

CONTENTS

Preface

v

Part I: Content Selection

1

Chapter 1: Paper and Oral Presentation: The Difference

3

- The Spoken Word vs. The Written Word 4
- Collective Audience but Individual Expectations 7
- Captive Audience Trapped in Time and Space 14
- Imposed Pace and Rigid Slide Sequence 17
- You, Personality, Face, and Voice 19

Chapter 2: Content Filtering Criteria

24

- The Audience Expects the Presentation to be About Its Title 27
- All Contributors Expect to be Acknowledged 31
- Novelty, Applicability, and Time to Explain are the Main Content Filters 33

Part II: Audience Expectations

37

Chapter 3: General Audience Expectations

39

- No Disconnect 39
- No Strain 42
- No Boredom 49
- No Disregard 50

Chapter 4: Scientific Audience Expectations	53
• Digestible Scientific Content	53
• Believable Content and Credible Scientist	56
• Useful Scientific Content	62
Part III: The Slides	65
Chapter 5: Five Slide Types, Five Roles	67
• Title Slide — The Name Card	68
• Hook Slide — The Attention Grabber	73
• Map Slide — The Head's Up Option	79
• Story Slides — The Proven Claims	83
• Conclusion Slide — The Promised Items	91
Chapter 6: Slide Design	97
• Design for Slide Legibility	97
• Design for Audience Attention	124
• Design for Presenter Flexibility	135
• Design for Persuasion	144
Part IV: The Presenter	149
Chapter 7: The Master of Tools	151
• Screen, Pointers, Mikes, and Lectern	151
• Audio and Light Control	164
• Presentation Software (Keynote and PowerPoint)	164
Chapter 8: Scientist and Perfect Host	169
• The Attentive Host	171
• The Visible Host (and the Co-Host)	173
• The Hospitable Scientist	179
Chapter 9: The Grabbing Voice	182
• Speak with Confidence	182
• Speak for Intelligibility	187
• Speak for Attention	194
• Speak for Persuasion	196

Chapter 10: The Answerable Scientist	200
• The Process of Answering Questions	204
• Three Troublesome Questioning Styles and How to Deal with Them	217
• Difficult and Dangerous Questions	222
• Typical Questions from Specific Groups	237
• Techniques for Fast Answer Support	239
Appendix	245
Index	249

Executive Summary

Coherent selection is guided by six criteria:

- 1) The expectations of people who directly or indirectly contributed to your work.
- 2) The technical background required by an "imperfect" audience to follow your presentation (i.e. an audience in the same domain, but not expert in your field).
- 3) The expectations created by the keywords in the title of your talk.
- 4) The novel or useful information that can be presented and understood quickly.
- 5) Novel or useful information at a level of detail such that it convinces the audience to read your paper for more in-depth information.
- 6) The task (either yours or that given by your management) to be accomplished via your presentation such as hiring, being hired, or securing funding.

Listening to an author's oral presentation of his/her paper is inherently different from reading that author's paper (Fig. 1). The net effect of the difference is a transfer of responsibilities from the reader/audience (the information consumer) to the presenter/author (the information producer).