Presentation Skills Training Camp

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Best Practices

Information that applies to both

Work Presentations

Conference Presentations
What We’ll Discuss

• Getting Started
• Preparing Your Slides
• Rehearsing Your Presentation
• Final Presentation Preparation
• The Day of Your Presentation
3 Factors to Becoming an Effective Speaker

• Natural ability
• Instruction
• Practical experience

From The Art of the Speaker by Johnson, McCullough, and High. Pearson, 2015.
Tech columnist David Pogue shares 10 simple, clever tips for computer, web, smartphone and camera users. And yes, you may know a few of these already — but there’s probably at least one you don’t.

https://www.ted.com/talks/david_pogue_10_top_time_saving_tech_tips
GETTING STARTED
Know Your Audience

If you do ... you will use words that:

• Are suitable for the audience, occasion, or topic.

• That the audience knows and will understand.

Seven Questions to Knowing Your Audience

1. **What are they like?**
   Demographics and psychographics are a great start, but connecting with your audience means understanding them on a personal level. Take a walk in their shoes and describe what their life looks like each day.

2. **Why are they here?**
   What do they think they’re going to get out of this presentation? Why did they come to hear you? Are they willing participants or mandatory attendees? This is also a bit of a situation analysis.

3. **What keeps them up at night?**
   Everyone has a fear, a pain point, a thorn in the side. Let your audience know you empathize—and offer a solution.

4. **How can you solve their problem?**
   What’s in it for the audience? How are you going to make their lives better?

5. **What do you want them to do?**
   Answer the question “so what?”—and make sure there’s clear action for your audience to take.

6. **How can you best reach them?**
   People vary in how they receive information. This can include the set up of the room to the availability of materials after the presentation. Give the audience what they want, how they want it.

7. **How might they resist?**
   What will keep them from adopting your message and carrying out your call to action?

Know Your Purpose

• Inform
• Convince
• Motivate
• Celebrate

Purpose Statement

Write down the purpose (inform, convince, motivate, celebrate) of your talk.

• “I want the audience to understand ... ”
• “I want to convince the audience that ...”

• “I want to teach tcworld attendees how to collaborate in GitHub.”
• “I want to convince my manager that our team should use DITA.”
Don’t Start in PowerPoint

• Design experts recommend you spend most of your time thinking, sketching, and scripting
• Formula: for a 60 minute presentation with 30 slides, allow 90 hours. The first 27 hours should be researching, organizing, structuring.
• Write -> Sketch -> Produce slides

From The Presentation Secrets of Steve Jobs by Carmine Gallo
Thinking, Sketching, Scripting

• Start in Word or Notepad
• List the points you want to cover
• List any graphics you must include
Research

• What YOU know
• What is already published
Persuasive Structure

Need to create a narrative — To move people, go through a story

- **Beginning** – “Dream leap” lay out the dream and get people excited
- **Messy Middle** – The fight and the climb
- **Arrive** – How we will celebrate or manage where we end up

http://stealtheshow.com/podcast/nancy-duarte/
From *Illuminate* by Nancy Duarte
PREPARING YOUR SLIDES
Slide Development Tips

• Animations serve a purpose.
  – Helps some people pay attention
  – If you use them, keep them simple

• Keep slides clean. If you don’t have to use a template, don’t use one

• If you have Prezi ...

• Flickr is a great resource
flickr.com/explore

Also check out: nypl.org/blog/2016/01/05/share-public-domain-collections
To truly laugh, you must be able to take your pain, and play with it.

Charlie Chaplin
Housekeeping?
Interactivity Tool

https://www.polleverywhere.com/
https://www.polleverywhere.com/how-it-works
REHEARSING YOUR PRESENTATION
Presentation Prep for Conferences

• Practice your presentation. Time it out.
• Record your voice and listen for bad habits.
• If you have a live software demonstration, run through it. Write down the steps.
• Add notes to slides and print them out for review off-line.
• Add the room location/date & time of talk in the Notes section of the title slide. Put it on your phone.
• Work on transitions/segues
Transitions/Segues

A sentence or phrase signaling to the audience that you are moving from one idea to the other.

• Transitions are necessary – they help the audience stay with you.
• Audiences use oral transitions the same way readers use indented paragraphs, headings, etc. in written communication.

Äh
Ähhm
Ummm...
Dealing with Stage Fright

• Know your material
• Practice
• During the presentation, focus on getting your point across

Preparation Tool

Public Speaking VR
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*App works with a virtual reality headset such as Google Cardboard. App formerly known as Public Speaking for Cardboard.

http://virtualspeech.com/product
FINAL PRESENTATION PREPARATION
Technical Preparation Conferences

• Test videos
• Test Presenter View/Presenter Display
• Test conferencing software and know how to use it
• Create a PDF version of your slides, especially if you are going to be using conferencing software.
• Bring a presentation remote if you want to use one. Adapters also.
• Have the presentation on your machine; don’t run a live presentation from the cloud.

Know how to:
• Hook up to and turn on the projector
• Adjust screen resolution on your laptop
“We have a few minutes for questions...”

Think about what questions the audience may have in advance – be prepared to answer them.

True for work or conference presentations.
THE DAY OF YOUR PRESENTATION
Tips – Any talk

• Be on time. In fact, be early.
• Don’t wear distracting clothes; wear clothes & shoes you feel comfortable in
• Open up everything you need: browsers, demos, slides. Turn off instant messaging/email.
• If a microphone is available, use it.
More Tips – Any talk

• Don’t drink soda before or during talk
• Never say you are nervous, ill-prepared, sick, or tired.
• Eye contact is important – builds trustworthiness
• Remember your nervous tics.
• Watch your posture – stand up tall.
Tips - Conferences

• Remove your badge before speaking
• Have a watch on the podium
• If you are running out of time, avoid clicking through slides quickly to get to something you think you can fit in.
• Remind attendees to fill out evaluations
Before Your Talk

• Go off to the side of the room and take a deep breath
• Put a smile on your face
• Shot of espresso can get your energy up (or might be a bad idea!)
• Remember: No matter what happens, keep talking
After Your Work Talk

• Post or email slides
• Write follow-up email, wiki, or blog post
• Create issues, schedule meetings, etc.
After Your Conference Talk

• Post slides
• Review your evaluations
• Add the conference presentation to your list so you have a record of it

Celebrate!
Additional Reading/Viewing

Also: Steve Jobs iPhone2007 presentation: https://www.youtube.com/watch?time_continue=11&v=vN4U5FqrOdQ


Nancy Duarte on How to Create and Deliver Epic Performances (“Steal the Show” podcast)

9 Tips For More Powerful Business Presentations by Michel Theriault, Forbes

A TED speaker coach shares 11 tips for right before you go on stage TED blog, February 14, 2016
Thanks!

Contact me: nableiel@us.ibm.com
More info: nickybleiel.com
Your opinion is important to us! Please tell us what you thought of the lecture. We look forward to your feedback via smartphone or tablet under http://ptk09.honestly.de

or scan the QR code

The feedback tool will be available even after the conference!