
HOW (NOT) TO GIVE A PRESENTATION

Christoph U. Keller

OUTLINE

- Good presentations
- Bad presentations
- Tips

GOOD PRESENTATIONS

- Enthusiastic, knowledgeable speaker
- Clear presentation in spoken word and slides
- Engages the audience and keeps in time

BAD PRESENTATIONS

- Speaker does not understand content
- Speaker reads from notes
- Speaker never looks at audience
- Speaker mumbles
- Incomprehensible, hard-to-read slides

BAD SLIDES

- By writing in as small as possible a font you can to put a maximum of information onto a single slide.
- Cram as much as possible onto a single slide so that the knowledgeable members of the audience can read things that you do not have time to talk about.
- Write out complete sentences such that people can read your presentation like a book.

SLIDES (A REALLY BAD EXAMPLE)

- By writing in as small as possible a font you can to put a maximum of information onto a single slide.
- Cram as much as possible onto a single slide so that the knowledgeable members of the audience can read things that you do not have time to talk about.
- Write out complete sentences such that people can read your presentation like a book.
- Fancy fonts make your presentation look different from all other presentations, which is what you want.
- *And make use of lots of colors to drive your point home.*

Windows Live

Extending Windows experiences through Internet services

People

Contacts
Presence
Location
Availability
Activity
Relationships

Information

Search & Mapping
Portal
RSS Feed
Favorites
File Sharing
Spaces &
Weblogs

PC
Web
Mobile devices
Media Center
Media players &
recorders
Game consoles

Devices



Windows Live™

- User-centric
- Consistent look-and-feel
- Consistent APIs

Email
IM & VoIP
File sharing
Health/Safety
Consume
media

Applications

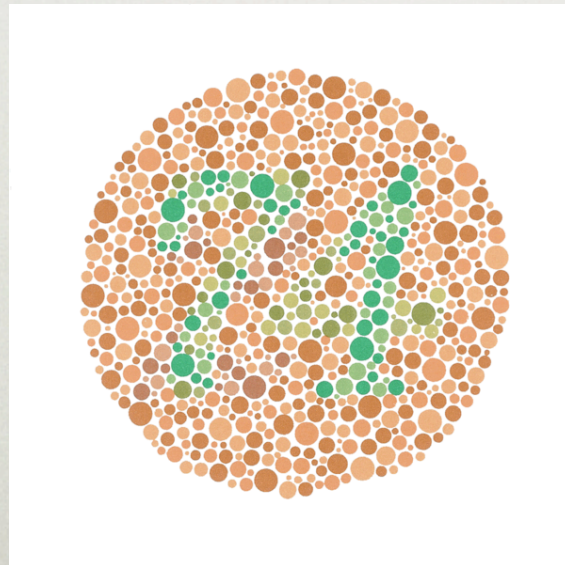


ANIMATIONS AND TRANSITIONS

- PowerPoint and Keynote: many fancy animations
- Use them all in a single presentation ;-)
- Keep the audience awake
- Distract them from the content
- An image is worth a thousand words

BAD GRAPHICS

- Do not explain any numbers
- Never label axes
- Use green and red to figure out who is color blind
- Add as many clip art figures as you can find



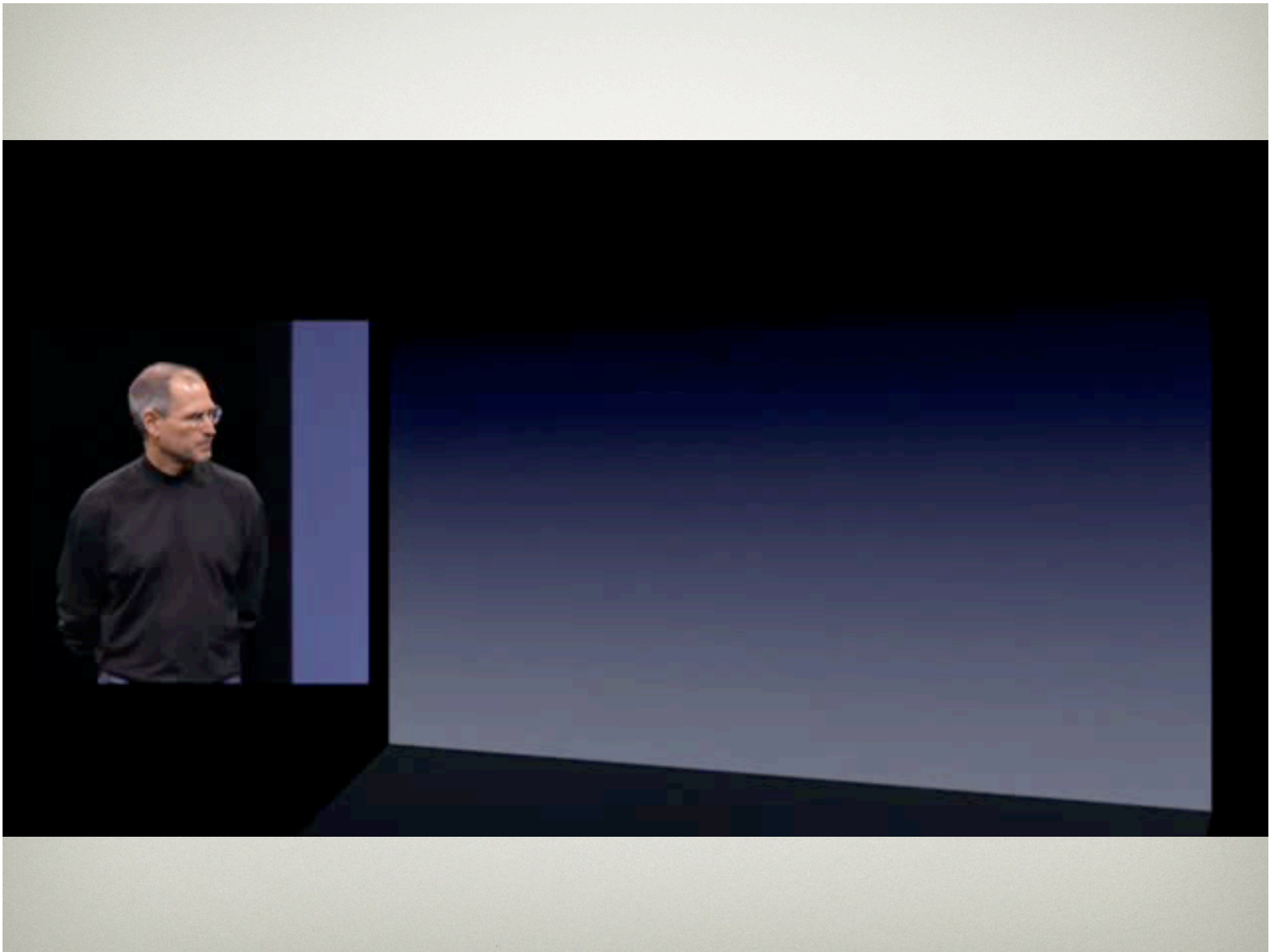
The Microsoft "Live" Platform



Adoption and Delivery Model







TIPS ON SPEAKING

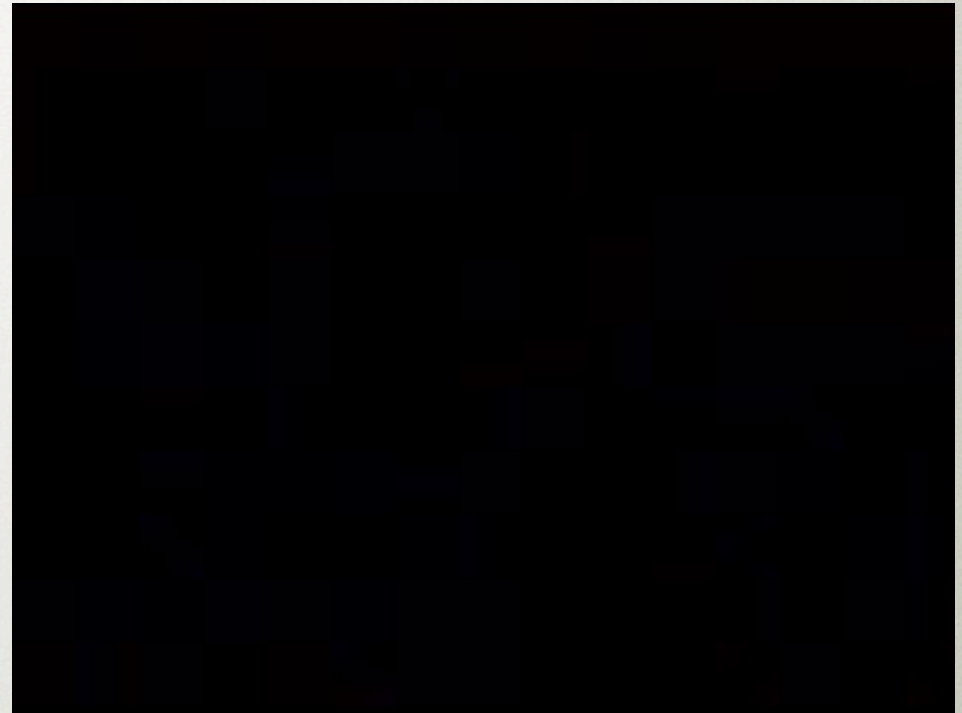
- Exercise, practice speaking out loud
- Practice in front of people
- Speak loudly and / or into the microphone
- Modulate your tone while keeping the rhythm
- Learn text by heart if necessary
- Do not read text on slides or any other document
- Stay within the allocated time

TIPS ON SLIDES

- Slides and spoken word complement each other
- Minimize the number of words
- Use spellchecker
- Use graphics only when helpful
- Use large fonts (≥ 20 points)
- Avoid fancy transitions
- Use templates (in PowerPoint, Keynote)
- End with slide driving home main points

TIPS ON BODY LANGUAGE

- Dress adequately
- Avoid nervous motions
- Move, walk, use your hands
- Maintain eye contact with audience



SUMMARY

- Know your subject
- Keep it simple
- Practice