Improving Your Technical Presentations

Cindy Thompson and Jennifer Tullier
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
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
<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>Don’t</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Use same background on each slide</td>
<td>Use multiple backgrounds or change formats</td>
</tr>
<tr>
<td>Set font and color scheme</td>
<td>Mix and match font or color scheme</td>
</tr>
<tr>
<td>Focus the audience what you present</td>
<td>Audience will be distracted!</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>Don’t</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>- Readable Font style: Arial, Tahoma, Verdana</td>
<td>- Use small font sizes with bold or italics</td>
</tr>
<tr>
<td>- Standardize Font throughout</td>
<td>- Avoid words with all CAPITAL letters</td>
</tr>
<tr>
<td></td>
<td>- Over punctuate!!!!</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Source</th>
<th>Highest predicted annual concentration (ug/m³)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TK-1</td>
<td>0.15047</td>
</tr>
<tr>
<td>FUGS</td>
<td>0.12538</td>
</tr>
<tr>
<td>REBOILER</td>
<td>0.10160</td>
</tr>
<tr>
<td>LOADING</td>
<td>0.09661</td>
</tr>
<tr>
<td>TK-2</td>
<td>0.09648</td>
</tr>
</tbody>
</table>

C-K Associates, 2011
Benzene Modeling Study
# Texas Chemical Spill Reporting Requirements

<table>
<thead>
<tr>
<th>Notify</th>
<th>Timeframe</th>
<th>Chemical Spill</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TCEQ</strong></td>
<td><strong>ASAP, but w/in 24 hrs</strong></td>
<td><strong>To Land:</strong> ( \geq ) RQ in 40 CFR §302.4 (30 TAC §§327.4(a)(1))</td>
</tr>
<tr>
<td>800-832-8224 or TCEQ Regional Office</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TCEQ</strong></td>
<td><strong>ASAP, but w/in 24 hrs</strong></td>
<td><strong>To Water:</strong> ( \geq ) RQ in 40 CFR §302.4 or 100 lbs whichever <em>is less</em> (30 TAC §§327.4(a)(1))</td>
</tr>
<tr>
<td>800-832-8224 or TCEQ Regional Office</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>RRC</strong>, District Office</td>
<td><strong>Immediate</strong></td>
<td>( \geq ) RQ of Hazardous Oil and Gas Waste (16 TAC §3.98(x)(1)(A))</td>
</tr>
<tr>
<td><strong>National Response Center</strong></td>
<td><strong>Immediate (as soon as one has knowledge of the discharge) (40 CFR §110.6)</strong></td>
<td>Release of ( \geq ) RQ of CERCLA Hazardous Substance in any 24-hr period into environment (40 CFR §302.6)</td>
</tr>
<tr>
<td>800-424-8802</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LEPC</strong></td>
<td><strong>Immediate (40 CFR §355.40(b)(1))</strong></td>
<td>Release of ( \geq ) 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))</td>
</tr>
<tr>
<td><strong>SERC</strong></td>
<td><strong>Immediate (40 CFR §355.40(b)(1) and 30 TAC §327.3(i)(2))</strong></td>
<td>Release of ( \geq ) 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))</td>
</tr>
</tbody>
</table>

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)

- **Point**: 42%
- **Nonroad**: 26%
- **Onroad**: 18%
- **Biogenics/Area**: 14%

Legend:
- Blue: Point - 42%
- Red: Nonroad - 26%
- Green: Onroad - 18%
- Purple: Biogenics/Area - 14%
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

<table>
<thead>
<tr>
<th>Year</th>
<th>Air</th>
<th>Water</th>
<th>Waste</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>2008</td>
<td>$4,000</td>
<td>$3,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>2009</td>
<td>$4,000</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2010</td>
<td>$5,000</td>
<td>$3,000</td>
<td>$3,000</td>
</tr>
</tbody>
</table>
Lake Pontchartrain Pre-Katrina Water Quality Indicators

- **DIN**
  - > 0.5 mg/L
  - 0.1-0.5 mg/L
  - < 0.1 mg/L

- **DIP**
  - > 0.05 mg/L
  - 0.01-0.05 mg/L
  - < 0.01 mg/L

- **CHLA**
  - > 20 ug/L
  - 5-20 ug/L
  - < 5 ug/L

- **DO**
  - < 2 mg/L
  - 2-4 mg/L
  - > 4 mg/L


**Percent Area**

- Y-axis: 0% to 100%

Legend:
- DIN > 0.5 mg/L
- DIN 0.1-0.5 mg/L
- DIN < 0.1 mg/L
- DIP > 0.05 mg/L
- DIP 0.01-0.05 mg/L
- DIP < 0.01 mg/L
- CHLA > 20 ug/L
- CHLA 5-20 ug/L
- CHLA < 5 ug/L
- DO < 2 mg/L
- DO 2-4 mg/L
- DO > 4 mg/L

Legend:
- Missing
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
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”
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
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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