Excellent scientific presentations are marked by content, passion, and a keen sense of the audience
When speaking, you should seize upon the advantages of presentations and downplay the disadvantages
Analyzing presentations from different stylistic perspectives is important to improving your presentations

Critical Error 1: Giving the Wrong Speech
In analyzing an audience, you assess what they know, why they are there, and what biases they hold
The purposes of presentations are often a blend of informing and persuading—and sometimes inspiring
Occasion, although often overlooked, can greatly affect the way you present

Critical Error 2: Boring Your Audience
Stories can be engaging and memorable
Examples and analogies can help audiences understand unfamiliar concepts
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**Critical Error 9: Not Accounting for Murphy’s Law**

To reduce occurrences of Murphy’s Law, you should weigh the risks of incorporating visual aids.

To minimize the effect of Murphy’s Law, you should rehearse.

To troubleshoot problems arising from Murphy’s Law, you should arrive early to the room.

With presentations, you should prepare for the worst.

**Chapter 5 Delivery: You, the Room, and the Audience**

The appropriate delivery depends on the speaker and the situation.

You can significantly improve your delivery with practice and reflection.

**Critical Error 10: Not Preparing Enough**

Before opening the computer, you should decide upon the story of the talk.

Once you have your story, you are in position to create your visual aids.

In addition to preparing visual aids, you should prepare yourself to speak.

Speaking in a second language requires additional preparation.

**Critical Error 11: Drawing Words from the Wrong Well**

For most scientific presentations, a practiced extemporaneous talk is the best overall strategy.

While not the approach to choose for a planned talk, impromptu speaking is an important skill.

Memorizing can be effective for short portions of talks such as first and last sentences.

Reading is sometimes necessary when the audience will scrutinize your every word.
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  Pay attention to yourself 246
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  In handling a question, you should understand what was asked, think about that question, and answer honestly 264
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The Craft of Scientific Presentations
Critical Steps to Succeed and Critical Errors to Avoid
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