Contents

1 The Importance of Presentations ................................................................. 1
  1.1 What’s the buzz? .................................................................................. 2
  1.2 Giving presentations gives you visibility and advances your career ....... 3
  1.3 Simply attending, without presenting, is not enough ......................... 4
  1.4 Good presentations: typical features .................................................. 4
  1.5 Bad presentations: typical features ..................................................... 5
  1.6 The key to a professional presentation ................................................ 5

2 TED and Learning from Others ................................................................. 7
  2.1 What’s the buzz? .................................................................................. 8
  2.2 Choosing a TED presentation and learning the benefits ..................... 9
  2.3 TED example with use of slides: Let’s bridge the digital divide! .......... 9
  2.4 TED example with minimal slides, delivered from a lectern: The forgotten history of autism ......................................................... 11
  2.5 What might Steve have done differently if he had been giving a more formal version of his talk at an international conference made up of a multilingual audience? .................... 12
  2.6 TED example delivered from a lectern: This is what it’s like to teach in North Korea ............................................................... 13
  2.7 What can you learn from these three TED presentations? ................. 14
  2.8 Should you opt for TED-style presentations? ................................... 15
  2.9 TED viewers rarely comment on non-native speakers’ use of English .. 16
  2.10 Note down what you remember about the presentations you watch .... 17
  2.11 Assess other people’s presentations ................................................... 17
  2.12 Using TED talks .............................................................................. 17
3 Why You Should Write Out Your Speech
  3.1 What’s the buzz? ........................................ 19
  3.2 Write down your speech .................................. 20
  3.3 Don’t lift text directly from your paper .................... 22
  3.4 Only have one idea per sentence .......................... 23
  3.5 Be concise—only say things that add value ............... 24
  3.6 Simplify sentences that are difficult to say ............... 25
  3.7 Do not use synonyms for technical/key words ............. 26
  3.8 Only use synonyms for nontechnical words ............... 27
  3.9 Use verbs rather than nouns ................................ 28
  3.10 Avoid abstract nouns ...................................... 28
  3.11 Avoid generic quantities and unspecific adjectives ....... 29
  3.12 Advantages of having a written script ................... 29
  3.13 Mark up your script and then practice reading it aloud 30
  3.14 Use your script to write notes to accompany your slides 31
  3.15 Use your speech to decide if and when to have slides and in what order ..................................... 31
  3.16 Tense usage .............................................. 33

4 Writing the text of your slides
  4.1 What’s the buzz? ........................................ 37
  4.2 PART 1: TITLES - WHOLE PRESENTATION AND INDIVIDUAL SLIDES .......................... 39
    4.2.1 Make sure your title is not too technical for your audience ........................................ 39
    4.2.2 Remove all redundancy from your title, but don’t be too concise .................................. 41
    4.2.3 Check that your title is grammatical and is spelt correctly ........................................... 42
    4.2.4 Deciding what else to include in the title slide ......................................................... 43
    4.2.5 Think of alternative titles for your slides ................................................................. 44
  4.3 PART 2: KEEPING TEXT ON SLIDES TO THE MINIMUM .............................................. 45
    4.3.1 Keep it simple: one idea per slide ....................... 45
    4.3.2 Where possible, avoid complete sentences .............. 45
    4.3.3 Only use complete sentences for a specific purpose .................. 46
    4.3.4 Avoid repetition within the same slide .................. 47
    4.3.5 Use only well-known acronyms, abbreviations, contractions, and symbols ....................... 48
    4.3.6 Choose the shortest forms possible ...................... 48
    4.3.7 Cut brackets containing text ............................ 49
    4.3.8 Keep quotations short .................................. 49
    4.3.9 Avoid references ....................................... 50
    4.3.10 Don’t put text in your slides to say what you will do or have done during your presentation .... 50
4.4  PART 3: BULLETS .......................................................... 52
    4.4.1 Limit yourself to six (standard) bullets per slide,  
         with a a maximum of two levels of bullets ................. 52
    4.4.2 Choose the best order for the bullets ................. 53
    4.4.3 Do not use a bullet for every line in your text ....... 53
    4.4.4 Be grammatical in bullets and where possible  
         use verbs not nouns ......................................... 54
4.5  PART 4: CHECKING YOUR SLIDES ............................... 56
    4.5.1 Print your slides as a handout then edit/cut them .... 56
    4.5.2 Check for typos ............................................ 56

5  Visual Elements and Fonts ................................................. 57
    5.1 What’s the buzz? .............................................. 58
    5.2 Use visuals to help your audience understand,  
         but keep the visuals simple ............................... 59
    5.3 Choose the most appropriate figure to illustrate your point  
         .......................................................... 60
    5.4 Design pie charts so that the audience can immediately  
         understand them ........................................... 65
    5.5 Only include visuals that you intend to talk about .... 67
    5.6 Use an image to replace unnecessary or tedious text .... 67
    5.7 Only show a slide for as long as you are talking about it  
         .......................................................... 68
    5.8 Avoid visuals that force you (the presenter) to look at the screen  
         .......................................................... 68
    5.9 Make sure your slide can be read by the audience  
         in the back row ............................................. 69
    5.10 Use background color to facilitate audience understanding .... 69
    5.11 Choose your font(s) wisely, and limit different types  
         of formatting .............................................. 70
    5.12 Remember the difference in usage between commas  
         and points in numbers ....................................... 70
    5.13 Locate formulas, code, procedures etc between  
         ‘easy-on-the-eye’ slides .................................... 70
    5.14 Be aware of the dangers of presentation software .......... 71
    5.15 Only use animations if they serve a good purpose ........ 72
    5.16 Introduce items in a list one at a time only if absolutely  
         necessary .................................................. 72
    5.17 A few tricks provided by presentation software .......... 73
    5.18 Final checks .................................................. 74

6  Ten Ways to Begin a Presentation ................................. 75
    6.1 What’s the buzz? ............................................. 76
    6.2 Basic do’s and don’ts at the beginning of your presentation .... 77
    6.3 Decide how you are going to begin ........................ 77
    6.4 Say what you plan to do in your presentation and why .... 78
    6.5 Tell the audience some facts about where you come from .......... 80
    6.6 Show a map .................................................. 81
    6.7 Give an interesting statistic that relates to your country .... 82
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.8</td>
<td>Give an interesting statistic that relates directly to the audience</td>
<td>82</td>
</tr>
<tr>
<td>6.9</td>
<td>Get the audience to imagine a situation</td>
<td>84</td>
</tr>
<tr>
<td>6.10</td>
<td>Ask the audience a question</td>
<td>84</td>
</tr>
<tr>
<td>6.11</td>
<td>Say something personal about yourself</td>
<td>86</td>
</tr>
<tr>
<td>6.12</td>
<td>Mention something topical</td>
<td>87</td>
</tr>
<tr>
<td>6.13</td>
<td>Say something counterintuitive</td>
<td>88</td>
</tr>
<tr>
<td>6.14</td>
<td>Moral of the story</td>
<td>88</td>
</tr>
<tr>
<td>7</td>
<td>Agenda and Transitions</td>
<td>89</td>
</tr>
<tr>
<td>7.1</td>
<td>What’s the buzz?</td>
<td>90</td>
</tr>
<tr>
<td>7.2</td>
<td>Consider not having an “agenda” slide</td>
<td>91</td>
</tr>
<tr>
<td>7.3</td>
<td>Use an “Agenda” slide for longer presentations and for arts, humanities, and social sciences</td>
<td>92</td>
</tr>
<tr>
<td>7.4</td>
<td>Use an agenda to introduce key terminology</td>
<td>94</td>
</tr>
<tr>
<td>7.5</td>
<td>Only move to the next slide when you’ve finished talking about the current slide</td>
<td>94</td>
</tr>
<tr>
<td>7.6</td>
<td>Use transitions to guide your audience</td>
<td>95</td>
</tr>
<tr>
<td>7.7</td>
<td>Learn how to signal a move from one section to the next</td>
<td>96</td>
</tr>
<tr>
<td>7.8</td>
<td>Exploit your transitions for other purposes than simply moving to the next topic</td>
<td>96</td>
</tr>
<tr>
<td>7.9</td>
<td>Only use an introductory phrase to a slide when strictly necessary</td>
<td>96</td>
</tr>
<tr>
<td>7.10</td>
<td>Be concise</td>
<td>97</td>
</tr>
<tr>
<td>7.11</td>
<td>Add variety to your transitions</td>
<td>97</td>
</tr>
<tr>
<td>8</td>
<td>Methodology</td>
<td>99</td>
</tr>
<tr>
<td>8.1</td>
<td>What’s the buzz?</td>
<td>100</td>
</tr>
<tr>
<td>8.2</td>
<td>First, regain the audience’s attention</td>
<td>101</td>
</tr>
<tr>
<td>8.3</td>
<td>Give simple explanations and be careful when giving numbers</td>
<td>101</td>
</tr>
<tr>
<td>8.4</td>
<td>Give examples first, technical explanations second</td>
<td>102</td>
</tr>
<tr>
<td>8.5</td>
<td>Be brief and only talk about what is strictly necessary</td>
<td>102</td>
</tr>
<tr>
<td>8.6</td>
<td>Show only the key steps in a process or procedure</td>
<td>103</td>
</tr>
<tr>
<td>8.7</td>
<td>Use slide titles to help explain a process</td>
<td>104</td>
</tr>
<tr>
<td>8.8</td>
<td>Explain why you are not describing the whole process</td>
<td>104</td>
</tr>
<tr>
<td>8.9</td>
<td>Indicate where you are in a process</td>
<td>105</td>
</tr>
<tr>
<td>8.10</td>
<td>Tell a story rather than sounding like a technical manual</td>
<td>106</td>
</tr>
<tr>
<td>8.11</td>
<td>Bring your figures, graphs, etc., alive</td>
<td>108</td>
</tr>
<tr>
<td>8.12</td>
<td>Minimize or cut the use of equations, formulas, and calculations</td>
<td>109</td>
</tr>
<tr>
<td>8.13</td>
<td>Use active and passive forms effectively</td>
<td>110</td>
</tr>
<tr>
<td>9</td>
<td>Results and Discussion</td>
<td>111</td>
</tr>
<tr>
<td>9.1</td>
<td>What’s the buzz?</td>
<td>112</td>
</tr>
<tr>
<td>9.2</td>
<td>Focus only on the key results, and keep the explanation short</td>
<td>113</td>
</tr>
<tr>
<td>9.3</td>
<td>Communicate the value of what you have done—put your results in the big picture</td>
<td>114</td>
</tr>
</tbody>
</table>
9.4 Explain graphs in a meaningful way ........................................ 114
9.5 Avoid phrases that might make you sound overconfident, arrogant or critical of others ........................................ 116
9.6 Tell the audience about any problems in interpreting your results ........................................ 118
9.7 Explain whether your results were expected or not ............ 119
9.8 Be upfront about your poor/uninteresting/negative results ...... 120
9.9 Turn your "negative" results into an opportunity for collaboration ........................................ 121
9.10 Encourage discussion and debate ........................................ 121

10 Conclusions ........................................ 123
10.1 What’s the buzz? ........................................ 124
10.2 Be brief and don’t deviate from your planned speech .......... 125
10.3 Show your enthusiasm and remind audience of key findings ... 126
10.4 Make sure your final slides give useful information ............ 127
10.5 Five ways to end a presentation ........................................ 128
10.6 Write/Show something interesting on your final slide ........ 131
10.7 Prepare a sequence of identical copies of your last slide ...... 132
10.8 Learn what to say before you introduce the Q&A session ..... 132

11 Questions and Answers ........................................ 133
11.1 What’s the buzz? ........................................ 134
11.2 Learn to deal with your anxiety about the Q&A session ...... 135
11.3 Prepare in advance for all possible questions .................... 136
11.4 Give the audience time to respond to your call for questions . 136
11.5 Get the questioner to stand up. Reply to the whole audience . 137
11.6 Repeat the questions ........................................ 137
11.7 Remember that it is not just your fault if you can’t understand the question ........................................ 138
11.8 Don’t interrupt the questioner unless .............................. 138
11.9 Be concise in giving your answers .................................. 139
11.10 Always be polite ........................................ 139
11.11 If you are attending an important professor’s presentation, think about the value of asking her / him a question? ............ 140
11.12 Think about how you might answer (or ask) generic questions ........................................ 140

12 Attracting Audiences and Keeping Their Attention ........................................ 143
12.1 What’s the buzz? ........................................ 144
12.2 Ensure you have an attractive title .................................. 145
12.3 Be aware of the implications of the time when your presentation is scheduled ........................................ 146
12.4 Immediately make eye contact with the audience and maintain it throughout ........................................ 146
12.5 Adopt an appropriate level of formality ........................................ 147
12.6 Exploit moments of high audience attention. ................. 149
12.7 Don’t spend too long on one slide and consider blanking
the screen. ............................................................. 149
12.8 Learn ways to regain audience attention after you have lost it . 150
12.9 Present statistics in a way that the audience can relate to them . 151
12.10 Avoid quasi-technical terms ................................. 152
12.11 Explain or paraphrase words that may be unfamiliar
 to the audience ......................................................... 152
12.12 Occasionally use ‘strong’ adjectives ......................... 153
12.13 Be aware of cultural differences ............................ 153
12.14 Be serious and have fun ....................................... 154
12.15 Gaining and keeping your audience’s attention: a summary ... 155

13 Handling Your Nerves ............................................. 157
  13.1 What’s the buzz? ................................................. 158
  13.2 Standing up in public .......................................... 159
  13.3 Dealing with your English accent and grammar .............. 160
  13.4 Presenting negative or ‘uninteresting’ results .............. 161
  13.5 Handling nerves during the Q&A session .................. 161
  13.6 Prepare for forgetting what you want to say ............... 163
  13.7 Get to know your potential audience at the bar
and social dinners .................................................... 163
  13.8 Check out the room where your presentation will be ...... 164
  13.9 Do some physical exercises immediately before your
presentation ............................................................ 164

14 Pronunciation and Intonation .................................... 165
  14.1 What’s the buzz? ................................................. 166
  14.2 English has an irregular system of pronunciation ........... 167
  14.3 Dealing with your accent and pronunciation ............ 167
  14.4 Use online resources to check your pronunciation ...... 168
  14.5 Practise your pronunciation by following transcripts
and imitating the speaker ........................................... 169
  14.6 Don’t speak too fast or too much, and vary your tone
of voice ................................................................. 170
  14.7 Use stress to highlight the key words ..................... 171
  14.8 Be very careful of English technical words that also exist
 in your language ....................................................... 172
  14.9 Practise -ed endings ............................................... 172
  14.10 Enunciate numbers very clearly .............................. 173
  14.11 Avoid er, erm, ah ............................................... 173
  14.12 Practise with a native speaker ................................ 173

15 Rehearsing and Self-Assessment ................................. 175
  15.1 What’s the buzz? ................................................. 176
  15.2 Use your notes (upload them onto your phone) ........... 177
  15.3 Vary the parts you practice .................................... 178
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>15.4</td>
<td>Practice your position relative to the screen</td>
<td>179</td>
</tr>
<tr>
<td>15.5</td>
<td>Don’t sit. Stand and move around</td>
<td>180</td>
</tr>
<tr>
<td>15.6</td>
<td>Use your hands</td>
<td>180</td>
</tr>
<tr>
<td>15.7</td>
<td>Have an expressive face and smile</td>
<td>181</td>
</tr>
<tr>
<td>15.8</td>
<td>Organize your time</td>
<td>181</td>
</tr>
<tr>
<td>15.9</td>
<td>Cut redundant slides (but not interesting ones), simplify complicated slides</td>
<td>182</td>
</tr>
<tr>
<td>15.10</td>
<td>Prepare for the software or the equipment breaking down</td>
<td>183</td>
</tr>
<tr>
<td>15.11</td>
<td>Make a video recording of yourself</td>
<td>184</td>
</tr>
<tr>
<td>15.12</td>
<td>Learn how to be self-critical: practice with colleagues</td>
<td>184</td>
</tr>
<tr>
<td>15.13</td>
<td>Get colleagues to assess the value of your slides</td>
<td>186</td>
</tr>
<tr>
<td>15.14</td>
<td>Email your presentation to your professor and colleagues</td>
<td>186</td>
</tr>
<tr>
<td>15.15</td>
<td>Do a final spell check on your slides</td>
<td>187</td>
</tr>
<tr>
<td>15.16</td>
<td>Improve your slides and your speech after the presentation</td>
<td>187</td>
</tr>
<tr>
<td>16</td>
<td>Networking: Preparation for Social Events</td>
<td>189</td>
</tr>
<tr>
<td>16.1</td>
<td>What’s the buzz?</td>
<td>190</td>
</tr>
<tr>
<td>16.2</td>
<td>Exploit conferences for publishing your research and for networking</td>
<td>190</td>
</tr>
<tr>
<td>16.3</td>
<td>Anticipate answers to questions that people might ask you after your presentation</td>
<td>191</td>
</tr>
<tr>
<td>16.4</td>
<td>Learn how to introduce yourself for both formal and informal occasions</td>
<td>192</td>
</tr>
<tr>
<td>16.5</td>
<td>Use people’s titles where appropriate</td>
<td>193</td>
</tr>
<tr>
<td>16.6</td>
<td>Prepare strategies for introducing yourself to a presenter after his / her presentation after appropriate</td>
<td>194</td>
</tr>
<tr>
<td>16.7</td>
<td>Learn how to introduce yourself to a group of people</td>
<td>194</td>
</tr>
<tr>
<td>16.8</td>
<td>Identify typical conversation topics and prepare related vocabulary lists</td>
<td>196</td>
</tr>
<tr>
<td>16.9</td>
<td>Learn what topics of conversation are not acceptable for particular nationalities</td>
<td>197</td>
</tr>
<tr>
<td>16.10</td>
<td>Think of other safe topics that involve cultural similarities rather than just differences</td>
<td>198</td>
</tr>
<tr>
<td>16.11</td>
<td>If you live near the conference location, be prepared to answer questions on your town</td>
<td>199</td>
</tr>
<tr>
<td>16.12</td>
<td>Prepare anecdotes that you can recount over dinner</td>
<td>199</td>
</tr>
<tr>
<td>16.13</td>
<td>Practice being at the center of attention in low-risk situations</td>
<td>201</td>
</tr>
<tr>
<td>17</td>
<td>Networking: Successful Informal Meetings</td>
<td>203</td>
</tr>
<tr>
<td>17.1</td>
<td>What’s the buzz?</td>
<td>204</td>
</tr>
<tr>
<td>17.2</td>
<td>Decide in advance which key people you want to meet</td>
<td>205</td>
</tr>
<tr>
<td>17.3</td>
<td>Email your key person in advance of the conference</td>
<td>206</td>
</tr>
<tr>
<td>17.4</td>
<td>Consider telephoning your key person in advance of the conference, rather than emailing</td>
<td>207</td>
</tr>
<tr>
<td>17.5</td>
<td>Think of how the meeting could be beneficial not only to you but also to your key person</td>
<td>208</td>
</tr>
</tbody>
</table>
17.6 Find out as much as you can about your key person, but be discreet ........................................ 208

17.7 Encourage your key person to come to your presentation or poster session .................................... 209

17.8 Exploit opportunities for introductions at the coffee machine .................................................. 209

17.9 Be prepared for what to say if your proposal for a meeting is not accepted .................................. 211

17.10 Prepare well for any informal one-to-one meetings ................................................................. 211

17.11 Be positive throughout informal one-to-one meetings .............................................................. 211

17.12 A verbal exchange is like a game of ping pong: always give your interlocutor an opportunity to speak ..... 213

17.13 Ensure that you follow up on your meeting ................................................................. 216

18 Posters ........................................ 217

18.1 What’s the buzz? ........................................ 218

18.2 PART 1: CREATING A POSTER AND KNOWING WHAT TO SAY ........................................ 219

18.2.1 Purpose ........................................ 219

18.2.2 Types of research that might be better presented in a poster rather than a formal presentation .......... 219

18.2.3 Deciding what to include ........................................ 220

18.2.4 Using bullets to describe your research objectives ........................................ 220

18.2.5 Other points in the poster where you can use bullets ........................................ 221

18.2.6 Checking your text ........................................ 222

18.2.7 Quality check ........................................ 222

18.2.8 What to say to your audience ........................................ 223

18.3 PART 2: WHAT SECTIONS TO INCLUDE AND WHAT TO PUT IN THEM ........................... 224

18.3.1 Title ........................................ 224

18.3.2 Summary ........................................ 224

18.3.3 Introduction ........................................ 225

18.3.4 Materials and methods ........................................ 226

18.3.5 Results ........................................ 226

18.3.6 Conclusions ........................................ 227

18.3.7 Your contact details ........................................ 228

18.3.8 Other things to include (in a much smaller font) ........................................ 228

19 Advice for Native English Speakers on How to Present at International Conferences and Run Workshops ............... 229

19.1 What’s the buzz? ........................................ 230

19.2 Learn from seasoned speakers ........................................ 231

19.3 Understand what it feels like not to understand ........................................ 232

19.4 Watch TED to understand how it feels to be a non-native speaker ........................................ 233
19.5 Watch TED to understand how to talk to non-natives ........................................... 234
19.6 Learn another language! .............................................................. 235
19.7 Have two versions of your presentation .............................................. 235
19.8 Ensure you adapt a presentation that you have given to native speakers and make it suitable for non-natives .............................................. 236
19.9 Focus on what non-natives actually like about native speakers .............................................. 236
19.10 Be careful of cultural differences ...................................................... 237
19.11 Avoid humor, but have fun .............................................................. 237
19.12 Explain key words .............................................................. 239
19.13 Choose appropriate vocabulary ...................................................... 239
19.14 Mind your language! .............................................................. 241
19.15 Speak slowly and enunciate very clearly .............................................. 242
19.16 Workshops and seminars: try to reduce anxiety levels of the audience as soon as possible ...................................................... 242
19.17 Never equate a person’s level of English with their level of intelligence ...................................................... 243
19.18 Take responsibility for any lack of understanding by your interlocutor ...................................................... 243
19.19 Ask your participants questions during workshops .............................................. 244
19.20 Avoid saying ‘OK?’ to check understanding during workshops .............................................. 244
19.21 Remind the audience of the big picture ...................................................... 245
19.22 Have recap slides in addition to or as an occasional alternative to questions slides ...................................................... 246
19.23 Reduce your talking time during workshops, seminars and training sessions ...................................................... 246
19.24 Timing and breaks: using exercises in workshops .............................................. 247
19.25 Handouts .............................................................. 247
19.26 If you are a participant, never dominate the discussion .............................................. 247

20 Useful Phrases .............................................................. 249
20.1 PART 1 PRESENTATIONS AND POSTERS .............................................. 249
20.1.1 Introductions and outline ...................................................... 249
20.1.2 Transitions .............................................................. 251
20.1.3 Emphasizing, qualifying, giving examples ...................................................... 252
20.1.4 Diagrams .............................................................. 253
20.1.5 Making reference to parts of the presentation ...................................................... 256
20.1.6 Discussing results, conclusions, future work ...................................................... 257
20.1.7 Ending .............................................................. 258
20.1.8 Questions and answers ...................................................... 258
20.1.9 Things that can go wrong ...................................................... 260
20.1.10 What to say during a poster session ...................................................... 262
English for Presentations at International Conferences
Wallwork, A.
2016, XVIII, 284 p. 6 illus. in color., Softcover
ISBN: 978-3-319-26328-1