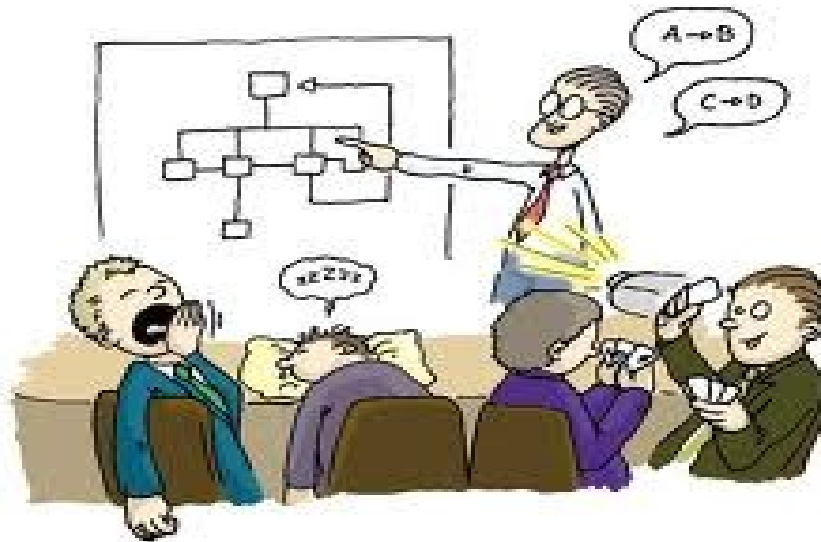


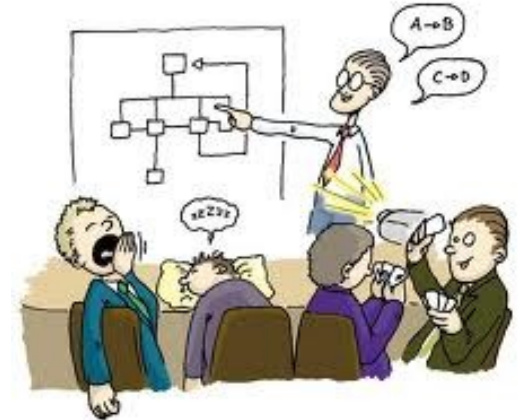
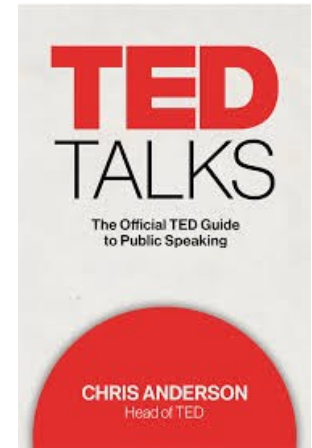
# How to Give a Presentation ?

Jerker Björkqvist



# Sources & inspiration

- Inspired by
  - Fred Harris
    - Stolen powerpoint ;)
  - Patrick Gallagher
    - Presentations Skills in English (ÅA Short Course)
    - Stolen ideas....
  - Chris Andersson
    - TED talks



# Our presentations

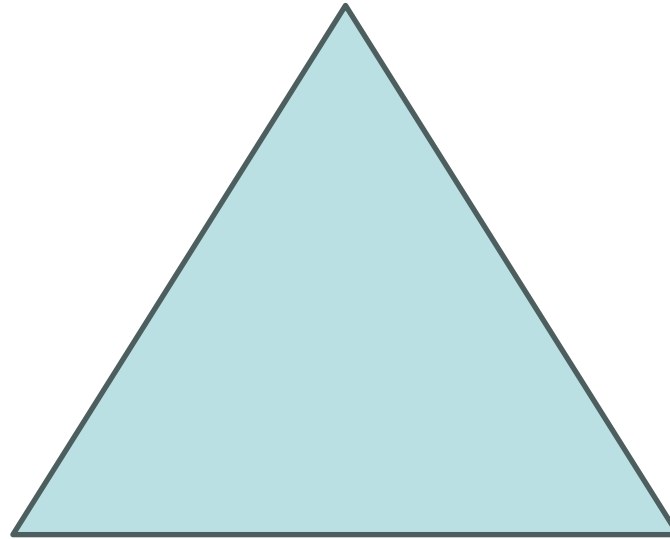
- **Kick-off / status presentations (10 min)**
  - People you mostly know, updating info
- **Business pitch (typical pitch) (5 min)**
  - New investors, collaborators
- **Elevator pitch (1 min)**
  - Introduce the core of what you are working on to anyone at any time

# Many components

- What makes a good presentation?
- How to make good use of visuals
- Body language - presenting a positive image
- Useful words, phrases and the structure of presentations
- Technical aids – slides, video, other equipment

# The rhetorical triangle

**Logos** – logical reasoning  
*How is everything connected?*



**Ethos** – Status / authority  
*Why should I trust you?*

**Pathos** – emotions / sympathy  
*Why should I care?*

# Presenter advice

I. Leave nothing to chance!!!

# Presenter advice ...

2. Know exactly how to start
3. Get straight to the point
4. Be concise



# Presenter advice ...

5. Speak naturally
6. Talk to your audience





# Presenter advice ...

7. Know your audience
8. Be yourself
9. Develop your own style



# Presenter advice ...

10. Don't make special effort to be funny
11. Enjoy the experience
12. Finish strongly

# Starting –opening

- Know exactly how to start
- Introduce yourself effectively
- How to catch the interest?
  - Give a problem to think about
  - Give some amazing facts
  - Give a story or personal anecdote



✓ THE HOOK - Grab their attention

- Engage people and get their gears turning
- Get them thinking and not just listening

Examples:

- Open-ended question
- Activity or discussion
- Image or prop
- A story or analogy

✓ THE INTRO - What's in it for *them*?

- Spell out why they should care
- Establish buy-in
- Create context with the big picture

✓ WHO YOU ARE - Keep it brief

- Share only the most relevant or interesting accomplishment at the very beginning
- Don't dilute the most interesting part with your whole life story.
- Intersperse other interesting factoids as stories or asides throughout your presentation

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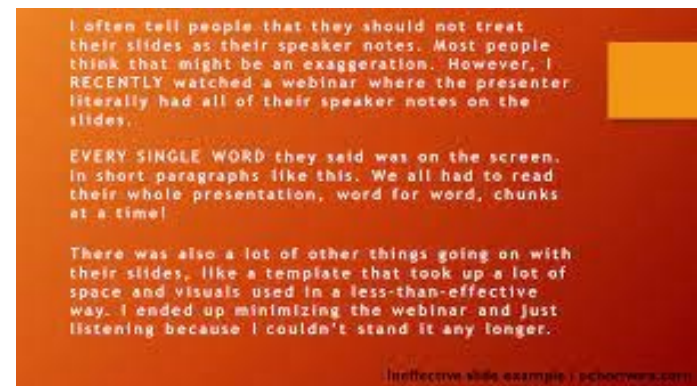
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# Some practical advice

- Stories are good (...this story tells how the research was done...)
- Beginning – middle - end
- Rehearse. Rehearse. Do the exact presentation. Time your presentation.

# Some practical advice

- **NEVER** read directly from the slides
  - Your audience **CAN** read ...
  - **Many people find it very hard to listen and read simultaneously, especially if the voice and the text don't match!**



# So ... my 3 things:

- Know you audience
- Prepare
- Rehearse

## Some inspiration

Steve jobs iPhone introduction

<https://www.youtube.com/watch?v=x7qPAY9JqE4>

How to start a speech – Conor Neill

<https://www.youtube.com/watch?v=w82a1FT5o88>

