Improving Your Technical Presentations

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Introduction

- Present guidelines for fonts, colors and graphics when preparing Technical Presentations

- Review how to prepare for your verbal presentation, overcoming the fear of public speaking, empowering the delivery of your presentation and addressing audience questions

Introduction

- Why - The ultimate question
- Who – Know your audience
- What – Do you need to know ?

Step One – The Outline

- Write it down
- Answers the Why
- Slide placement
- Tell the story

Step Two – Turning the Outline into the Presentation

- Presentation is not the sum of your slides
- Time limit
- Conference guidelines

Step Three – Visual Presentation

- Why do we have slides????
  - Enhance the spoken work with visual images
  - Focal point for presentation
  - Keep speaker on track
  - Clarify concepts

General Rules

- Include only essential information
- Put a title on each slide
- Use bullet points to separate information
- Use animation only if it enhances
- Make sure that slides transition well
- Conclusion/summary –recap only
- QA/QC

Templates

DO	Don't
Use same background on each slide	Use multiple backgrounds or change formats
Set font and color scheme	Mix and match font or color scheme
Focus the audience what you present	Audience will be distracted!

- 98% of the commercial fish and shellfish harvested in the Gulf of Mexico are dependent on estuaries for food, protection, and reproduction.
- 2.8 billion per year that is generated by commercial Gulf of Mexico fisheries.
- Cultural and recreational purposes.

Fonts

DO

- Readable Font style : Arial, Tahoma, Verdana
- Standardize Font throughout

Don’t

- Use small font sizes with bold or italics
- Avoid words with all CAPITAL letters
- Over punctuate!!!!

Font Size - DO

- Title Size – 40 point font or larger
- Headings – 32 point font or larger
  - Subheadings – 30 point font or larger
    - Text - 28 point font or larger
    - Text - no less than 16 point font

Font Size – Don't

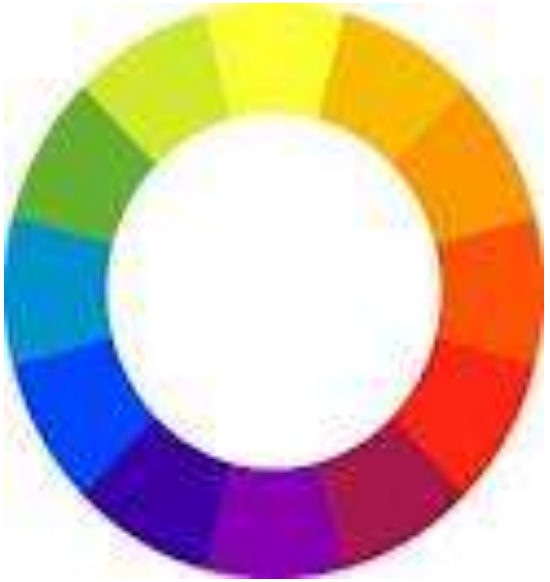
- Combine small font sizes with bold or italics
  - **What does this say??? (16 point, Bold)**
  - *Are you kidding me?? (16 point, Italic)*
  - ***Everyone's favorite (16 point, Bold and Italic)***

Colors

- Readability, Readability, Readability
- Reds and Greens can be difficult for people who are color blind
- Large Hall Events
  - White backgrounds can be blinding in a dark room
  - Dark slides with light colored text works best
  - White on a dark background may be hard to read if audience if more than 20 feet away

Colors

- Colors directly opposite on color wheel – CLASH
- Contrast provides Readability
- Blue and green voted favorite background colors
- Use template



Tables

- Show only information pertaining to presentation
- Use a dull color such as gray to display axes or gridlines
- Discreetly identify the information source
- Avoid using more than 2 colors per slide
- Third color can be used to highlight

Comparative Modeling Benzene: ISC3 Results

Source	Highest predicted annual concentration (ug/m^3)
TK-1	0.15047
FUGS	0.12538
REBOILER	0.10160
LOADING	0.09661
TK-2	0.09648

C-K Associates, 2011
Benzene Modeling Study

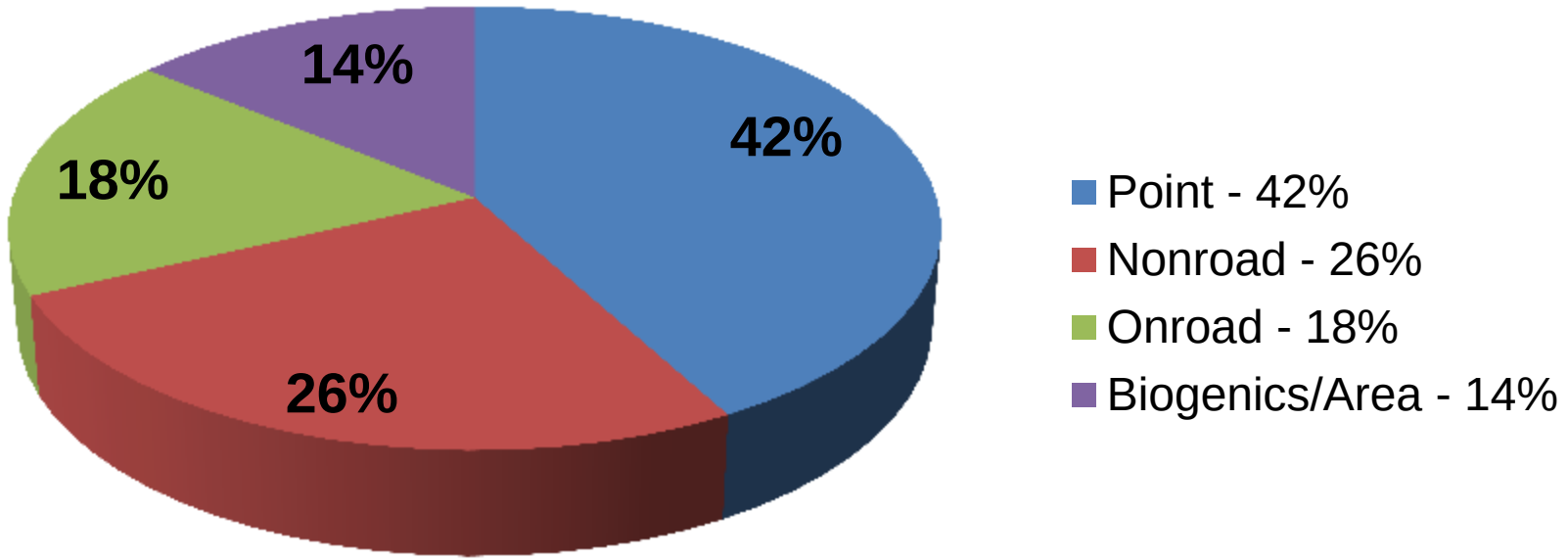
Texas Chemical Spill Reporting Requirements

Notify	Timeframe	Chemical Spill
TCEQ 800-832-8224 or TCEQ Regional Office	ASAP, but w/in 24 hrs	**To Land**: ≥ RQ in 40 CFR §302.4 (30 TAC §§327.4(a)(1))
TCEQ 800-832-8224 or TCEQ Regional Office	ASAP, but w/in 24 hrs	**To Water**: ≥ RQ in 40 CFR §302.4 or 100 lbs whichever ***is less*** (30 TAC §§327.4(a)(1))
RRC, District Office	Immediate	≥ RQ of Hazardous Oil and Gas Waste (16 TAC §3.98(x)(1)(A))
National Response Center 800-424-8802	Immediate *(as soon as one has knowledge of the discharge)* (40 CFR §110.6)	Release of ≥ RQ of CERCLA Hazardous Substance in any 24-hr period into environment (40 CFR §302.6)
LEPC	Immediate (40 CFR §355.40(b)(1))	Release of ≥ RQ of EHS or CERCLA Hazardous Substance if LEPC's area likely to be affected by the release (40 CFR §355.40(a) and (b))
SERC	Immediate (40 CFR §355.40(b)(1) and 30 TAC §327.3(i)(2))	Release of ≥ RQ of EHS or CERCLA Hazardous Substance if SERC's area likely to be affected by the release (40 CFR §355.40(a) and (b))

Pie Charts

- Limit to no more than 6 slices
- Avoid showing slices of less than 10% of total
- Use color instead of hatching to distinguish slices

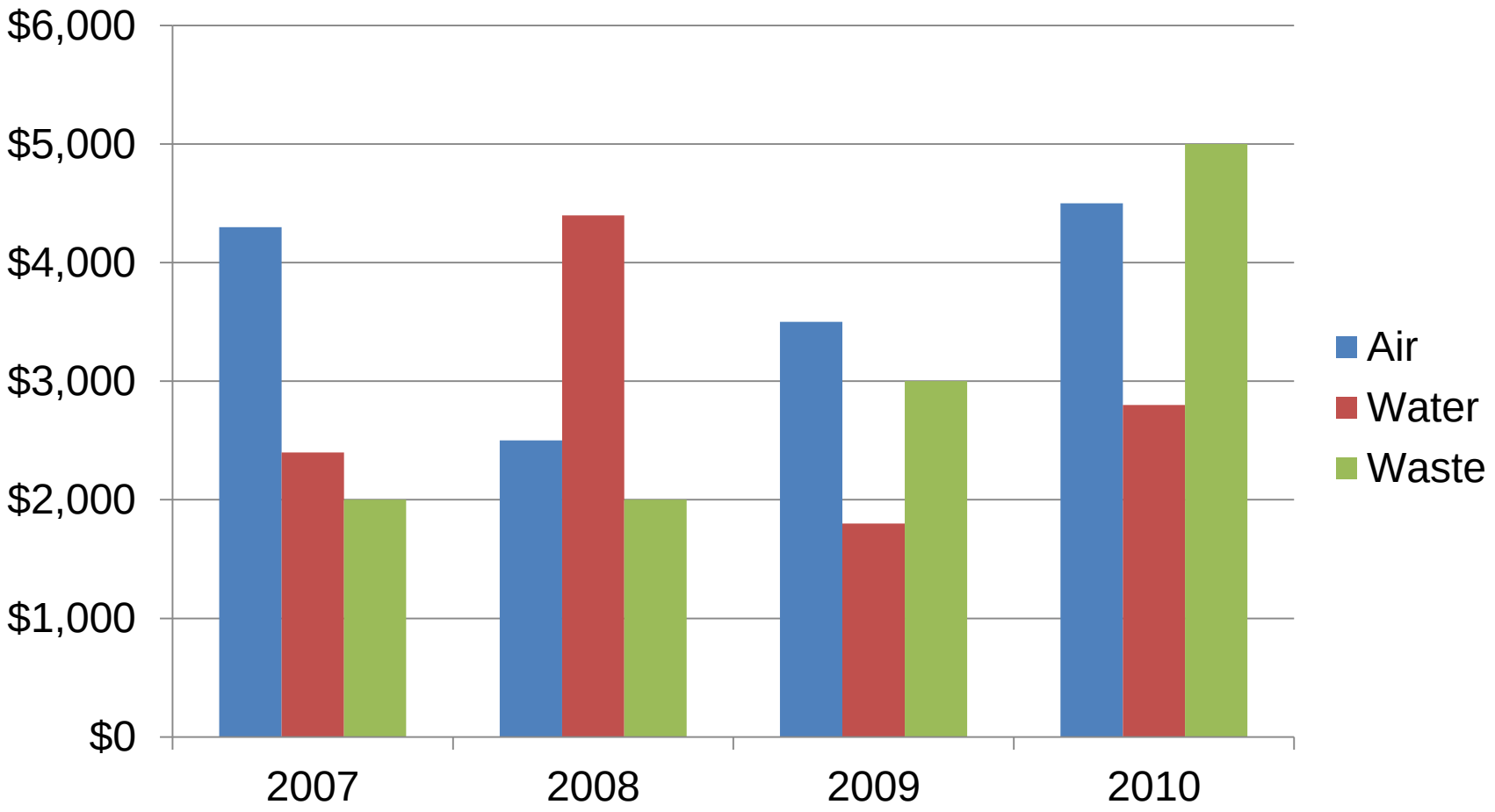
NOx Emissions (tons/day)



Bar Charts

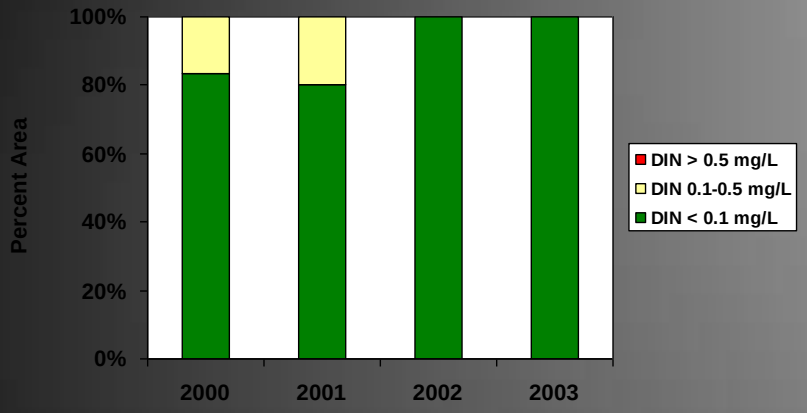
- Keep multiple bars and stacked bars to a minimum
- Audience should be able to understand slide in 30 seconds
- Provide a legend or label bars directly

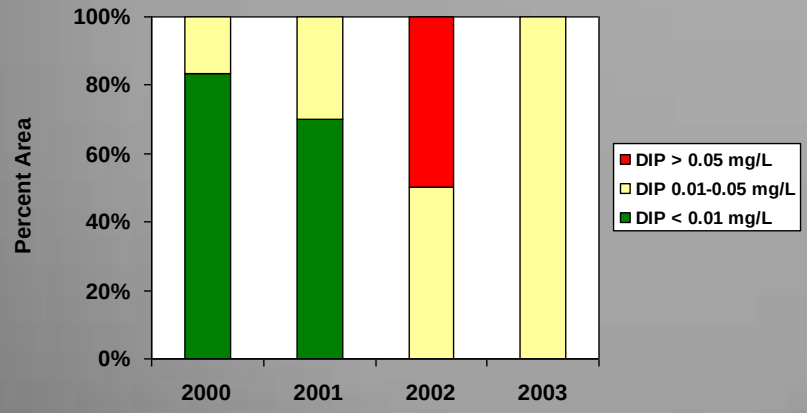
Revenues

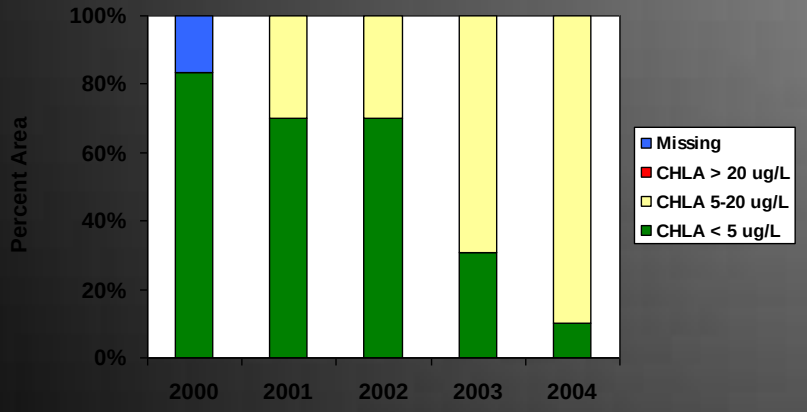

$6,000
$5,000
$4,000
$3,000
$2,000
$1,000
$0
2007
2008
2009
2010
Air
Water
Waste

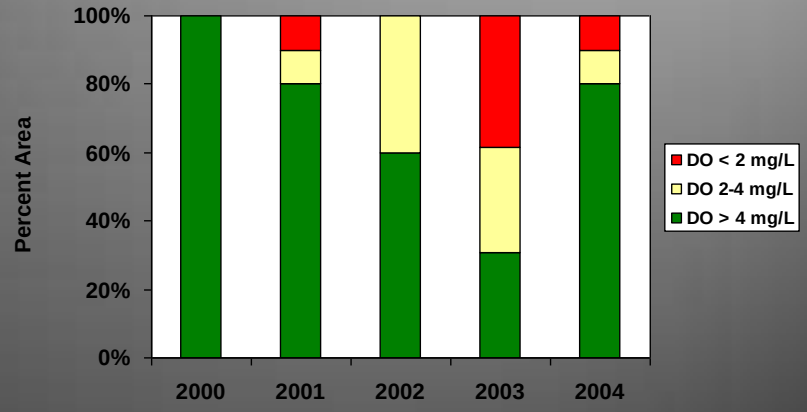
Lake Pontchartrain Pre-Katrina

Water Quality Indicators





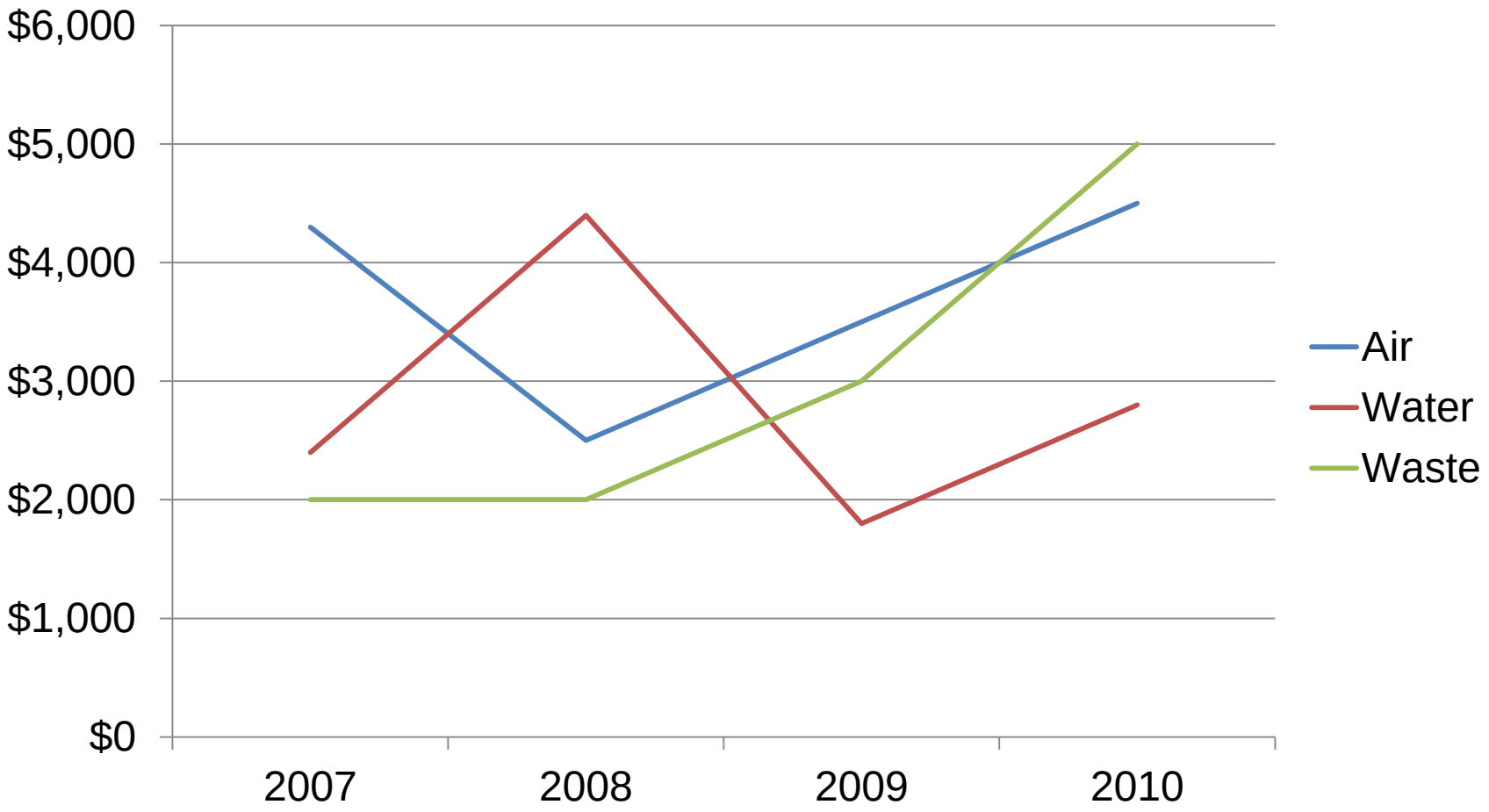




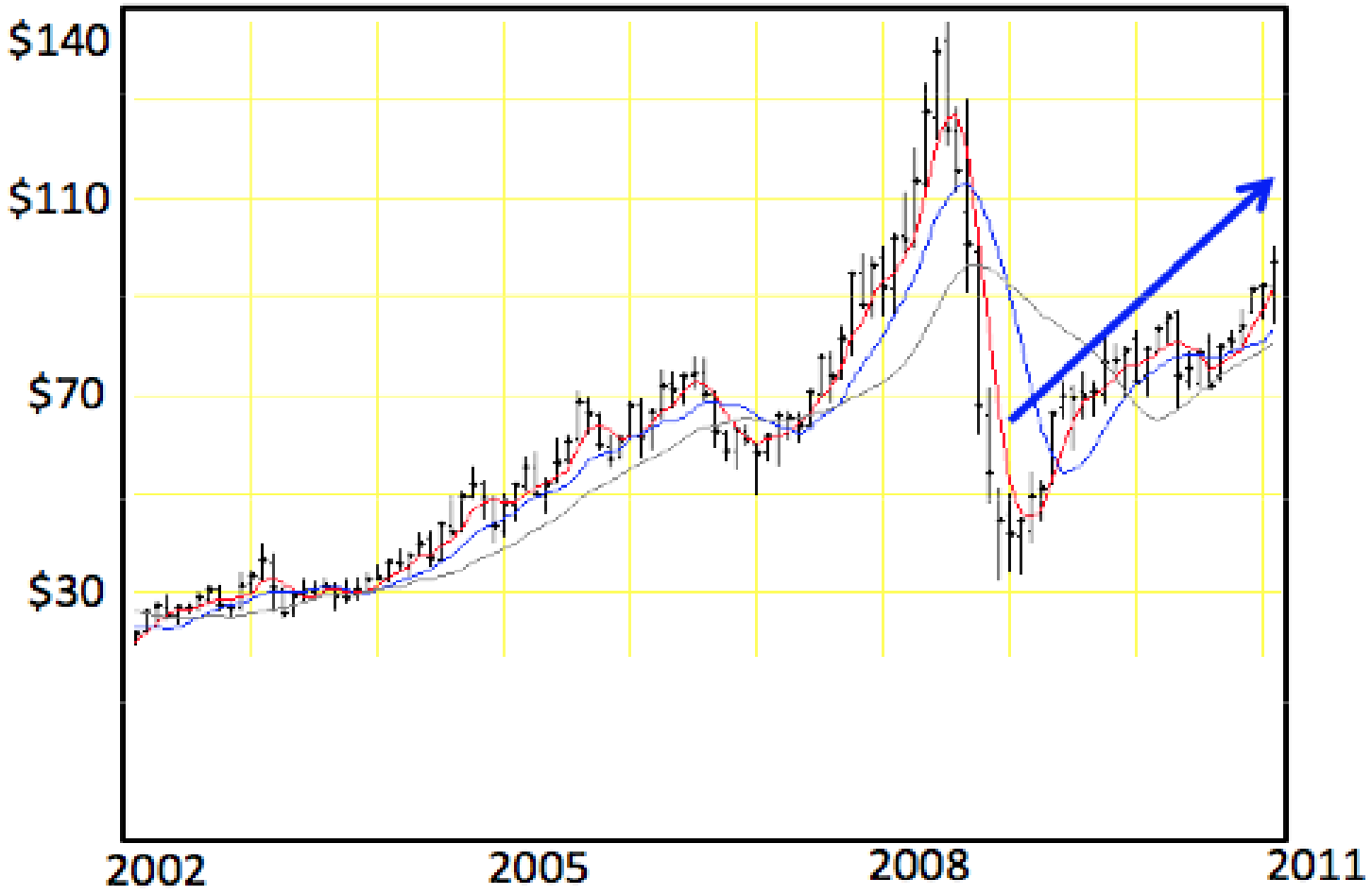
Line Charts

- Limit line charts to 5 lines
- Differentiate by color and thickness
- Include only data needed
- Position labels horizontally
- Divide axis in units that are multiples of 2, 5, or 10

Revenues


$6,000
$5,000
$4,000
$3,000
$2,000
$1,000
$0
2007
2008
2009
2010
Air
Water
Waste

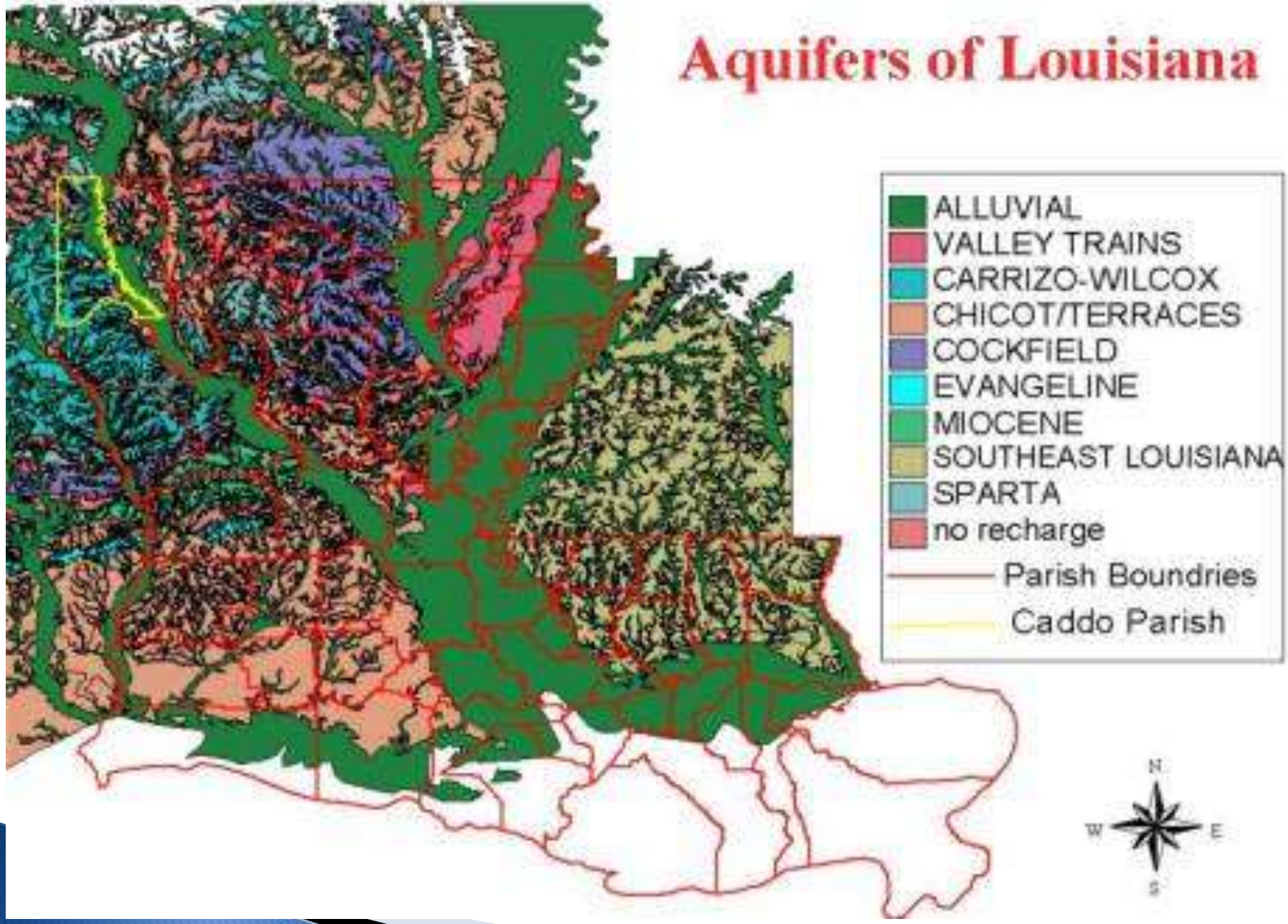
Oil Prices



Maps

ARKANSAS
MISSISSIPPI
Minden
Shreveport
Haynesville Shale
Jackson
20
LOUISIANA
Tuscaloosa Marine Shale
Natchitoches
Alexandria
TEXAS
55
25 miles
49
12
Slidell
10
Baton Rouge
10
Lafayette
New Orleans
THE TIMES-PICAYUNE

Aquifers of Louisiana

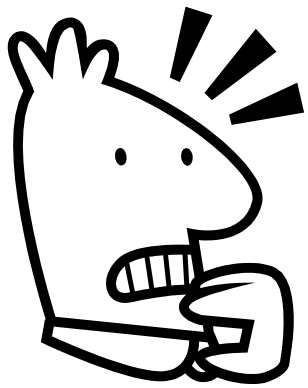


Preparing to Present Your Presentation

- Prepare notes
- Practice
  - How to practice
  - When to practice
  - The benefits of practicing

Preparing for Your Presentation

- Conquering your fear of public speaking
  - Figure out what scares you
  - Breathe deeply
  - Warm up your body before speaking
  - Visualize success
  - Visit the space ahead of time
  - Play the worst case scenario
  - Take the pressure off yourself



Preparing to Present Your Presentation

- Technical matters
  - Arrive early
  - Check equipment
  - Have a “Plan B”

Presenting

- Delivery of the presentation
  - Take charge of the room
  - The presentation should have 3 parts – a beginning, a middle, and an end
  - Be engaging
  - Voice
  - Eye contact

Presenting

- Factors affecting the style of delivery
  - Who the audience is
  - The size of the audience
  - The size of the room

Presenting

- Audience Feedback
  - Evaluate the audience and adjust accordingly

Presenting

- Addressing audience questions
  - Listen
  - Ask for clarification if necessary
  - Repeat the question to the audience
  - Admit when you do not know an answer

Presenting

- What not to do
  - “Filler” words
  - Unnecessary movement and noise
  - Clenching the podium
  - Pace
  - Introduce new points and ideas
  - Laser pointer
  - Read slides

Tips to Remember

- Visual Presentation - Three step process
  - Prepare the outline – why, who, what
  - Turn outline into presentation
    - Key concepts
    - Conference guidelines
  - Slides
    - Readability, readability, readability
    - Pay attention to font size and color
    - Template

Tips to Remember

- Presentation tips
  - Be prepared to present within your time frame
  - Nerves are common
  - Arrive early to become familiar with equipment and room setup
  - Take charge of the room
  - Stay engaged – eye contact
  - Control your voice…speed, volume, clarity
  - Address audience questions

Questions?

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