Preparing and Delivering a Presentation
Presentations

• Organizing material
• Preparing the slides
• Giving the talk
Kinds of Talk

• **Standard Conference Talks**
  Most conference presentations are 15–30 minutes
  Listener can take away at most one or two ideas.
  Treat such a talk as an advertisement for your research—goal is to persuade listeners to look further

• **Long Conference Talks (invited, special slot)**
  An hour talk needs to educate the audience on the research.
  Listener can take away at most two or three ideas.
Ogilvy on Advertising

• David Ogilvy ([http://www.ogilvy.com](http://www.ogilvy.com))
  — Good advertising makes a promise.
  29 January 1996 Newsweek promises:
  – A Ford Contour will make driving fun.
  – Campbell’s Chunky soups give you a fast, square meal.
  – Grand Marnier will add mystery to your life.

• What’s do you promise?
  • If they read my paper...
    – My method will let you optimize large joins in a few seconds.
    – Reading my paper will add mystery to your life.
Choose Material: Review the Paper

• Mark examples and graphics to use (or adapt).
• Decide if you need additional examples.
  – to replace formal definitions, for example.
  – examples really help: listeners have seconds to understand something in a talk, then it’s gone forever!
• Tick off sections to emphasize, cross off ones to skip.
• Consider if another order is better for the talk—listener can’t jump around like a reader can.

  Algorithm, Implementation Details, Performance Results

• Difficult sections—might omit if they are hard to explain quickly.
  – No proof or derivation details.
  – Avoid large results tables.
  – Avoid complex diagrams (anything that can’t be digested in under a minute).
  – In a longer talk, they might be important.
**Planning**

**Calculate the number of slides to use.**
Usually 1.5–3 min./slide, except for:
- title pages
- contents pages

Dave Maier says “One minute per slide is impossible!!”
I say: it depends on your slides

Do a story board (a visual outline).

Try for at least \( \frac{1}{3} \) slides with visually interesting feature: diagram, (simple) table, graph, photograph. (Unlike these slides, you should avoid page after page of text.)

**Draft slides on quarter pages.**
Helps gauge size of slide.
A good rule of thumb: LESS THAN 12 LINES PER PAGE.
Slides are Prompting Notes

• Think of text on the slides as notes a reader might take during the talk.
  • Don’t duplicate everything you say.
  • But you should talk to all points on slides. If you’re not going to talk about it, remove it.
  • Abbreviations, sentence fragments okay (helps listener get through written material quickly—easier to follow)
• Compare:
  Next we consider the case where \( n \) is strictly between 0 and 1.

Case 2: \( 0 < n < 1 \)
Advice from Many Sources

Emphasize results and interpretations over minutiae of techniques. (Even if technique is the contribution, emphasize basics and results obtained.)

Expect to use a non-uniform level of detail.

Consider a “contents” slide, but not at the beginning of the talk. A good place is after introductory problem statement.

Your talk title need not match the title of your paper.
Don’t forget a slide with name, affiliation, co-investigators, sponsors— (typically the title page)
  if only to mark your arrival & introduce yourself

Include acknowledgments, references.
  Best to put these at the start!
  Why? So that your conclusions remain on the screen while answering questions.
  Talking about the acknowledgements allows audience to become accustomed to your accent

Alternative: put up final slide with references while you’re answering questions.
  Is this the best use of screen-time?
Involve the audience—e.g., ask a rhetorical question, relate a concept or question to common experience

Build in “re-entry points”—places where a listener can pick up the thread again

That was an outline of the correctness proof of the algorithm, but you don’t need to master it to understand our performance experiment...

Explanation and definition via example

plays(MUSICIAN, Schikele, 14)
plays(MUSICIAN, Franklin, 10)
plays(MUSICIAN, Cage, 2)

plays(INSTRUMENT, Hardart, 14)
plays(INSTRUMENT, Glass Harm., 10)
plays(INSTRUMENT, Washtub, 2)

value for attribute

relation name

attribute

tuples
4. Plan some flexibility into the talk. Slides you can omit if you are running long or the audience looks bored.

**Remember the listener has a disadvantage over a reader — can’t jump ahead or back**
*Has only seconds to understand*

5. Remind people of defs if several slides intervene between first use of variable.

- For example, repeat variables $|D|s_v$
  - $D$ - set of examined nodes
  - $s_v$ - average size of $v$
- or use mnemonic names
  - DONE $size(v)$

6. Indicate what to remember — like interpreting a graph or equation in the text.

  *Tell people what they’re supposed to see.*

7. Don’t feel compelled to put a title on every slide.
Landscape vs. Portrait Format

Most overhead projectors will handle 10” x 10” or so

Transparencies are not used in conferences any longer
But good for local, informal talks
Quicker to build (especially with eqnsb and pictures) than computer slides.

Video projectors are the modern standard — and tied to standard video formats.

Don’t assume more than 1024 x 768 pixels (landscape format).
Handwritten vs. Typeset

**Handwritten**
- Encourages graphics, makes colors easier to use
- Often quicker to produce (especially math)
- You can handwrite your slides on a tablet

**Typeset**
- Can revise slides easily
- Last minute slides are possible if you have a laptop—
  - really great for workshops,
  - can alter material depending on what’s been said before you!
If You Handwrite...

Use pens that can be erased — much easier.
   Alcohol-based pens don’t smear like water-based pens

Sketch on paper, then trace figures onto slide.

Use a backing sheet of lined paper.

Have a “vocabulary” for color. (Consider fonts and color as lexical variables.)

Avoid finger prints.

Number slides, so when you drop them …

>> Write notes to yourself on the separating pages <<
If You Typeset...

Some say serif and *cursive* fonts easier to read. Upper & lower case easier to read than all caps.

Write delivery notes to yourself if your machine supports two screens!
Formatting

Pointsize to use depends on font and weight (plain vs bold).

24pt Courier: 32pt 24pt 18pt 16pt 12pt 8pt

20pt Impact: 32pt 24pt 18pt 16pt 12pt 8pt

36pt Garamond 32pt 24pt 18pt 16pt 12pt 8pt

On text slides, use visual elements so audience can keep their place

bullets, indentation, highlight, different-length lines — but don’t create distracting elements

Titles aren’t always necessary.

Use them when they help the audience
Numbering

Number your slides

Helps provide reference points for questions
Reminds you how far you have to go
Animation

Having new items “appear” can help lead audience through material

But:

- dissolves
- Fly-ins
- and blinds

are distracting and will make your audience groan.
Other Considerations

Can be confusing to combine topics on a slide
   Ok not to fill up a slide.
   Blank space is your friend

 Authors & date usually good enough for a citation.
   [Launchbury & Sheard 1995]

If you want to refer back to a slide, duplicate it, or place buttons on PowerPoint slides to bounce you back and forth.
Electronic Slides

• Can make modifications at the last moment
• Don’t get too enamoured of fancy graphic and transition effects
  e.g., bullets entering one by one
  Don’t want to distract from content
  But “overlays” can be very effective
  Transitions useful for building sequence

• Make sure you have a backup !!
  e.g., link to your web page, carry a CD-rom version as well as your flash-drive
Powerpoint is not portable

Fewer significant digits, minimize non-data graphics distractions, align columns

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<th>Benchmark</th>
<th>Disk I/O</th>
<th>CPU</th>
<th>Idle</th>
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Simplify Charts and Graphs

Fewer significant digits, minimize non-data graphics distractions, align columns

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## Simplify Charts and Graphs 2

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Simplify Charts and Graphs 3
Simplify Charts and Graphs

Transaction-processing benchmarks

- Disk IO
- CPU
- %Idle

TPC-A | TPC-B | TPC-C | TPC-D
---|---|---|---
0 | 3500 | 1200 | 2000
0 | 500 | 1800 | 1500
0 | 50 | 200 | 100
0 | 0 | 0 | 0
Demos and Poster Sessions

• Primary purpose of demo or poster is to start a conversation.

• Don’t expect the demo or poster to take the place of you talking — they are visual aids.

• Don’t expect someone to read your whole paper off a poster.
  – Think about a 5 to 10-minute presentation on your paper— then use the slides as the basis of the poster.

• Graphics are better than text.
  – You can say words; use poster space for figures and formulae.
• Make sure demo is automated-enough that you can keep talking.
  – Or: have a co-worker demo while you talk
• Don’t forget to show your name and affiliation somewhere.