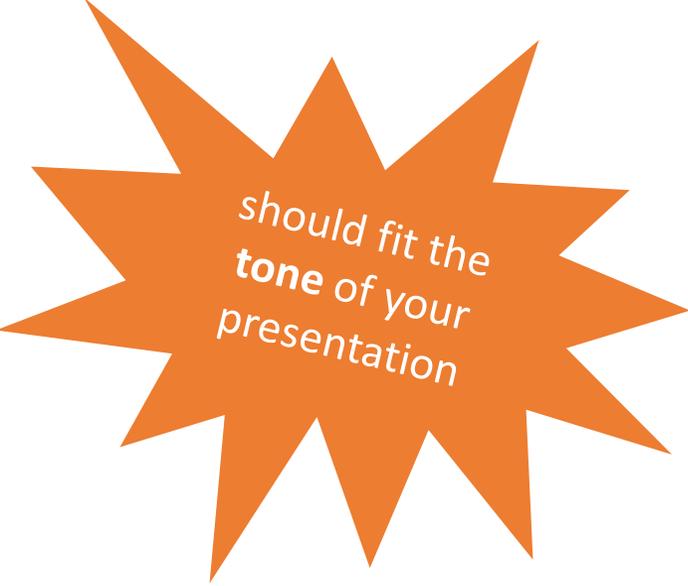# Title Slide

should fit the **tone** of your presentation

the **most viewed** in your presentation!

*should **introduce** you and your topic*

Essays vs. Presentations

- Essays:
  - Support your argument with intense **detail** and referencing
  - **Passively** (indirectly) connect the reader and author
  - Should convince the reader they agree with you and have **enough information** to form conclusions

- Presentations:
  - Make an argument with less detail but more **pizzazz**
  - **Actively** (directly) connect the audience and speaker
  - Should convince the audience they want to read your paper or report **for more** information

They **share** the same **takeaway messages**, core graphics, and key ideas

Saying, Say, Said

- In an essay:
  - your Introduction tells readers what your essay **will argue**;
  - the Body **gives the arguments** and its details; and
  - the Conclusion summarizes the essay and **restates your argument**.

- In a presentation:
  - Say what you're **going to say**;
  - **Say it**;
  - Say what you **said**.

Walk readers/listeners through your content and remind, remind, remind them of the main argument!

Sharing the Stage

- Members of a group should have **equal** speaking parts

- If giving a long solo presentation, break yourself up with relevant videos or other **aids** *that do something you cannot*

- Introduce yourself and **all** group members/contributors at the beginning

- Make it a **conversation**, not several monologues in a row

Length and Timing

- Stick to your **time** limit

- Plan on **one slide per minute**

- **Leave time** for questions, interruptions, and technical goofs

Visual aids should...

- **Reinforce**, not distract, from your content and arguments

- **Support**, not replace, you as a speaker and your presentation style

- Focus on **images**, not a load of text

- Be **consistent** within the presentation

NOT look like this!

PowerPoint ≠ Presentation

- Your PowerPoint is **NOT** your presentation

- Your **performance** (how **you** share the information) is your presentation

- The **focus** should be on you, the takeaway message, and interactions with your audience, not random slides in the background

Don't read

A presentation should never involve simply reading your essay, report, or paper word for word. This is boring for the reader and fails to captivate. An essay and a presentation are fundamentally different platforms for sharing knowledge and showcasing your ideas. Reading aloud from a paper makes you look unprepared and overlooks the opportunity to engage your audience in interesting ways. Additionally, a slide should never have a block of text that your audience should be reading. The focus should be on you, not the text behind you or the paper you are hiding behind. And even worse, don't put a load of text on a slide and then read from it! When you do that, your visual is not adding to your presentation, it is repeating with no additional value. You should know what is on your slides. When you are reading from them or looking at them a lot, you aren't looking at your audience. This also gives the impression that you don't know the material inside and out - which of course you do! You created it.

Accessibility

- **Handouts** can help people follow your presentation

- Think about your audience and **accommodate** any special needs

- When possible, make your slides and other materials **available** before and/or after your presentation to support accessibility needs

Troubleshooting

Inevitably, the speakers will not work for that super critical video.

Or some text will somehow be neon green. Or orange?

Or not what you meant to say? Or mispeled?

Or the computer won't connect to the internet to download your file.

Plan for problems.

- Have a flashdrive with all of your files.

- Have a backup plan for the video.

- Have notes from all speakers in case someone can't make it

Ending Slide

- As **important** as the presentation slides
  - It is the last thing your professor/audience is going to remember

- Helps you **avoid the 'umm'**
  - Tip

- Consider how your ending slide can:
  - Give an **action** (contact information, further resources for follow-up)
  - **Transition** to discussion, questions, or the next topic to be presented

Prepare for Questions

- Decide ahead of time how much time your have for discussion and plan a transition or **invitation** to the audience for their response
  - ¼ of presentation time

- Questions you can **expect**

- Questions you *don't want* to be asked…and **prepare!**

- Plan **who** will answer which questions in the group

Coping with Public Speaking Fears

- Practice **out loud** in the **space** or another big room

- Make sure you **eat well** beforehand

- Schedule a fun treat after your talk to **decompress**

- Seek **support** - Becca and Lisa are able to speak with you about any concerns (rlfarnum@syr.edu and lwatkins@syr.edu)

Top Tips

- **Switch it up**. What can you do that is unexpected?
  - Humor, sarcasm, debate
  - Poetry, spoken word, music
  - Untraditional metaphors or images

- **Grab them at go**. The first 30 seconds are critical to holding audience interest and setting your tone.

- **Avoid wordy slides**. Your visuals should be just that - visual!

Wisdom from your SU London Team

Practice, practice, practice. Out loud, and with your timings.
-Raheel

Remember that it's less about what you know and more about how you **communicate** it
-Olivia

Make sure my slides are **legible** and not overloaded!!
-Meghan

Find my **worst critic** and practice in front of them.
-Rohan

Relax and enjoy it!
-Lisa

When I have to give a presentation, I...

Roll my shoulders, take a **deep breath**, and assume a 'power pose' stance!
-Gokulna

Ensure I am organized and the technology is set up well.
-Stephen

Work to **conquer my fear** - but remember that it is okay to be nervous!
-Eugenia

Read up on the subject so that I know what I am talking about.
-Nada

Start with my **goals** and have a **recap** at the end.
-Marco