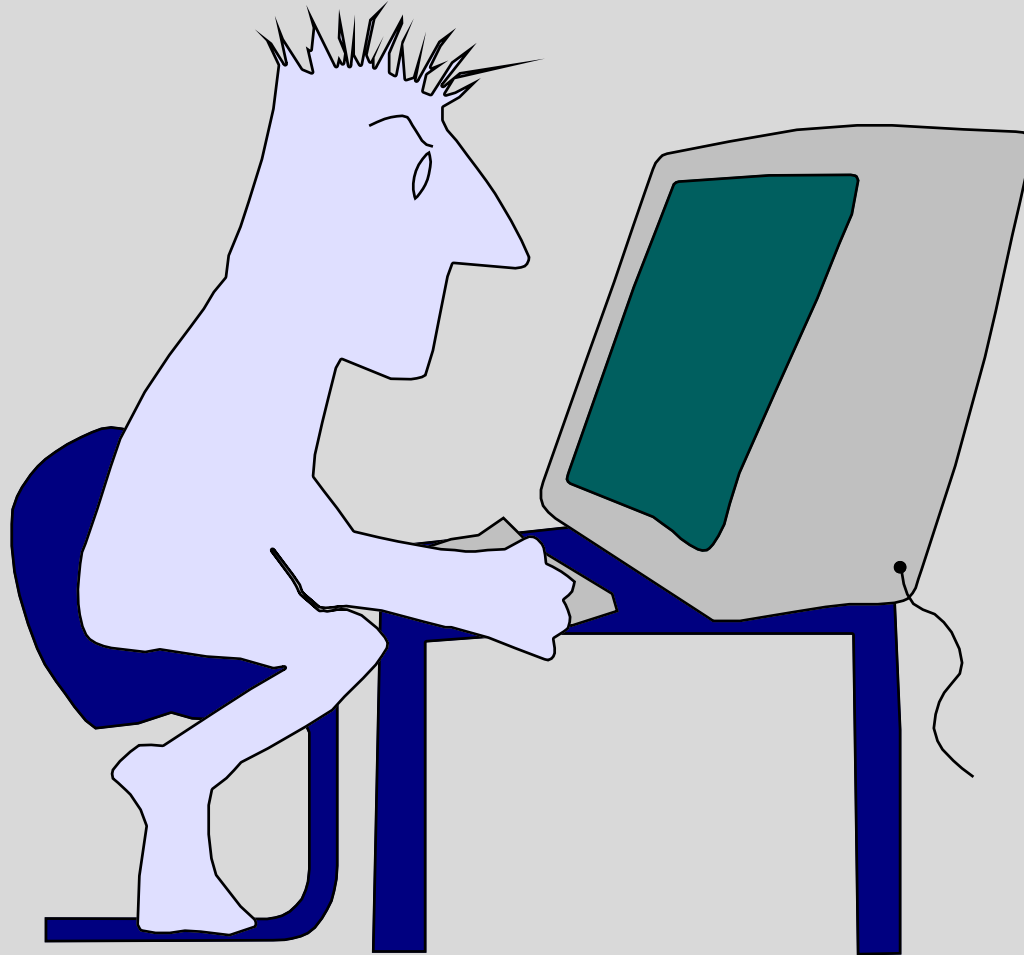
“A presentation is a taster for what you have to share. It can raise awareness of your topic. It can provoke different ways of thinking about an issue. It can inspire and motivate. And it’s one of the best possible ways of achieving those things.”

— [Olivia Mitchell](http://www.speakingaboutpresenting.com) <www.speakingaboutpresenting.com>

Delivering effective presentations

- Presentations versus documents
- Setting objectives for the presentation
- Guaranteeing legibility
- Writing and presentation style
- Body language, voice, speed (words per minute)
- Handling questions

Reading is a solitary activity



Presenting is a group activity



Decide why you are presenting

- Make a presentation to
 - arouse interest
 - demonstrate competence
 - persuade.
- Study interests and needs of audience.
- Match those interests and needs in your presentation.

Presentation planning: objective

- Objective = audience + response
- **Audience**: numbers, background, age, familiarity with topic, common factor
- **Response**: arouse interest, motivate, train, explain, display competence
- **Duration**: short (<10 min), medium (11-20 min), long (>20 min)

Presentation planning: setting

- Occasion: conference, seminar, completion of a project, felicitation
- Venue
- Date, day, and time
- Other speakers, if any, and their topics

Presentation planning: mechanics

- Software: operating system, application (version)
- Hardware: laptop, projection equipment, microphone, laser pointer, etc.
- Assistance available
- Logistics: reaching the venue and room
- Final rehearsal and checks

Seven ways to guarantee legibility

- Make all text very large.
- Leave enough space between lines.
- Ensure strong colour contrast.
- Make lines thick and text bold.
- Choose well-designed fonts.
- Avoid capital letters.
- Restrict the amount of text.

Seven ways to guarantee legibility

- Make all text very large.
- Leave enough space between lines.
- Ensure strong colour contrast.
- Make lines thick and text bold.
- Choose well-designed fonts.
- Avoid capital letters.
- Restrict the amount of text.

What is font size

Font size = height of frame, not of picture

1 point = 0.35 mm

96 points

bag bag bag



Use at least 28-point font

Font size, text: 28-32 pt

Font size, headings: 32-36 pt

Suggested typefaces: Lucida Fax,
Georgia, Sitka, Cambria, Arial,
Verdana

Screen and font: farthest distance (feet)

		Font size (in points)						
		18	24	28	32	36	40	44
Screen Width (inches)	36	19	27	31	34	38	42	46
	48	25	36	41	46	51	56	61
	60	32	44	51	57	64	70	76
	72	38	53	61	69	76	84	92
	84	44	62	71	80	89	98	107
	96	51	71	81	92	102	112	122
	120	64	89	102	114	127	140	153

Source Dave Paradi <<http://thinkoutsidetheslide.com/wp-content/uploads/2012/08/ViewingDistanceTable4x3.pdf>>

Leave enough space between lines

- Line spacing: 50-60 points
- x height, ascenders, and descenders

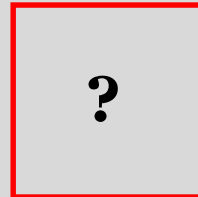
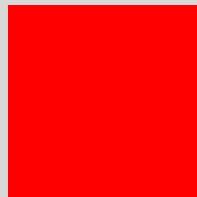
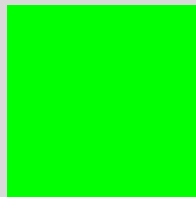
~~e n o r x b f h k l g j p q y~~

Lines touching
because too close
line spacing = 28 pt

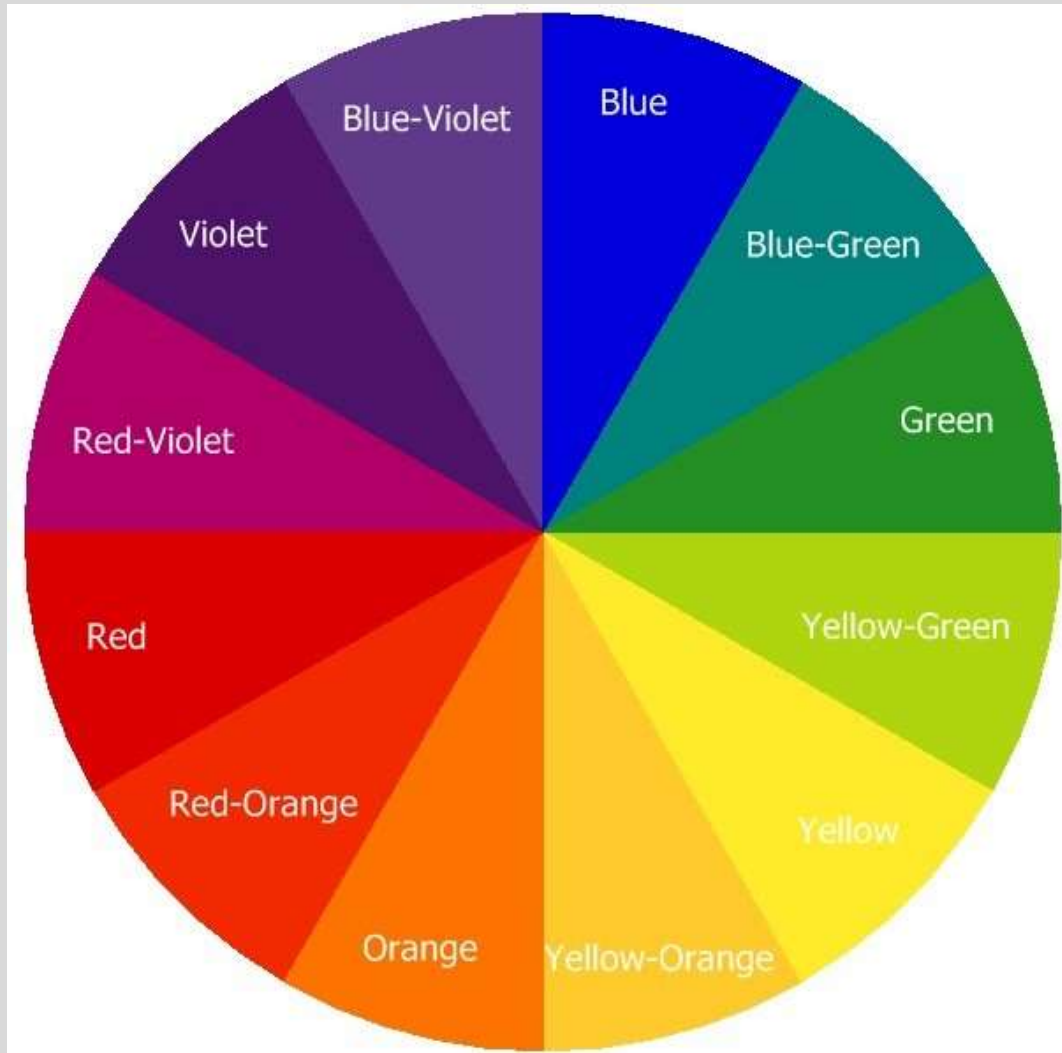
Lines not touching
because well-spaced
line spacing = 57 pt

Ensure strong colour contrast

- Grey (25%) on light (15%) grey
- **Yellow on dark blue**
- Red on light grey
- Orange, green, purple, light blue



Colour wheel



Colour contrast calculator, 1

- www.ColorContrastCalculator.com
(thanks to Dave Paradi)
- Format background > Fill > Solid fill > Fill Color > Color > More colors > Custom
- Fill in the RGB values
- Do the same for font colour

Colour contrast for this presentation

Background Color

Red value (0 to
255)

Green value (0 to
255)

Blue value (0 to
255)

Text/Foreground Color

Red value (0 to
255)

Green value (0 to
255)

Blue value (0 to
255)

Colour contrast: results

Results of Color Contrast Tests

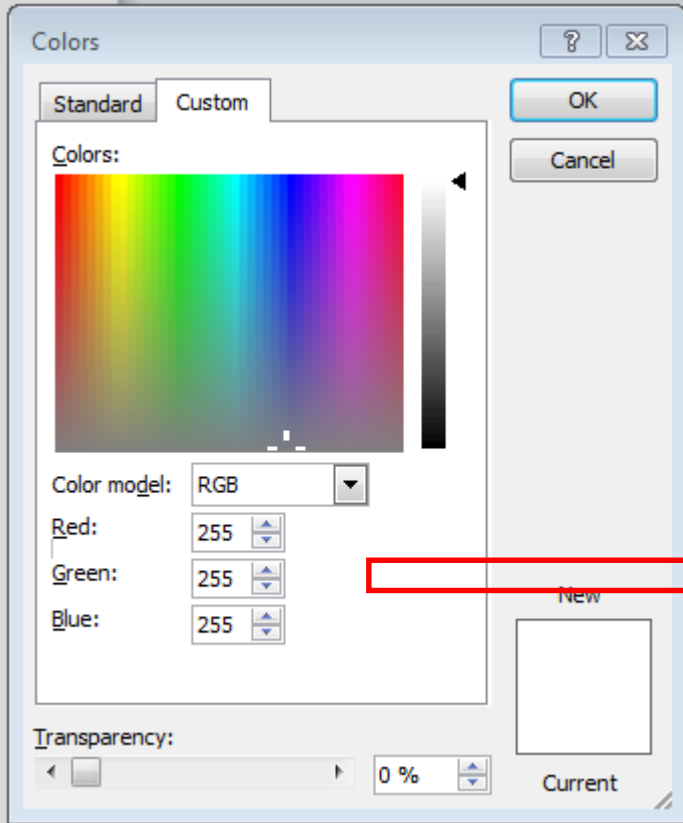
Color Brightness Test (>125 is a passing score): 217

Passed!

Color Difference Test (>500 is a passing score): 651

Passed!

Colour contrast calculator, 2



Color model: RGB

Red: 255

Green: 255

Blue: 255

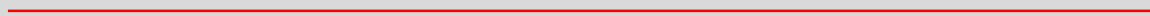
Colour brightness contrast: at least 125

Colour difference test; at least 500

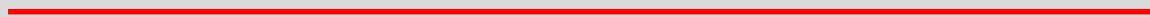
Make lines thick; make text bold

- Large areas of colour
- Medium to thick lines
- Bold text for slides, LCD presentations

1-pt



2-pt



3-pt



4-pt



Use well-designed fonts

- Designed for displays / screens
- Clear differences between characters
- 0 O 1 l I
- 0 O 1 l I
- 0 0 1 l I
- 0 O 1 l I
- 0 0 1 l I

Use well-designed fonts: I l 1 test

I l 1

Verdana

I l 1

Droid Sans

I l 1

FF Meta

I l 1

National

I l 1

Heinemann

I l 1

Avenir

I l 1

Futura

I l 1

Gotham

I l 1

Benton Sans

I l 1

Helvetica

I l 1

Gill Sans

The I l 1 Test

*Not the ultimate legibility
determiner, but helps*

I l 1

Mostra Nuova

Avoid strings of capital letters

- Take longer to read.
- Take up more space.
- Suppress information.
 - POWERPOINT
 - MASTERCARD
 - YOUTUBE



Restrict the amount of text

- Legibility requires space
- Large letters = more space
- Wide line spacing = more space
- Bold letters = more space
- Clear fonts = more space
- 1 + 7 lines for slides / screen shows

Choose a suitable writing style

- Slides, not text pages
- Bullet points
- Phrases, not full sentences
- Supplement, not substitute
- Concrete, not abstract
- Specific, not general

Choose a suitable presentation style

- Formal: more serious tone, less interactive
- Informal: lighter tone, more interactive
- Pictures to sustain interest
- Progressive disclosure
- Handouts after presentation

Remember legibility requirements

- Too much text = illegible text
- Too much text = poor understanding
- Too much text = bored audience
- Set format ensures limited text
- Slide Master ensures consistency

Condense, condense, condense

- No more than 49 words
- ‘Large blocks of text are likely to deter a viewer from even attempting to read the contents.’

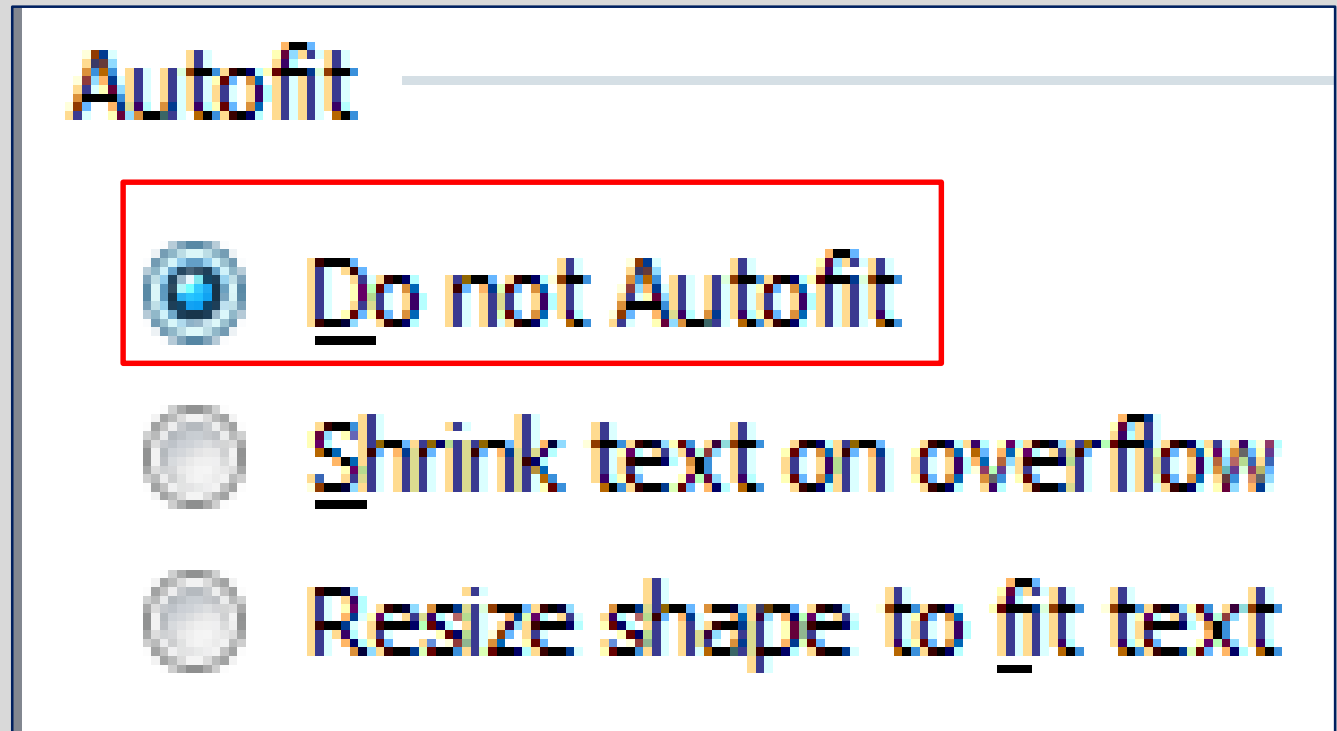
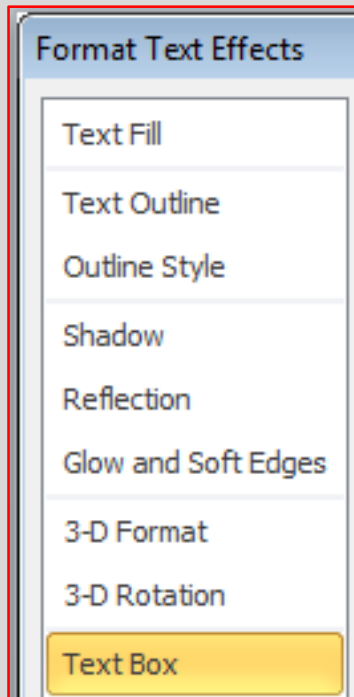
On-screen text and subtitling in television advertisements,

ITC Advertising Standards Code rule 5.4.2

- Highlights of tables; simple charts

Choose 'Do not autofit'

Right-click a text box; choose 'Format Text Effects'.



Allow adequate 'hold' time

- Five words per second (0.2 seconds per word) + a 3-second 'recognition period'

No. of words	Hold time (seconds)
20	7
30	9
40	11
50	13

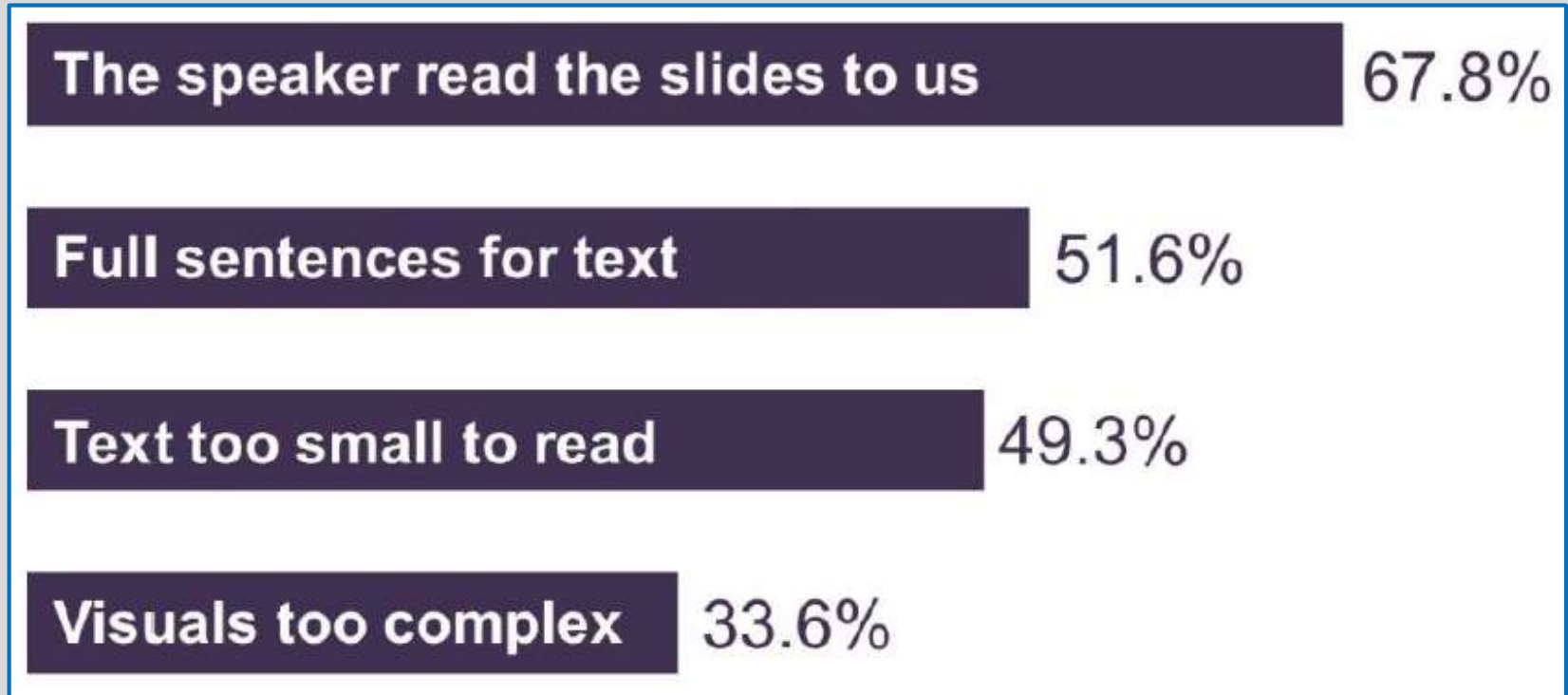
Choose suitable images

- Width: 1024 pixels
- Height: 768 pixels
- Resolution: 72 dpi (dots per inch)

Vary the speed at which you speak

- XTML standards (in wpm, or words per minute):
 - **Extra slow: 80** **Slow: 120**
 - **Medium: 180-200** **Fast: 300**
- Audiobooks standard: 150-160 wpm
- News: 175 wpm; World record: 637 wpm

Results of the 'Annoying PowerPoint' survey



www.thinkoutsidetheslide.com/free-resources/latest-annoying-powerpoint-survey-results/

Most irritating abuses of PowerPoint

1. Too much text
2. Errors of spelling and grammar
3. Looks thrown together last minute;
amateur graphics
4. Too many slides in general
5. Too simple or elementary

Most irritating behaviours

- Reading directly from notes or off the screen
- Umms, ahhs
- Eyes wander or won't make eye contact
- Pacing or nervous movement
- Distracting hands
- Podium or lectern

Avoid these postures

Hands in pockets



The 'fig leaf' posture



Hands crossed across chest



Hands crossed behind back



Handle questions tactfully

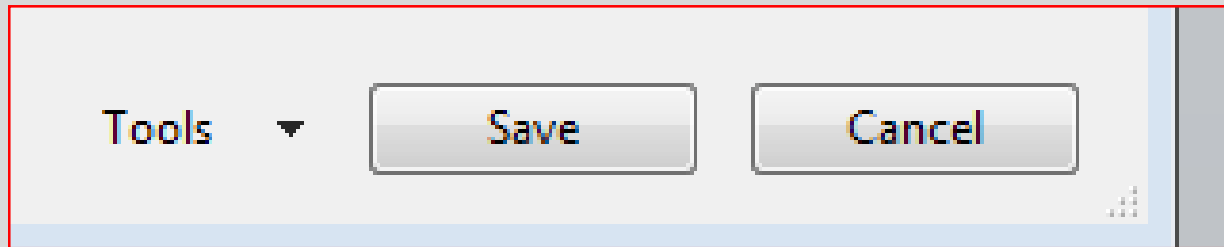
- Listen carefully; repeat the question for the audience; rephrase if necessary.
- Involve the audience; outline the topic of the question: “I’ve been asked . . . ”
- Avoid arguments; break eye contact.
- Encourage follow-up questions by mail.

Plan; prepare; practise

- Arrive early; check set-up
- Look up and practise unfamiliar words.
- Moisten your throat; sip plain water.
- Rehearse opening and closing lines.
- Face the audience, not the screen.
- Vary the speed at which you speak.
- Be ready with a shortened version.

Embed fonts if required

Save As > tools > Save
Options



Embed fonts in the file ⓘ

- Embed only the characters used in the presentation (best for reducing file size)
- Embed all charsuters (best for editing by other people)

www.andnowpresenting.us/



And... **Now Presenting!**

CREATING **CONFIDENT, PERSUASIVE SPEAKERS**

[Welcome](#)

[Blog](#)

[Book Kathy To Speak](#)

[Courses](#)

[Workshops](#)

[Speaker's Tool Kit](#)

[Articles](#)

[Books](#)

[Clients](#)

[Contact Us](#)

www.speakingaboutpresenting.com

Presentation Tips



Welcome to my website. I'm Olivia Mitchell and this website is full of presentation tips to help you in your next presentation.

Start by downloading my free guide "[How to make an effective PowerPoint Presentation](#)". The Guide will take you through my streamlined process for creating an effective presentation. It's full of presentation tips to help you structure your talk and create PowerPoint slides.

You'll also receive my free email course giving you new presentation tips every week.

Then explore the many articles. I've divided the articles into five main categories:

How to make an effective presentation

Create effective PowerPoint presentations the audience will understand

Customized training to turn confusing, overloaded PowerPoint presentations into ones with a clear message, focused content, and effective visuals

Your current presentations



Slides overloaded with text and spreadsheets
Unclear message/story leading to confusion

What your presentations can be



A clear message and story
Focused content with easy access to backup details
Effective slides with a headline and clear visual

Creating effective slides

A 1-hour talk by Jean-luc Doumont,
available for download at
<www.principiae.be/X0302.php>

www.speaking.co.uk/index.html

ATKINSON COMMUNICATIONS presentation skills & public speaking

Courses and coaching on effective speaking, presentation skills and speechwriting

[Home](#) |

Home

[What we do](#)

[Claptrap](#)

[Clients](#)

[Books](#)

[Blog](#)

[Contact us](#)

"Audiences are always right - so you need to know what inspires them - *and what doesn't!*"



A unique approach to effective public speaking and presentation skills training based on original research into speaker-audience interaction that first came to public notice when a [televised experiment](#) showed how Max Atkinson coached a novice with no experience of speaking in public to win a standing ovation at a political party conference in 1984 (['Claptrap'](#)).

Dr Max Atkinson

Tel: [+44 \(0\)1749 870178](tel:+44(0)1749870178)





UNIVERSITY OF
LEICESTER

From University of Leicester

Before you give a presentation

Checklist

Delivering an effective presentation

Study guide

Designing an academic poster

Online tutorial

Involving your audience

Study guide

Keeping to time in presentations

Study guide

Planning an effective presentation

Study guide

Poster presentations

Study guide

Preparing for your viva

Study guide

Presenting to large groups

Study guide

Responding to questions effectively

Study guide

Stress management for presentations and interviews

Study guide

Structuring a presentation

Study guide

Using PowerPoint

Study guide

Using visual aids

Study guide

<https://www2.le.ac.uk/offices/ld/resources/presentations>

www.ted.com: 'Ideas worth spreading'



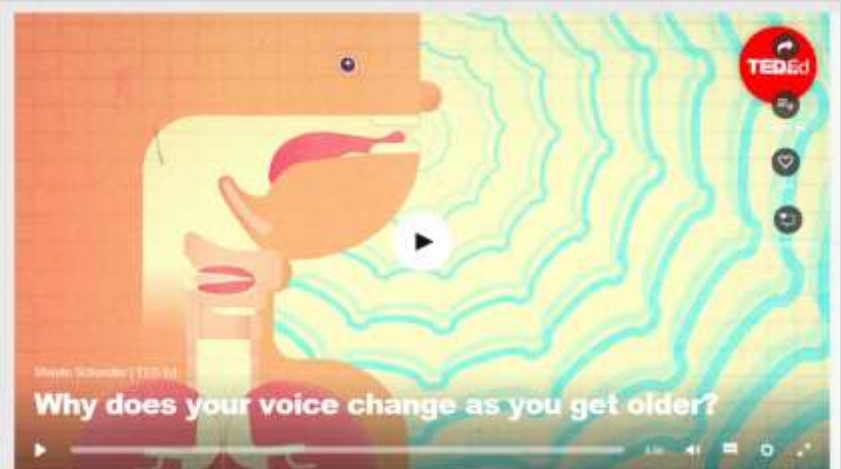
How our voices reveal anxiety



Why you don't like the sound of your own voice



The science of hearing



Why does your voice change as you get older?

Don't
Be *Such*
a Scientist

TALKING
SUBSTANCE
IN AN AGE
OF STYLE

Randy
Olson

SECOND
EDITION



How to be Heard

**Secrets for
Powerful
Speaking and
Listening**

**Julian
Treasure**

TOP-RATED
INTERNATIONAL
SPEAKER

Leading TED speaker

A pencil is positioned vertically in the center of the cover. From its tip, a series of colorful lines radiate upwards, forming a fan shape. The colors, from left to right, are dark blue, green, magenta, yellow, purple, red, and black. The background is a solid blue color.

BETTER PRESENTATIONS

A Guide for Scholars, Researchers, and Wonks

Jonathan Schwabish

TED TALKS

THE OFFICIAL TED GUIDE
TO PUBLIC SPEAKING

CHRIS ANDERSON
Head of TED

Copyrighted Material

DAVID
CRYSTAL

THE
GIFT

OF THE

GAB

HOW
ELOQUENCE
WORKS

Copyrighted Material

TALK

The 9 Public Speaking Secrets

LIKE

of the World's Top Minds

TED

CARMINE GALLO

BESTSELLING AUTHOR OF *THE PRESENTATION SECRETS OF STEVE JOBS*

Talk like TED: the 9 'secrets'

- Be passionate about your topic.
- Engage the audience by telling stories.
- Treat your speech like a conversation.
- Tell the audience something it doesn't know.
- Include a few jaw-droppers.
- Use humour.
- Keep it brief.
- Engage all senses by painting word-pictures.
- Be authentic.

Michael Alley

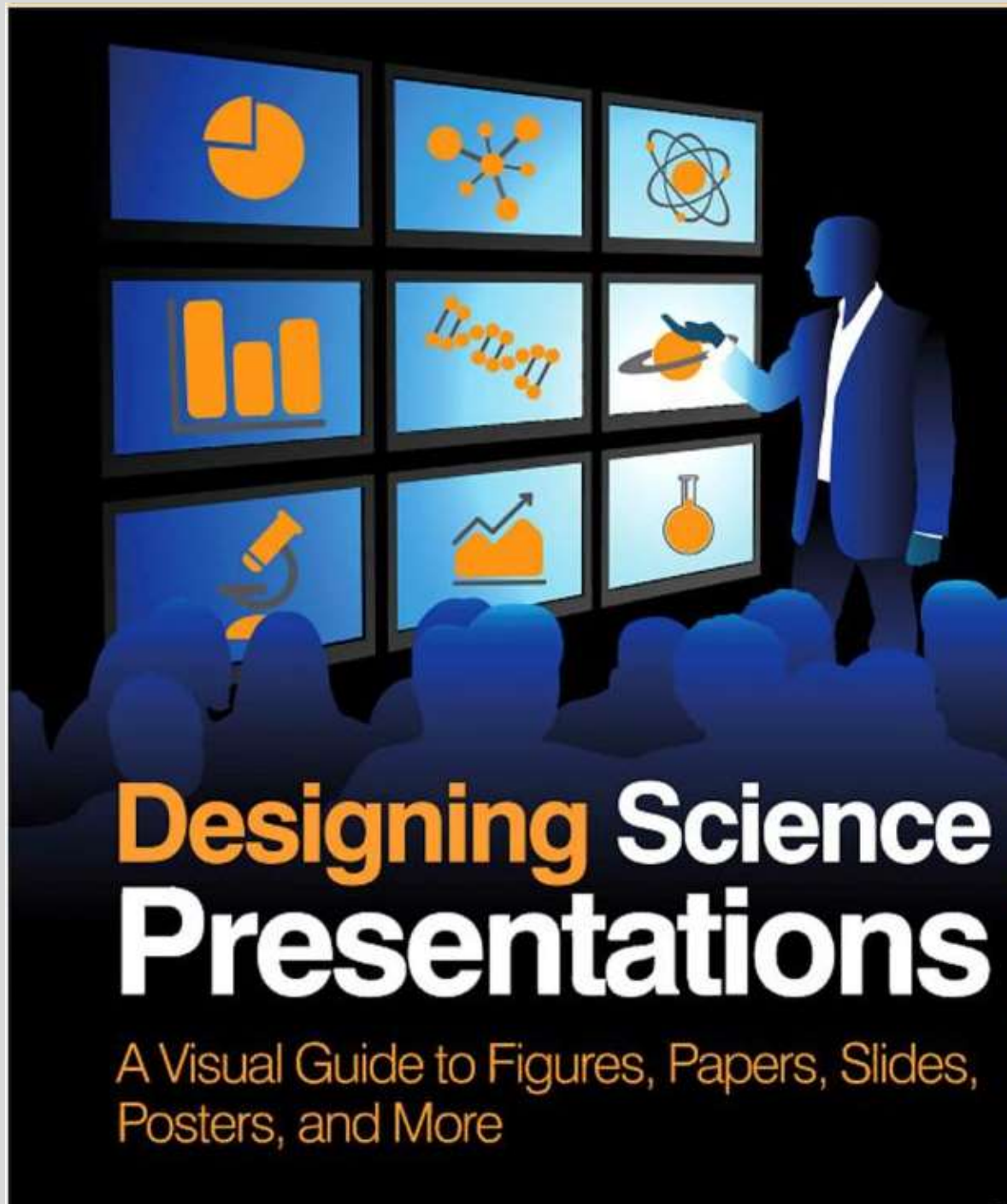


The Craft of Scientific Presentations

Critical Steps to Succeed and
Critical Errors to Avoid

Second Edition

 Springer



Designing Science **Presentations**

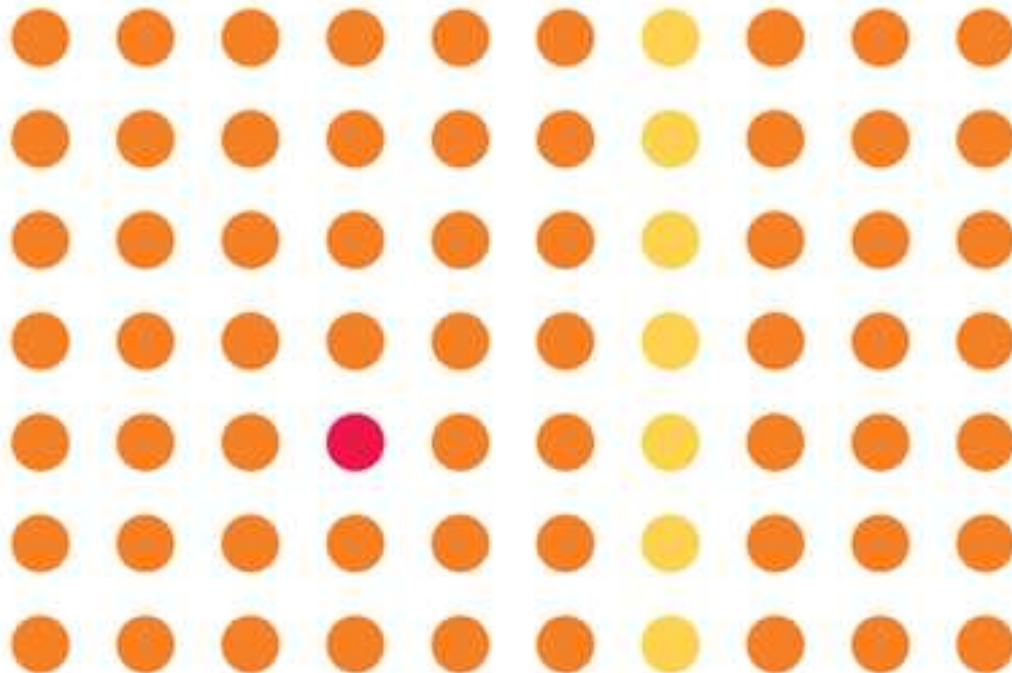
A Visual Guide to Figures, Papers, Slides,
Posters, and More



100 THINGS

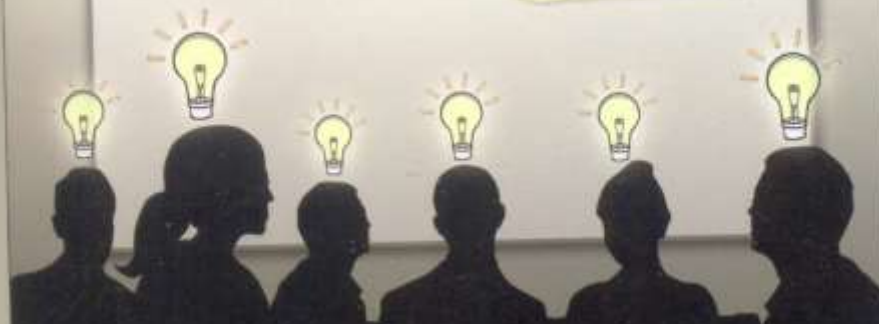
EVERY **PRESENTER** NEEDS TO KNOW ABOUT **PEOPLE**

SUSAN M. WEINSCHENK, Ph.D.



Present It So They Get It

Create and Deliver
Effective PowerPoint Presentations
Your Audience Will Understand



Dave Paradi

author of

The Visual Slide Revolution

Microsoft

BUSINESS SKILLS SERIES

beyond bullet points

3rd edition



Using **Microsoft PowerPoint**
to create
presentations that
inform, motivate,
and inspire

CLIFF ATKINSON




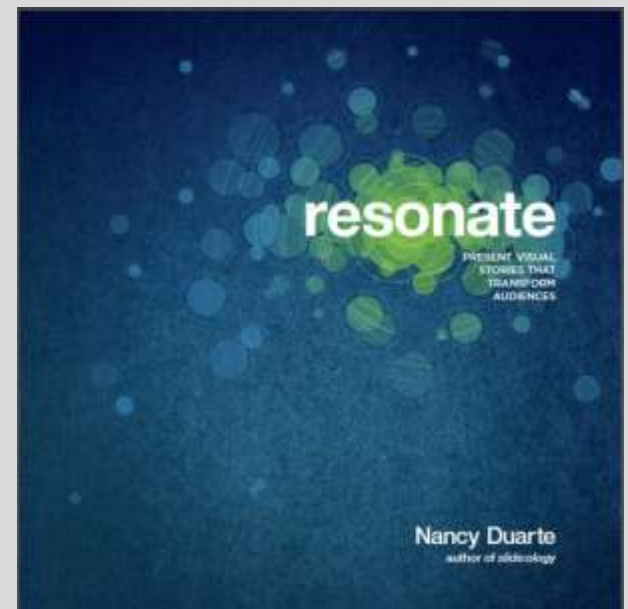
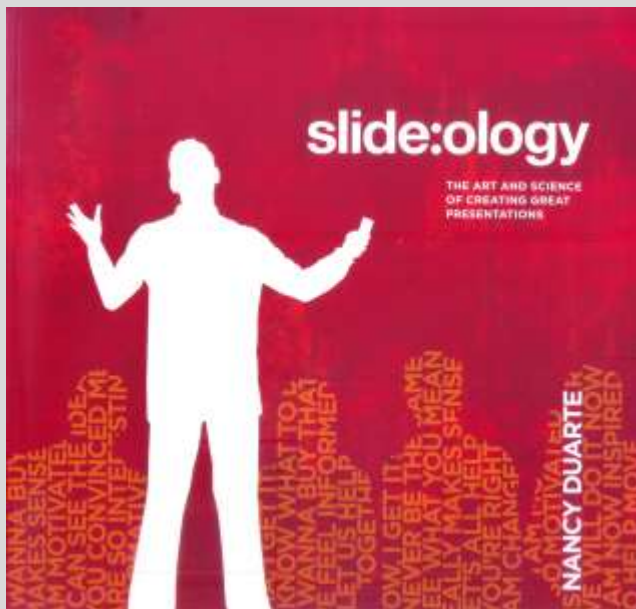
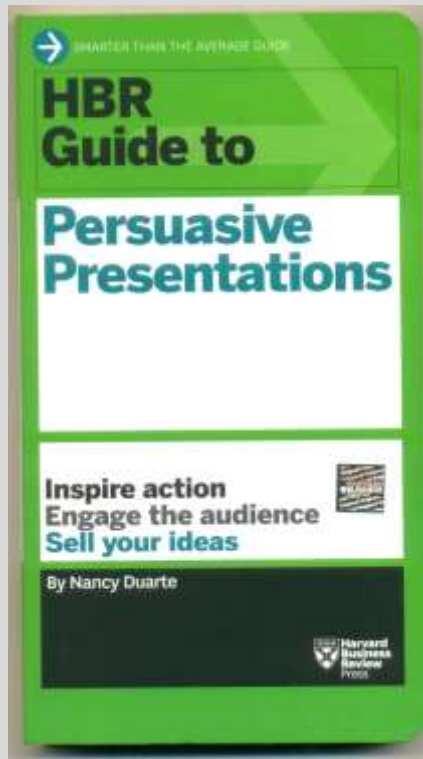
Includes
eBook and
sample files
See back

Adrian Wallwork

ENGLISH

for Presentations
at International
Conferences

 Springer





PUBLIC SPEAKING
FOR
Psychologists

*A Lighthearted Guide to
Research Presentations, Job Talks,
and Other Opportunities to
Embarrass Yourself*

DAVID B. FELDMAN AND PAUL J. SILVEA

Recommended reading

- Olson R. 2018. [Don't Be Such a Scientist.](#), 2nd edn. Washington, DC: Island Press. 234 pp.
- Treasure J. 2017. [How to be Heard: secrets for powerful speaking and listening.](#) Coral Gables, Florida: Mango Publishing. 308 pp.

Recommended reading

- Schwabish J. 2017. [Better Presentations: a guide for scholars, researchers, and wonks](#). New York: Columbia University Press. 185 pp.
- Crystal D. 2016. [The Gift of the Gab: how eloquence works](#). Yale University Press. 256 pp.

Recommended reading

- Anderson C. 2016. TED Talks: the official TED guide to public speaking. London: Headline Publishing. 288 pp.
- Gallo C. 2014. Talk Like TED: the 9 public-speaking secrets of the world's top minds. New York: St. Martin's Press. 278 pp.

Recommended reading

- Alley M. 2013. [The Craft of Scientific Presentations](#), 2nd edn. New York: Springer. 286 pp.
- Carter M. 2013. [Designing Science Presentations: a visual guide to figures, papers, slides, posters, and more](#). London: Academic Press. 360 pp.

Recommended reading

- Weinschenk S. 2012. [100 Things Every Presenter Needs to Know About People.](#) San Francisco: New Riders. 272 pp.
- Paradi D. 2012. [Present It So They Get It.](#) Communications Skills Press. 238 pp.

Recommended reading

- Duarte N. 2012. [Persuasive Presentations](#). Boston, Massachusetts: Harvard Business Review Press. 208 pp.
- Atkinson C. 2011. [Beyond Bullet Points, 3rd edn. Microsoft Press](#). 398 pp.
<www.beyondbulletpoints.com>

Recommended reading

- Wallwork A. 2010. [English for presentations at international conferences](#). New York: Springer. 180 pp.
- Duarte N. 2010. [Resonate: present visual stories that transform audiences](#). Hoboken, New Jersey: John Wiley. 248 pp.

Recommended reading

- Feldman D B and Silvia P J. 2010. **Public Speaking for Psychologists: a lighthearted guide to research presentations, job talks, and other opportunities to embarrass Yourself.** Washington, DC: American Psychological Association. 160 pp.
- Duarte N. 2008. **Slide:ology: the art and science of creating great presentations.** Sebastopol, California: O'Reilly. 294 pp.

They didn't come to your presentation to see you. They came to find out what you can do for them. Success means giving them a reason for taking their time, providing content that resonates, and ensuring it's clear what they are to do.

Nancy Duarte, in **Slide:logy: the art and science of creating great presentations**