



# Tips and tricks for improving your presentations

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@unintimidating

# My pedigree

- 1996 'Young Investigator Prize', *Australian Perinatal Society*
- 20 years' worth of conference presentations; free communications and invited presentations
- 2-week 'boot camp' at the *Alan Alda Centre for Communicating Science*, New York (winner of presentation prize)



# What makes a good presentation?

## Notes from session 1

- Enthusiasm
- Know your audience
- Knowing your presentation
- Purpose
- Clear slides - not too busy
- Limited
- Pitch change - not monotone
- Personal
- Humour
- Time for people to think
- Something for them to think about
- Short
- Within the time limit
- Involve the audience/engagement
- Pictures & videos
- Not too many slides
- No slides
- Flow of the slides
- Consistency
- End with a question not an answer
- Logical
- Coffee
- Entertaining



# What makes a bad presentation?

## Notes from session 1

- Um and ahhhh
- Speaker was sitting down
- Small fonts, can't read it
- Graphs can't be read
- Talking to yourself
- Boring/monotone
- When they don't point to the slide
- Overuse of the laser
- *"as you can see"*
- Going overtime
- Too many slides
- Going back through slides
- Bad colours
- Reading powerpoint slides
- Reading off a script
- Lack of eye contact
- Too much information per slide
- Speaking too quickly
- Lack of purpose/summary





# What makes a good presentation?

## Notes from session 2

- engagement
- enthusiastic
- voice
- not too much text
- good graphic
- confidence
- projection
- pictures
- appropriate language for audience
- scope
- topical/relevant
- good examples
- logical formatting
- tell a good story
- significance
- simplicity
- text lge enough to read
- humour/coolness
- interaction with slides



# What makes a bad presentation?

## Notes from session 2

- bad colours
- poor pronunciation
- monotone
- too fast/quiet
- boring/too much text
- reading off slides
- overuse of pointer
- acronyms/assumed knowledge
- not focusing on audience
- too much/not enough animation
- going over time



Connect with your  
audience





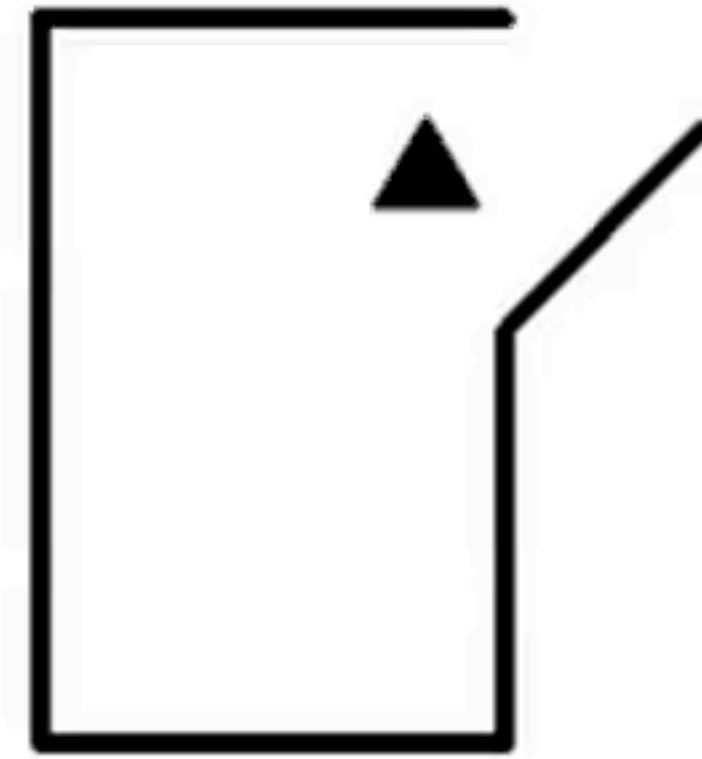
# Have a purpose

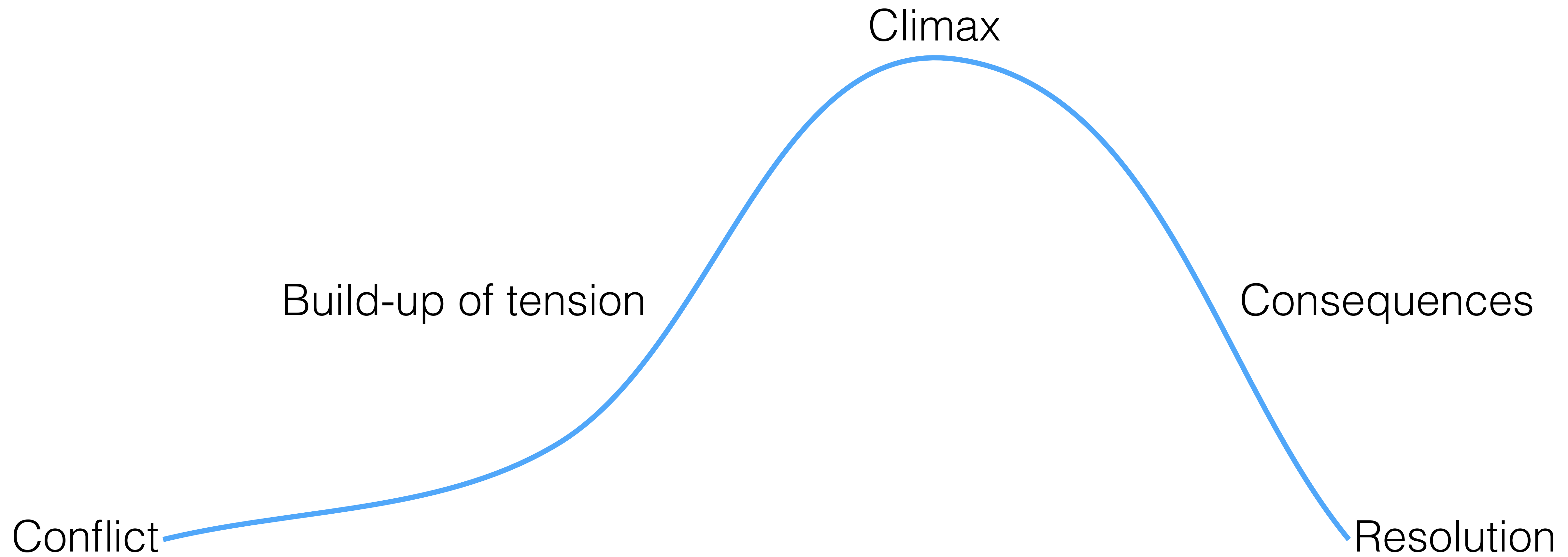
- Why am I talking to these people?
- What do they want or need from me?
- What do I want them to get from me?
- What one thing do I most want them to remember?





# Tell a story

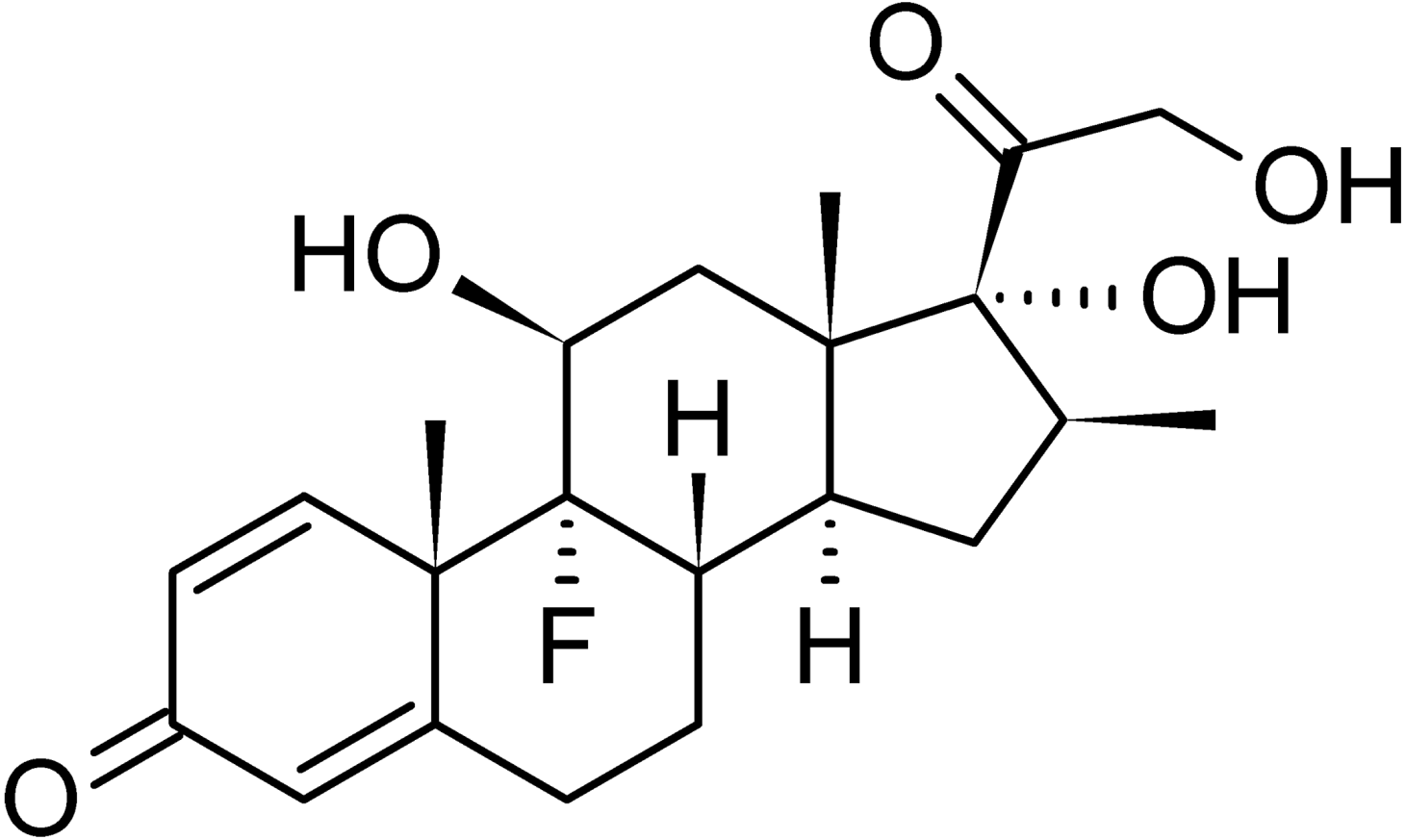




**Story arc**









So what?











# Use metaphors





# Beware the curse of knowledge



Use direct, everyday  
language

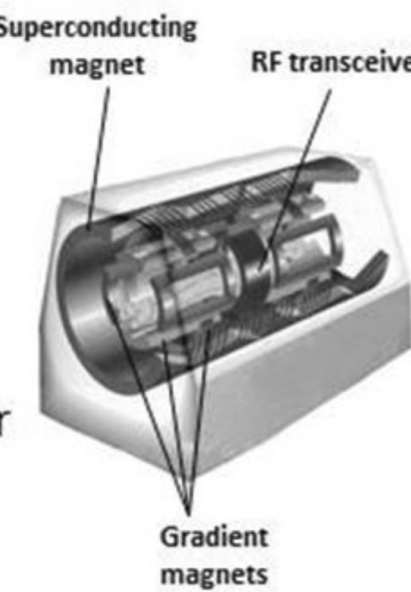




# Use 'Assertion-Evidence' slide design

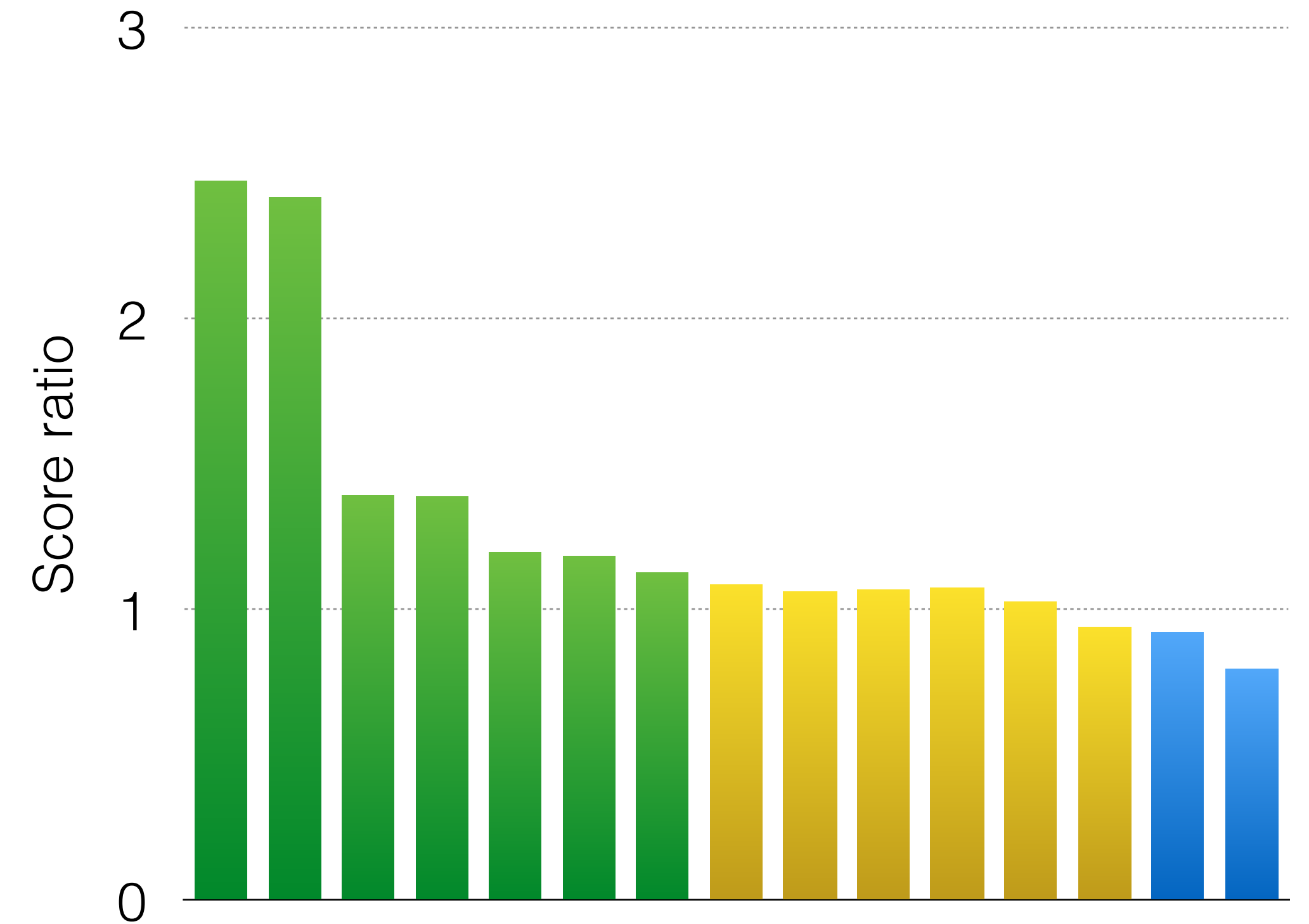
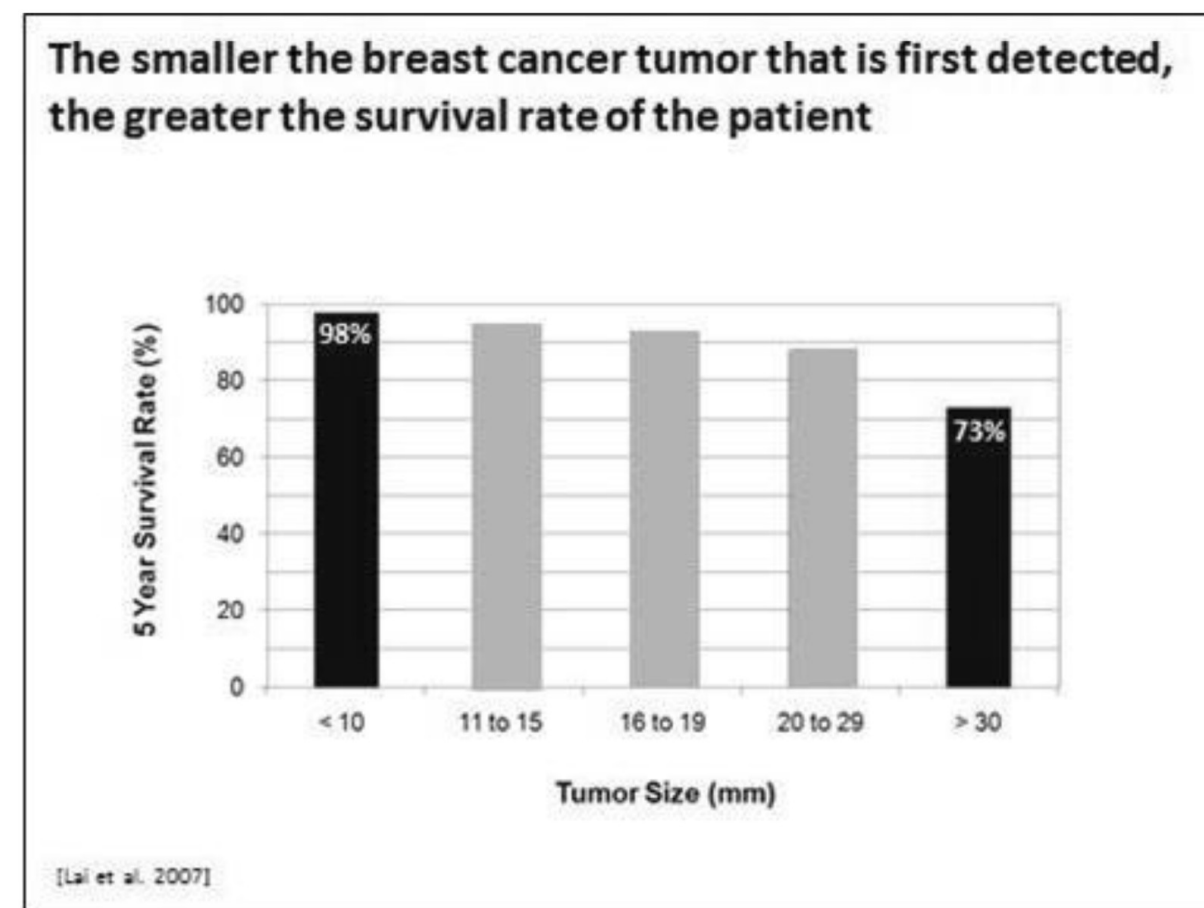
**Main Components of MRI**

- Superconducting magnet
  - Large field: on order of 1.5 tesla
  - Strong enough to move a car
- Array of gradient magnets
  - Allows for field in set x, y, z plane
  - Counteracts main magnet's field
- Radio frequency (RF) transceiver
  - Transmits and receives RF waves



The diagram shows a cross-section of an MRI machine. Labels point to the 'Superconducting magnet' (the large central cylinder), the 'RF transceiver' (a smaller cylinder inside), and the 'Gradient magnets' (smaller components around the main magnet).

ENGR HEALTH



Even if you are the only one talking,  
you are still having a conversation

