

Making Effective Presentations



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Nonproliferation Studies at
MIIS CIF 2016
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Acknowledgements:



“Clutter is a failure of design.”

–Nancy Duarte, *slide:ology*

This presentation includes strategies introduced in:
slide:ology: the art and science of creating great presentations by Nancy Duarte

Parts of the presentation have been adapted from
lectures from MIIS colleague, Lisa Donohoe

Your goals: 5 C's

Clarity--Make your main point(s) clear.

Concision--Be concise and to the point.

Cohesion--Make sure your project is well organized and coheres “sticks together.”

Comprehension--Make sure it is easily understood by your audience.

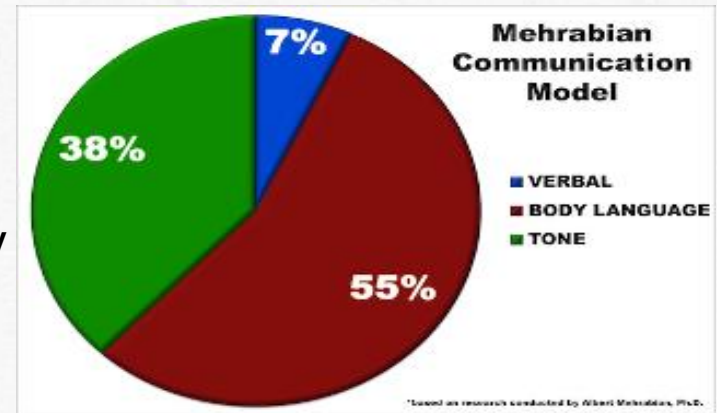
Creativity--Include your original signature on your work.

Communication

Verbal & Non-verbal Communication:

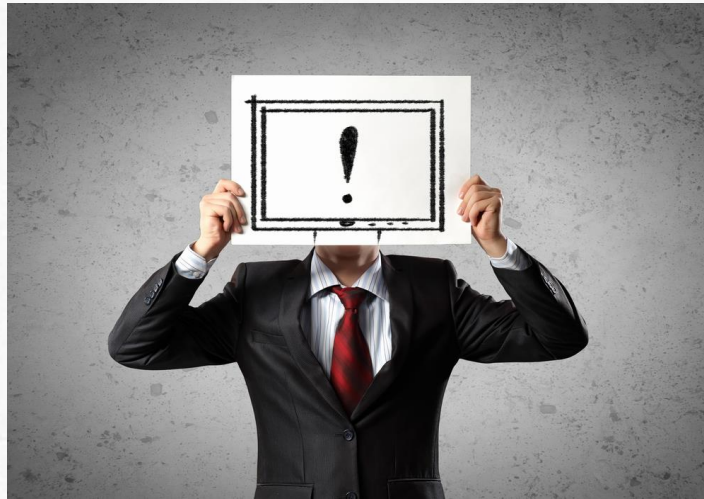
According to the Institute of Public Speaking, this is how we receive information:

- 55% Visual - Your Body Language
- 38% Vocal - Your Voice/Vocal Variety
- 7% Verbal - Words You Use

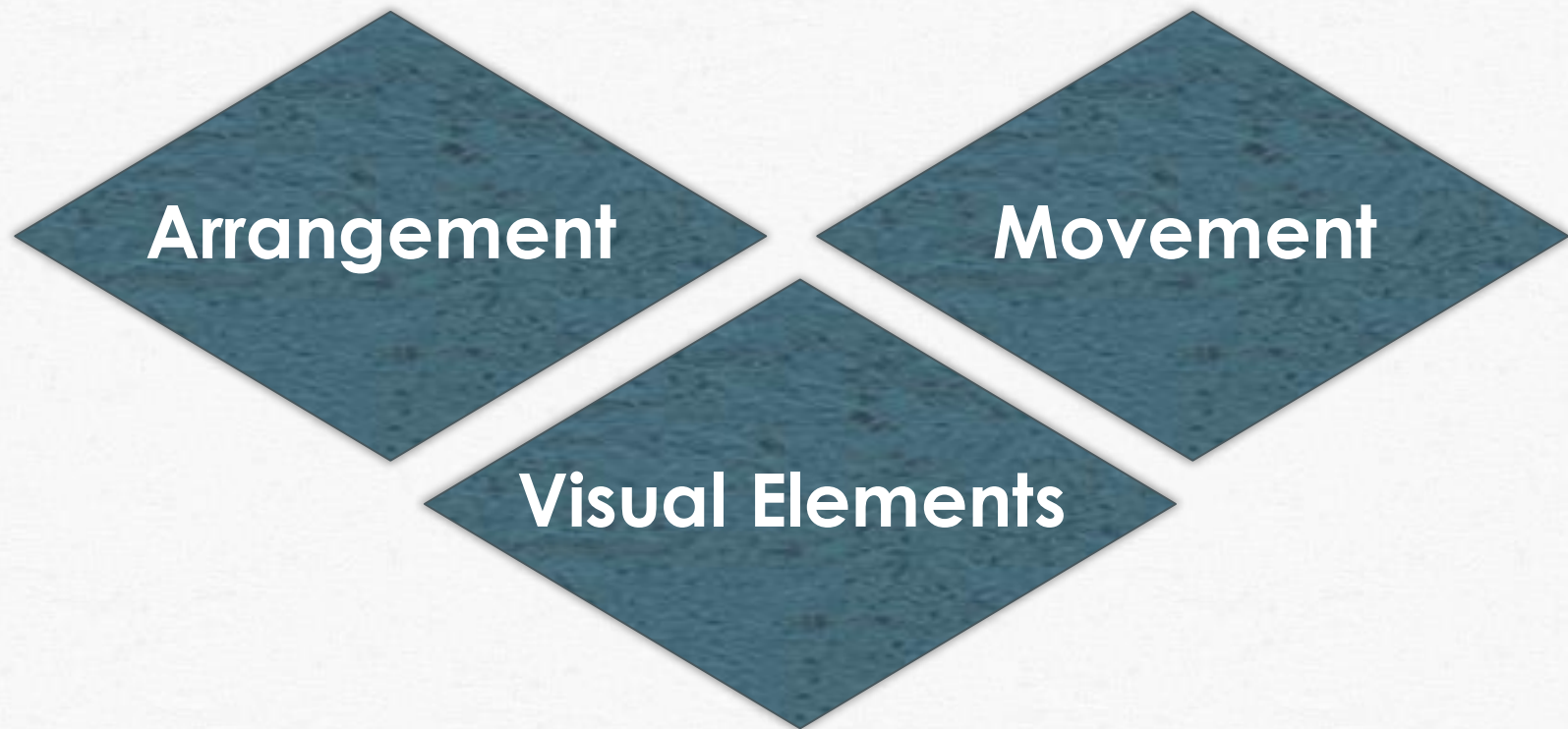


Know your message

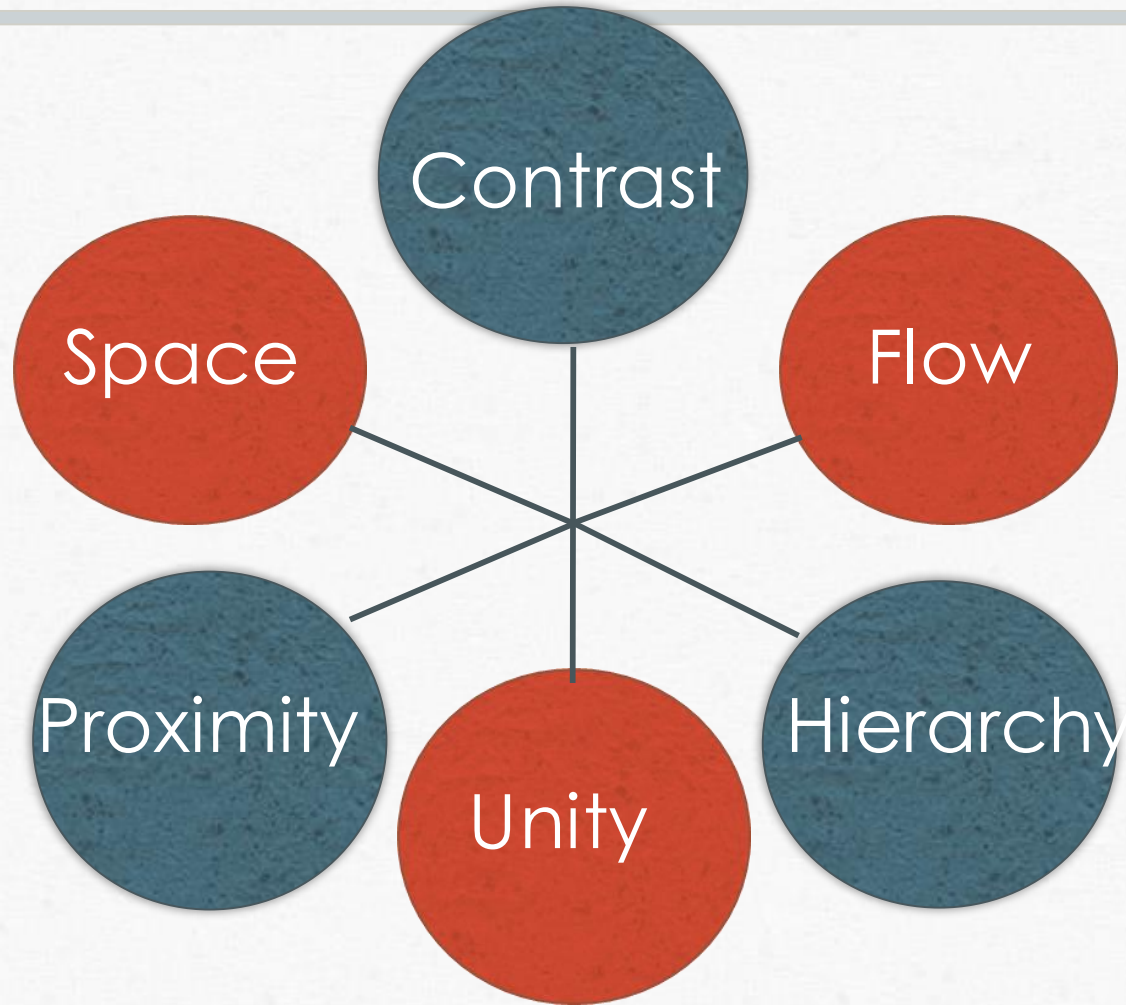
Encourage students to internalize their scripts/
narratives rather than memorizing them.



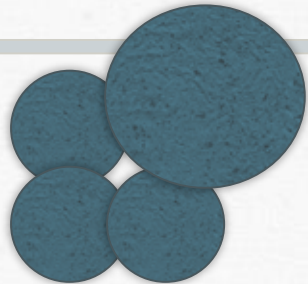
Design Elements



Arrangement



Contrast Focuses Attention



Size

United States

Russia

China

United Kingdom

France

Israel

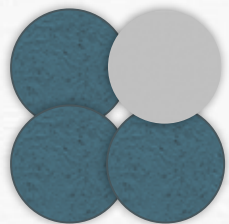
India

Pakistan

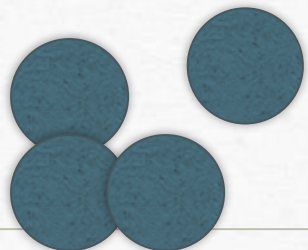
North Korea



Shape



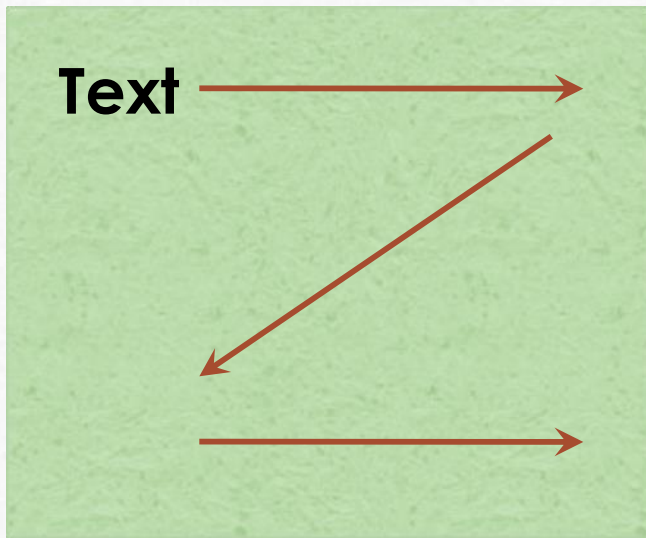
Shade



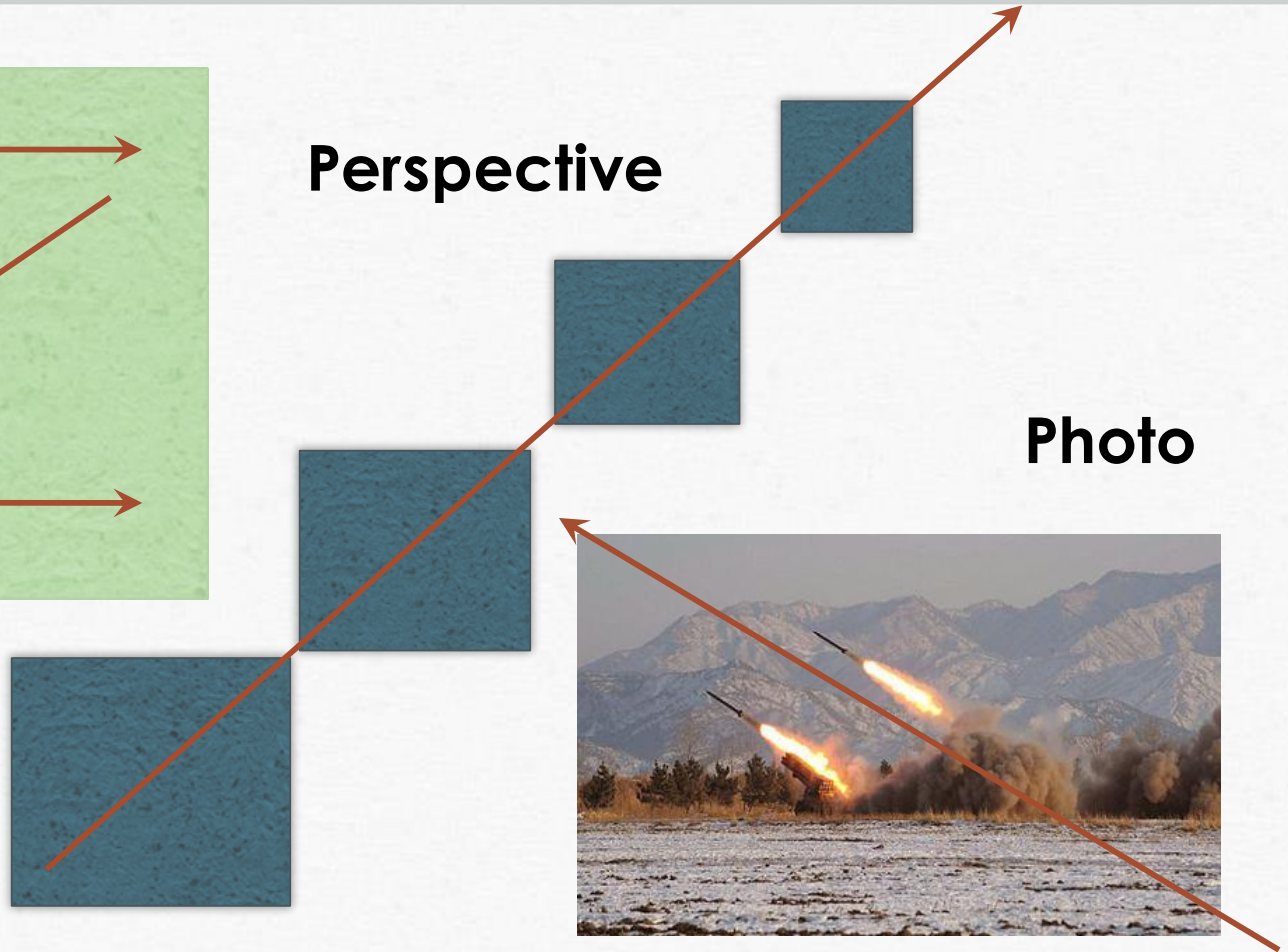
Proximity

Color

Flow: How Information is Processed



Perspective



Photo



Hierarchy: Links between Elements

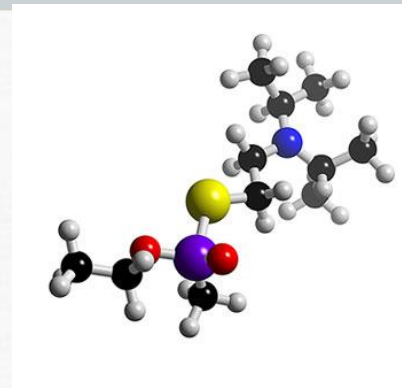
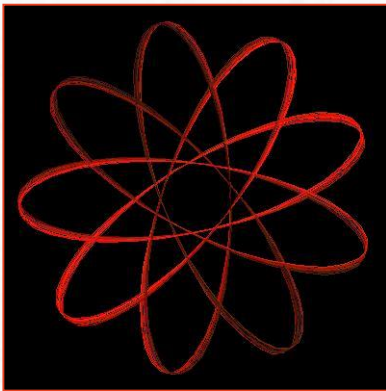
- **Parent**
 - **Child**



-
- **Comprehensive Nuclear Test-Ban Treaty**
 - **Treaty Negotiations**
 - **Entry into force formula**

Visual Elements

Aa



Bb

Cc

Background
Color
Text
Images



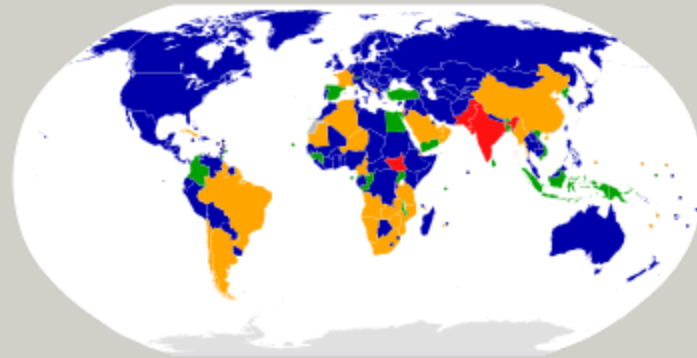
Background: A Container for Content

**Don't allow it to
compete with your
content**

**Keep it simple and
clean**

**Use default templates
or grid system**

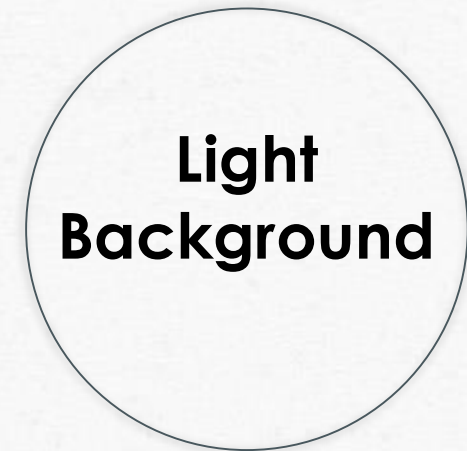
**Nonproliferation
Regimes at Risk**



Color: Look for Contrast



Formal
Larger venues



Informal
Smaller venues

Fit the organization and target audience
Fit the topic of the presentation
Be complementary

Text: “Glance Media”



- **Simple text**
- **Low word count**
- **Crisp thoughts**
- **Big Ideas**
- **Clear mnemonic**

3

seconds

Text: Messages in Fonts

Serif

S

Font	Personality
Georgia	Formal, practical
Times New Roman	Professional, traditional
Courier	Plain, nerdy

Sans Serif

S

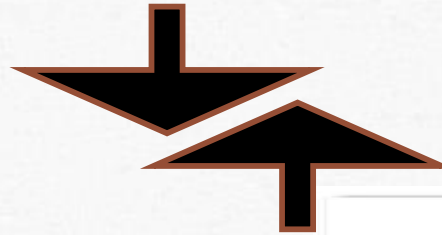
Arial	Stable, conformist
Tahoma	Young, plain
Century Gothic	Happy, elegant

Images: 1,000 Words

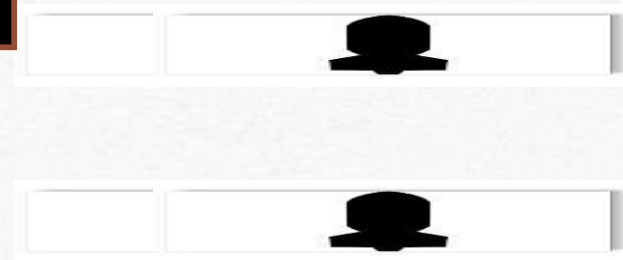
Photos to tell a story, show cause & effect, engage audience emotionally



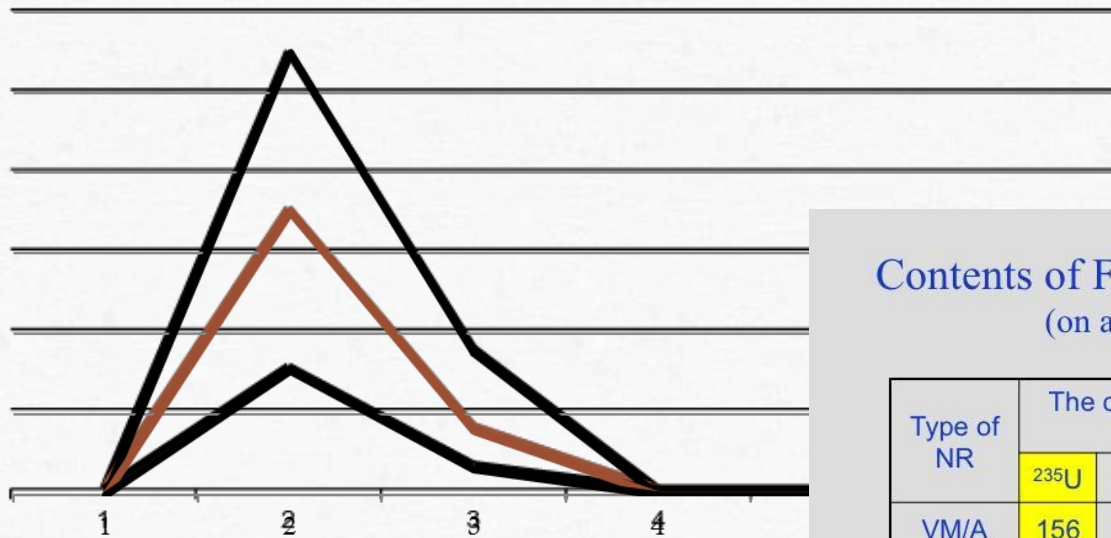
Shapes to symbolize relationships and interactions



Icons to depict statistical information



Highlight What's Important



Contents of Fission Isotopes in Spent Fuel
(on average in an active zone)

Type of NR	The contents of fission isotopes (grams)					Enrichment (%)
	²³⁵ U	²³⁶ U	²³⁸ U	²³⁹ Pu	²⁴¹ Pu	
VM/A	156	15.4	794	5.5	0.54	16.1
VM-4	140	20.9	743	5.4	0.63	15.5
OK-900A	340	92.4	522	9.0	2.8	35.6
OK-900A	550	91.2	328	8.3	2.0	56.7
Project 705	534	46.0	73.6	4.0÷6.0	0.20	81.7

Total uranium in fresh fuel in an active zone, depending on the reactor:
approximately 50 - 70 kg

Movement: Function over Form



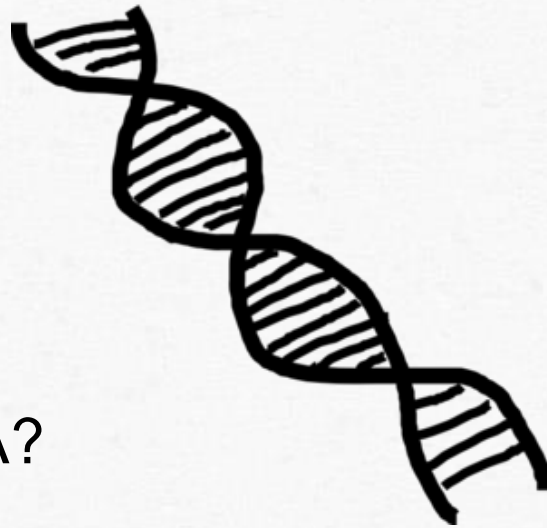
Use Animation for:

- **Change in relationship**
- **Direction**
- **Change in object**
- **Sequence**
- **Emphasis**
- **Adding value to content**

Three Rs

- Reduce **your text to key words**
- Record **your script and practice!**
- Repeat **your story to internalize the information**

Is giving a good presentation an
inheritable trait?



Is it in your DNA?

Or, is it something you have to learn?

Do you have all the key ingredients for a successful presentation? What is missing?



Do you have a “hook” or way to capture the audience’s attention?



Are you ready to engage with your audience?

Have you checked your visuals?

**Are your
charts,
graphs, &
images easy
to read?**



Are you aware of your articulation, tone of voice, body language and gestures?



Have you practiced and timed yourself?



Are you feeling confident?

- What's your strategy for overcoming nervousness?
- Take a deep breath, do relaxing exercises & stretches, imagine the talk as successful and the audience composed of all of your friends....



Are you prepared to answer questions?



Practice your presentation with a test audience, in the mirror, etc.



Final Remarks

- Remember the 5 C's...
- And one more...

CALM...be calm when you give your final presentation.

