

# Communication

Oral & Poster presentations  
Applications/Interview

# Oral Presentation

- Giving a good talk is an essential skill for researchers and instructors.
- You want feedback on your data or ideas, so put them across well.
- In creating your presentation, think like a reporter and answer the "who, what, why, how, and where" questions.

# Remember

- The main reasons for a presentation are to inform, to persuade or for a call to the action. It's *not* to distract. Use additional objects such as a chart, a drawing, an animation *to improve* the understanding of the message.
- Begin with the end. Give your conclusion and take the rest of the time to explain it. Don't forget a reminder at the end of the presentation.

# General tips

- Tell 'em what you're gonna tell 'em, then tell 'em, then tell 'em what you've told 'em.
- Accumulate all the necessary material for the presentation; much more than necessary. You have to be ready for just about anything and everything.
- Collect questions you are asked and the answers you give. Prepare extra slides to answer expected questions.

# Organization

Three devices can put a presentation in the desired perspective.

- Indicate the scope of the presentation by an informative title.
- "Zoom in" to the topic during the introductory segment of the presentation and "zoom out" near its end.
- Decide on the underlying question that the presentation seeks to address; then divide that question into a hierarchically organized array of subquestions, and develop the presentations as a series of answers to these questions.

# Organization

- Sidetracks from this mainstream should be brief and should always return to the same point in the mainstream where they started.
- Omit information not directly relevant to the focus of the presentation, and avoid backtracking
- statements should delineate a clear, logical line of thought.

# Organization

- Formulate explanations of scientific concepts and experimental (or theoretical) methodology unambiguously
- Do not use professional jargon.
- The presentation should end with a clearly formulated, concise conclusion. When the take-home message has been delivered, stop.

# Practical tips I

- Be honest. If you don't have the answer to a question, say it at once.
- Vary the tone of the voice on the important points of your presentation or according to the presented material. Don't put too much of it!
- To end the presentation gently, add a black slide at the end of the presentation. So, when the slide show ends, you'll not return to slide mode.

# Practical tips II

- The text of slides consists of keywords. It's up to you to explain them and to give them meaning.
- Do not overload a slide. The audience should be capable of finding quickly the main point of the slide. Be clear and precise.
- Add an object, or a text, **ONLY** if it helps the understanding of the main point.
- Be consistent ! Use the same presentation format, the same type of characters in the same size throughout your presentation.

# Practical tips III

- Do not put more than 6 points per slide for bullet lists.
- The main title of the slide should be on a single line. limit yourselves to a maximum of 5 in 7 words for the title.
- Try to have the best possible contrast between your text and the back of your presentation.
- To have the best possible effect, use 2 or three colors for the slide.
- Do not use the red or green colors to put of the accent on a word or on an object. Between 10 % and 15 % of the population have difficulty differentiating these colors.
- Have a limited no. of slides (2-3 min. per slide)

# Practical tips IV

- Assure that the font is big enough to be legible even from behind of the room used for the presentation.
- Use a single font: Helvetica, Times
- Don't write a text in capital letter.
- Before presenting, check the speelling.
- Don't learn by heart your presentation.
- Be interested in the subject, it's contagious! Especially if the subject is well explained in terms that the audience understands.

# Practical tips V - Presentation

- Set time aside for practice
- Are your explanations understandable?
- Talk to the audience, not to the screen/floor/projector.
- Read out axis labelling of graphs
- Anything out of the ordinary gives a presentation that special memorable touch, setting it apart from others.
- don't read your slide. restate the points in your own words and elaborate on them
- Look convinced. Act convinced.

# Nervous?

- Nervousness is healthy-it shows that the presentation is important to you and that you care about doing well.
- Relax. Take a deep breath
- Concentrate on the message, not on how you are coming across.
- Use eye contact.
- Do not apologize
- Forget perfection
- Learn to laugh at yourself
- Build in appropriate humor
- Going From Good to Great (ask for feedback)

Watch and analyse other presentations  
Especially “bad” ones – they are the  
best !.

# Poster presentation

- Consider a poster primarily as an opportunity for exchange of ideas and dialogue, rather than merely a forum for data presentation
- The poster should be aesthetic and clean. Simplicity above all.
- Remember that it is not the number of people who come to view your poster, but the quality of interactions with them that determines its success.

# Poster presentation

- **The poster should tell a *story*.**
- **Include only material relevant to the story line.**
  - Choose brief and informative title.
  - In upper left hand corner, provide concise introduction that indicates why work presented is important within context of a major scientific principle.
  - Describe approach in an engaging, condensed style without excessive detail.
  - Organize presentation of data in a logical, coherent sequence.
  - In lower right hand corner, state small number of well-phrased conclusions and a major, concise summary statement.

# Job Application

- A good CV is well presented, simple and easy to the eye (give it to someone who knows you well to check)
- A bad CV is longer than two pagers, confusing to read and contains spelling mistakes
- Point to get across: You have the ability to learn from your experiences and apply them to what you want to do next
- You really have to sell yourself – persuade the employer that you are the person for the job

# Job Application

- Think of the extra skills you have picked up
- Target your CV and letter to the job you are applying to, highlight the skills that are needed for that very job
- Do some research about the company etc. you are applying to – before you apply

# Job Interview

- Be yourself, don't try to act differently during an interview
- Know your CV inside out
- Do your homework (know the company/institute)
- Prepare questions for the employer
- Know your strengths and weaknesses

# Job Interview

- Watch your body language (positive, interested)
- Look at the person you are talking to
- Come in TIME
- Interviews are two way streets.
- Prepare for the interview

# Practical tips – extra sources

Web sites with advice for writing papers and giving presentations:

- <ftp://parcftp.xerox.com/pub/pop196/vanLeunenLipton>
- <ftp://fast.cs.utah.edu/pub/writing-papers.ps>
- <http://www.physics.ohio-state.edu/~wilkins/onepage/terribletalk.ps>
- <http://www.cs.cmu.edu/afs/cs/usr/mleone/web/how-to.html>
- <http://www.physics.ohio-state.edu/~wilkins/onepage/>

# A Career in Science

Discussion (per theme 2 groups (approx. 8 per group – mix of stages in careers and subjects)) - Summary by each group for everybody (max. 5 min.):

- 2) Science and Society: the role of research in the economic and social welfare of nations, sustainable and appropriate development, the role of a researcher in developing science policy and education of public
- 4) Science and Society: gender roles in scientific careers; management of gender issues in a research environment

# A Career in Science

Discussion (approx. 6 per group):

- 3) Science Management: How to design a science project, human resource management, training, national/international collaborations, financing research, intellectual property, conflict resolution, the peer-review concept
  
- 4) Science Communication: the communication of scientific ideas for a technical/non-technical audience, development of research proposals, oral and/versus poster presentation of results