

Contents

Preface vii
Acknowledgments xi
Chapter 1 Introduction 1
   Excellent scientific presentations are marked by content, passion, and a keen sense of the audience 3
   When speaking, you should seize upon the advantages of presentations and downplay the disadvantages 4
   Analyzing presentations from different stylistic perspectives is important to improving your presentations 10
Chapter 2 Speech: The Words You Say 15
   Critical Error 1: Giving the Wrong Speech 17
      In analyzing an audience, you assess what they know, why they are there, and what biases they hold 18
      The purposes of presentations are often a blend of informing and persuading—and sometimes inspiring 27
      Occasion, although often overlooked, can greatly affect the way you present 32
   Critical Error 2: Boring Your Audience 35
      Stories can be engaging and memorable 36
      Examples and analogies can help audiences understand unfamiliar concepts 39
Making a personal connection is a way to connect with the emotions of audiences
Humor, when appropriate, can energize an audience

Chapter 3  Structure: The Strategy You Choose
Organization is the path up the mountain of your work
Transitions keep the audience on the trail
Emphasis tells the audience when to appreciate the view

Critical Error 3: Trying to Cover Too Much
Many talks fail because the scope is too broad
Many talks fail because the depth is too deep

Critical Error 4: Losing the Audience from the Start
The beginning should identify the boundaries of the subject
The beginning should show the importance
The beginning should provide needed background and establish credibility
The beginning should memorably map the talk

Critical Error 5: Losing the Audience on the Trail
The speaker has to choose a destination that the audience can reach
The speaker has to signal changes in direction

Critical Error 6: Not Anticipating the Audience’s Bias
An audience is more likely to believe your argument if they know and appreciate the assertions
An effective argument provides ample evidence for the assertions
With an antagonistic audience, building credibility is crucial  

Chapter 4  Visual Aids: Your Supporting Cast  
In designing slides, most speakers do not assess the necessity, purpose, or effect  
PowerPoint’s defaults lead to a topic-subtopic structure, which is ineffective for scientific presentations  
Assertion-evidence slides lead to much higher comprehension of complex concepts  
Assertion-evidence slides lead to more focused talks and more engaging deliveries  

Critical Error 7: Following the Defaults of PowerPoint  
An assertion-evidence slide calls for a succinct sentence headline that states the slide’s main assertion  
An assertion-evidence slide calls for supporting the headline with visual evidence, not bulleted lists  
For slides to be effective, the format must rise above PowerPoint’s defaults  

Critical Error 8: Following the Common Practices of PowerPoint Talks  
Title slides should orient, outline slides should map, and concluding slides should emphasize  
The TED slide structure is effective for communicating to the general public  
An evidence-assertion order, pecha kucha, the Lessig style, and Prezi can be effective at sequencing slides  
Effective slide structures exist for the wide variety of presentations
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.
Critical Error 12: Not Paying Attention 243
  Pay attention to the room 243
  Pay attention to yourself 246
  Pay attention to the audience 251
  Pay attention to the time 254

Critical Error 13: Losing Composure 259
  Preparing, thinking positively, and having the proper focus are keys to handling nervousness 260
  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

Chapter 6 Conclusion 273

Appendix: Critique Sheet for Scientific Presentations 277

Index 279
The Craft of Scientific Presentations
Critical Steps to Succeed and Critical Errors to Avoid
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