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.
Making a personal connection is a way to connect with the emotions of audiences 41
Humor, when appropriate, can energize an audience 43

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An audience is more likely to believe your argument if they know and appreciate the assertions 91
An effective argument provides ample evidence for the assertions 95
With an antagonistic audience, building credibility is crucial 100

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In designing slides, most speakers do not assess the necessity, purpose, or effect 106

PowerPoint’s defaults lead to a topic-subtopic structure, which is ineffective for scientific presentations 108

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An assertion-evidence slide calls for a succinct sentence headline that states the slide’s main assertion 132

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The TED slide structure is effective for communicating to the general public 184

An evidence-assertion order, pecha kucha, the Lessig style, and Prezi can be effective at sequencing slides 187

Effective slide structures exist for the wide variety of presentations 197
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
  Pay attention to the audience 251
  Pay attention to the time 254

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  In handling a question, you should understand what was asked, think about that question, and answer honestly 264
  Passion fuels preparation, which leads to confidence 268

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The Craft of Scientific Presentations
Critical Steps to Succeed and Critical Errors to Avoid
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