

# Presentation Tips & Techniques

by Sunburst Design, Beaverton, Oregon, 2001 - [www.sunburst-design.com](http://www.sunburst-design.com)



## Presenter's Luncheon

SNUG-2001, Boston



## Expert Presentations for Advanced Presenters

(with a review of ALL of the basics!)

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## Agenda



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- Before the presentation
- Your audience
- Starting the presentation
- Experienced presenter tips & techniques
- Summary of important guidelines



## Before the Presentation

- Practice
- Dress for success
- Watch those fluids!

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## Practice!



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- Practice your presentation
- Practice your opening

**Duh!!**

## Dress For Success



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- Conference presenters are never over dressed
  - Suit and tie are appropriate
  - Nice shirt and slacks are appropriate
- My true story
  - Upon advice from Steve Golson and Kurt Baty

**This is an engineering conference**

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## White Shirts vs. Color Shirts



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- Question: Do you sweat?
- Medium color shirts show sweat!
- White shirts do not show sweat
- Dark colors help hide sweat
- A suit jacket helps to hide sweat

## Conference Hotel



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- Nice to have a room in the conference hotel
  - a place to relax before your presentation
  - a place to practice your presentation
  - a place to change your shirt after your presentation!

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## Watch Those Fluids!



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- When attending a session:
  - Only drink one soda
- When presenting in a session:
  - Skip the soda!
- You might not *think* you have to use the restroom, but ...
- Use the restroom before your session
  - and turn off the microphone
  - or at least run water in the restroom  
(so people think you washed your hands)

When I was a wee, wee tot  
I was pulled out of a warm, warm cot  
put on a cold, cold pot  
and told to, whether I could or not!

## That Golden Voice



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- No milk
  - It coats the throat
- Water - room temperature is generally recommended
- Ice water - depending on the speaker

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## Your Audience

*Are They Out to Get You?!*

## The SNUG Support Group



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- You should think of the SNUG conference attendees as a big support group
- The conference attendees aren't looking to catch mistakes
  - The attendees want to learn from your presentation
- There is one exception
  - *If you plan on doing a marketing presentation ...*

**... Then you should think of the SNUG conference attendees as a big firing squad!!**

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## Why Should You Give A Paper

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- Fame
- Fortune
- You will learn more about the topic you present!
- Keep an "Abstracts" directory

Well at least  
fame!

## Learn From Your Audience

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- I give as much as I know
  - and then I learn from the audience what I didn't know
- All papers are significant
  - "full\_case & parallel\_case" the Evil Twins of Verilog Synthesis
- **NO MARKETING!!**
  - Let the introduction market you
  - Then give a killer technical presentation - that will attract people

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## Starting the Presentation

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## Starting the Presentation



- 1st - talk slow!
  - *Unless you are trying to present 60 slides in 20 minutes*
- Nervous speakers have a tendency to speak too fast
- When you first stand up to speak ...
- Work the first two slides for a killer introduction
  - who are you
  - what are you going to present
  - what will the audience learn

Now lets talk  
about handling  
hecklers!

Think:  
**SLOW DOWN**

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## Be Confident



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- Be Confident
- Don't make apologies!
- Don't share inadequacies!
- Questions and Hecklers -
  - "Let me hold all questions until the end of the presentation"
  - If the questioner persists, the moderator should step in!

**Fake-it until  
you make-it!**

**This is called quelling  
the rebellion!**



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## Experienced Presenters



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- Where to stand?
- Podium - if you want
- To the left of the presentation screen

**Out of the way of the front,  
left-most audience member**

- Where possible, stand to the left of the presentation
  - People are used to reading from left-to-right
  - People will focus from you (the speaker) to the presentation

## Laser Pointers & Use Humor



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- Laser pointers
  - Avoid them or learn to control them
  - Do not point them at your audience

**It makes some people nervous! 😊**

- Use Humor!

**Example on next slide**

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**The Effects of Metastability**

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Invalid data propagated throughout the design

dat  
ackl  
bclk


adat

bdat1

?? "1"  
?? "0"  
?? ??

The John Cooley ESNUG effect

Translation: the propagation of unwanted information!  
(Just kidding, John! ;-)



John Cooley? "Meta"-Stable??  
This might be a little too optimistic!

The diagram illustrates a digital circuit where a data signal 'dat' is sampled by a flip-flop on clock 'ackl' to produce 'adat'. This signal is then sampled by another flip-flop on clock 'bclk' to produce 'bdat1'. The output 'bdat1' is connected to three other flip-flops. The first two are labeled '1' and '0', and the third is labeled '??'. The text 'Invalid data propagated throughout the design' points to the 'bdat1' signal line. A callout box points to the '??' flip-flop with the text 'The John Cooley ESNUG effect'. Another callout box explains this as 'Translation: the propagation of unwanted information! (Just kidding, John! ;-)' and a third callout box points to John Cooley's photo with the text 'John Cooley? "Meta"-Stable?? This might be a little too optimistic!'.

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**Hands-On Presentation**

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- People follow your hands - don't be afraid to use them
  - Hands by your side is one of the best resting positions

It feels awkward but looks normal

- Crossing arms? No!
- Giving a prayer? No!
- Grasping hands below your waist?

Definitely NOT!

- Silence is better than "uh" and "um"
  - Silence gives your audience a chance to think
  - It also gives you a chance to think
  - Thinking is good!

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## Common Overhead Mistakes



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- Standing in front of the overhead projector is a common problem for people who turn their own slides

**Have the moderator  
turn your slides**

- Crooked slide placement is a problem for people who turn their own slides

**Have the moderator  
turn your slides!!**

## Not All Slides Are Created Equal



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- Identify groups of slides that you can skip if time runs short
- PowerPoint

**Know where to jump to in PowerPoint  
(in presentation mode)**

**Type in the new slide  
number and press <enter>**

- Yellow post-its

**Yellow post-its to "jump-to"  
if you want to skip overheads**

- Expert presenters anticipate some questions and have hidden slides ready to show

**Add the slide number to the  
bottom of the slide to help**

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## Moderators - What Good Are-Ya?



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- Introduce the speaker
- "Please hold questions until the end of the presentation"
- Handle the hecklers - you be the bad guy!
- Give a 5-minute warning
- Give a 2-minute warning
- Help presenter to repeat questions
- Volunteer to turn the slides or run PowerPoint presentations

## Summarizing and Sharing



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- Abbreviate and repeat the significant points
  - Don't summarize the topics
  - Summarize the guidelines

**What should the audience take away from your presentation?**

- Repeat questions before answering

**Moderators should help remind the presenter to repeat the question**

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## Be Prepared to Learn!



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- User experiences make for some of the best presentations
  - what you did
  - why you did it
  - what you learned
  - mistakes made and what you will do differently next time
- I learn from every presentation and every training class I give
- You are the expert of your material - you are not the expert of your topic - *do not be threatened by questions*
- People will come up after your presentation session and share
  - Poster session to share and gather more information

## 3 PowerPoint Tips



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How do I enter the back double-quote? ( " )

- " Smart Quotes "
  - The smart quotes in PowerPoint97 are accessed under the menu:  
`Tools> Options> Edit (uncheck the first option)`
- Advancing Slides
  - In the slide sorter view:  
`<ctl-a>`  
`slide Show> slide Transition...> [Strips Right-Down] <Apply>`
- Remember - During a presentation, you can jump to a new slide by typing:  
`## <enter>`

## is the slide number

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## In Conclusion ...

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### Summary of Important Guidelines



- Before presenting, watch those fluids!
- Speak slow!
- Stand to the left and out of the way
- Give a killer introduction
- NO MARKETING
- If you must use a laser pointer, control it!
- If you run long, be prepared to skip slides
- Summarize important guidelines! ← **Redundant?**
- Repeat all audience questions before answering them

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Have Fun



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**Have FUN!**

**Learn LOTS!**

- Keep an abstracts directory
- Come back and do it again!

**Marketing people  
need not apply!**



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(with a review of ALL of the basics!)

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