



Tips and Tricks on how to prepare effective presentations & speak with impact

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Who is Alessio Cardillo?



Who is Alessio Cardillo?



Who is Alessio Cardillo?



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Who is Alessio Cardillo?

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Why are we here?

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Why are we here?



The screenshot shows the 'newsblog' website. The header is dark red with the text 'newsblog' in white, followed by the tagline 'Nature brings you breaking news from the world of science'. To the right is a stylized globe graphic. Below the header is a navigation bar with three links: 'News & Comment', 'News blog Archive', and 'Post'. The main content area has two side-by-side boxes for 'Previous post' and 'Next post'. The 'Previous post' link is 'Climate change is present danger, US warns' and the 'Next post' link is 'German research agencies condemn animal-rights attack on neuroscientist'. Below these is a section titled 'NEWS BLOG'. The main article title is 'Global scientific output doubles every nine years', which is highlighted with a red rectangular border. Below the title, the date '07 May 2014' is highlighted with a green rectangular border, followed by '16:46 GMT | Posted by Richard Van Noorden | Category: Policy, Publishing'. The article text begins with 'It's a common complaint among academics: today's researchers are publishing too much, too fast. But just'.

newsblog
Nature brings you breaking news from the world of science

News & Comment > News blog Archive > Post

Previous post
[Climate change is present danger, US warns](#)

Next post
[German research agencies condemn animal-rights attack on neuroscientist](#)

NEWS BLOG

Global scientific output doubles every nine years

07 May 2014 16:46 GMT | Posted by [Richard Van Noorden](#) | Category: [Policy](#), [Publishing](#)

It's a common complaint among academics: today's researchers are publishing too much, too fast. But just

Why are we here?



XXV
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E TECNOLOGICA

CATANIA
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Aprile 2016

la scienza
incontra la città

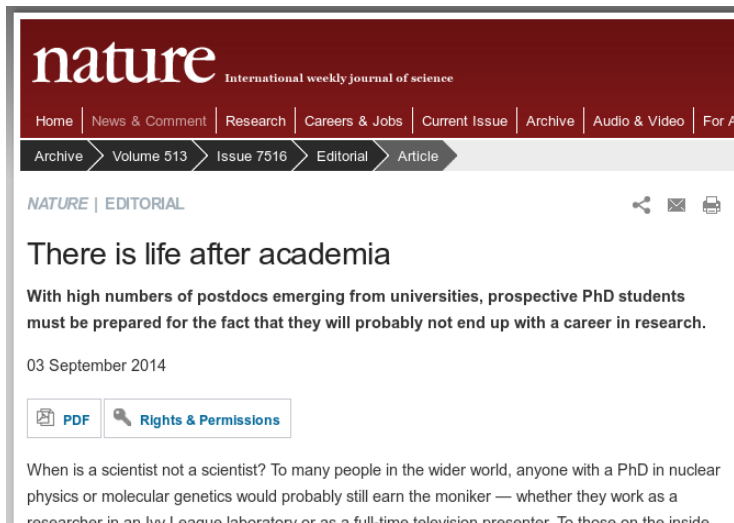
acceleriamo la conoscenza

VISITE GUIDATE
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Why are we here?



nature International weekly journal of science

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Archive > Volume 513 > Issue 7516 > Editorial > Article

NATURE | EDITORIAL

There is life after academia

With high numbers of postdocs emerging from universities, prospective PhD students must be prepared for the fact that they will probably not end up with a career in research.

03 September 2014

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When is a scientist not a scientist? To many people in the wider world, anyone with a PhD in nuclear physics or molecular genetics would probably still earn the moniker — whether they work as a researcher in an Ivy League laboratory or as a full-time television presenter. To those on the inside

Bad news ...

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Bad news ...

No Pain

No Gain

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Bad news ...

■ 18 minutes

▲ 8 seconds

◆ 3 ± 1

★ 47%

♠ beginning/end

♣ 1:40

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Bad news ...

■ 18 minutes

▲ 8 seconds

◆ 3 ± 1

★ 47%

♠ beginning/end

♣ 1:40

■ Attention span

▲ Time to “read” a slide

◆ No. of things people remember

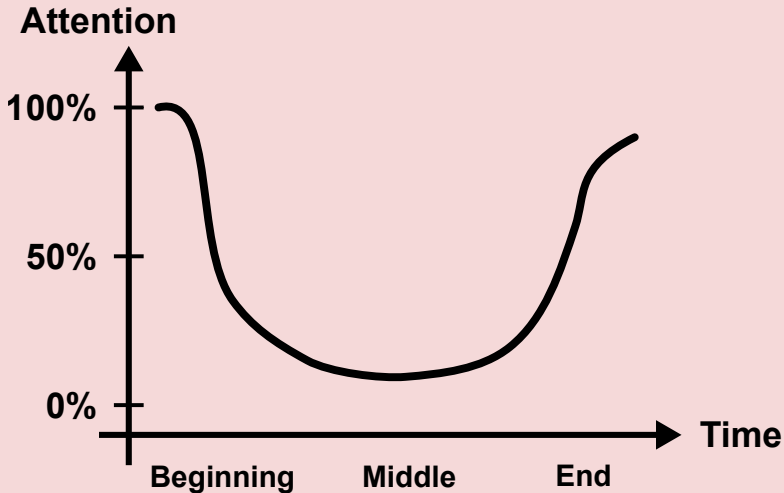
★ % of recall after 24h

♠ The only things that people remember

♣ Ratio time of delivery vs. time of preparation

Bad news ...

Enemy No. 1



JAEWIK

Bad news ...

Enemy No. 2

So what? (Embé?)

What are we going to talk about?

- A (very) brief introduction.
- ★ Part 1: Preparing your presentation.
- ★ Part 2: Structuring your contents.
- ★ Part 3: Delivering your presentation.
 - Take home messages
 - Questions

Part I

Preparing your presentation

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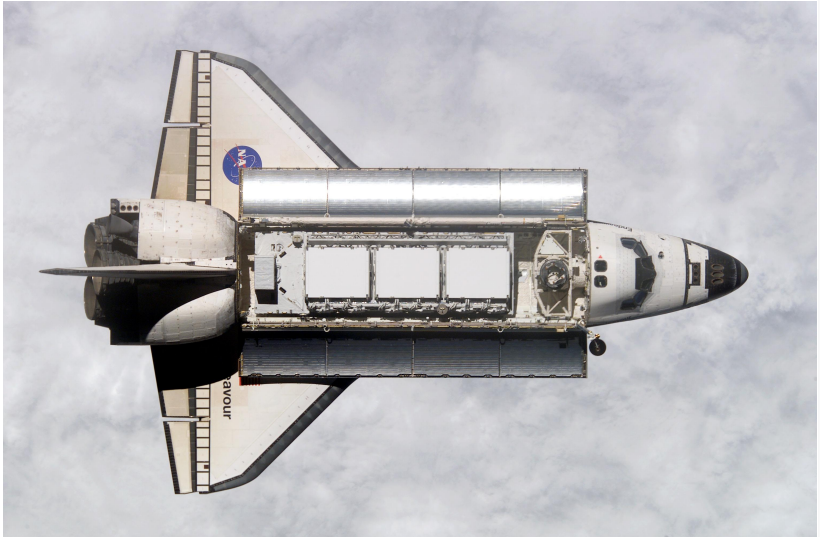
Pre-processing phase

- Gathering of materials.
- Collect spare ideas.

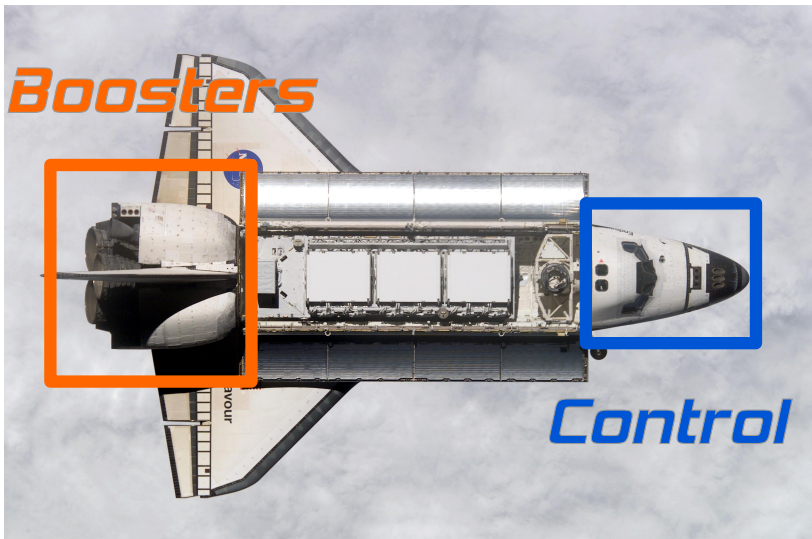


Audience/Environment

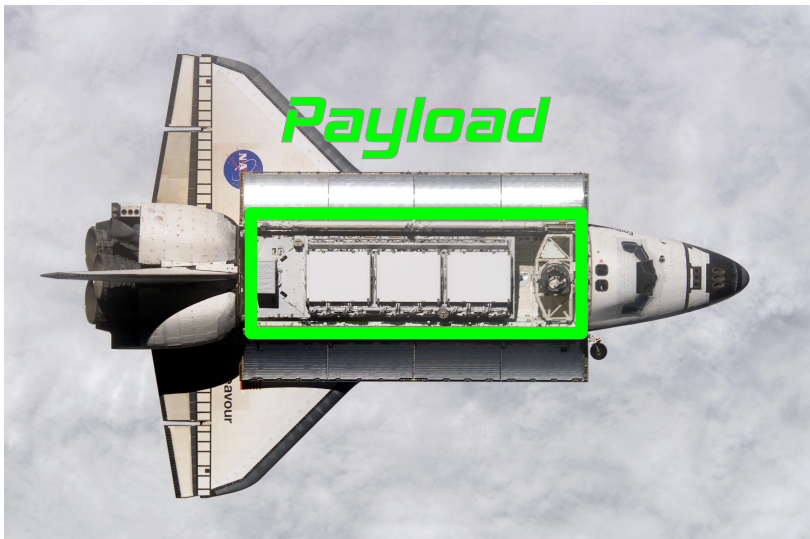
- Persona
- Environment
- Time (for real)



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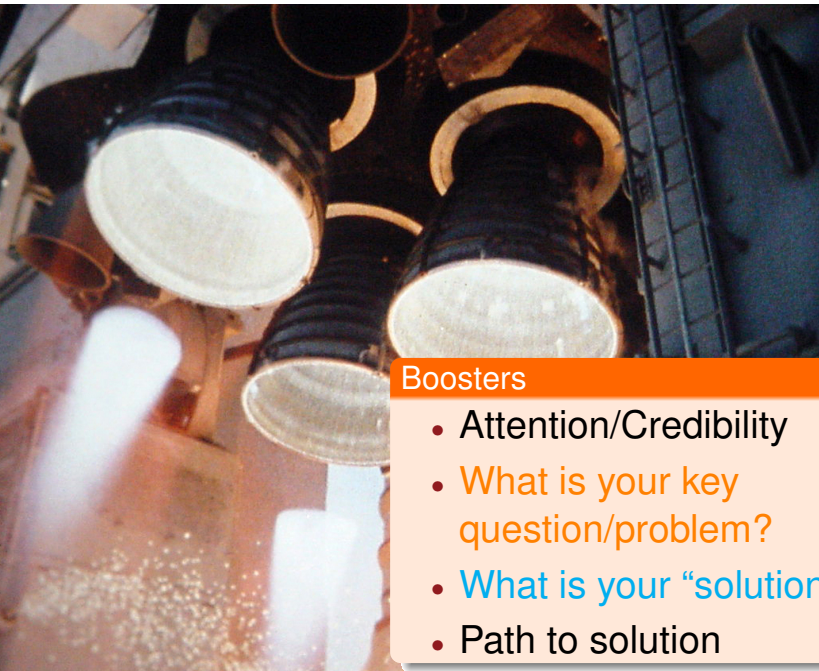


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“There are two golden rules for an orchestra: start together and finish together. The public doesn’t give a damn what goes on in between.” *Sir Thomas Beecham*



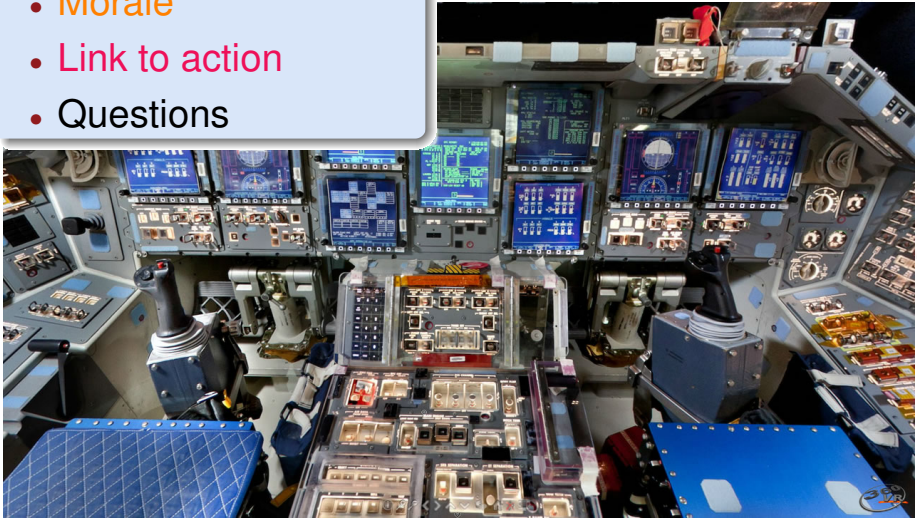
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Boosters

- Attention/Credibility
- What is your key question/problem?
- What is your “solution”?
- Path to solution

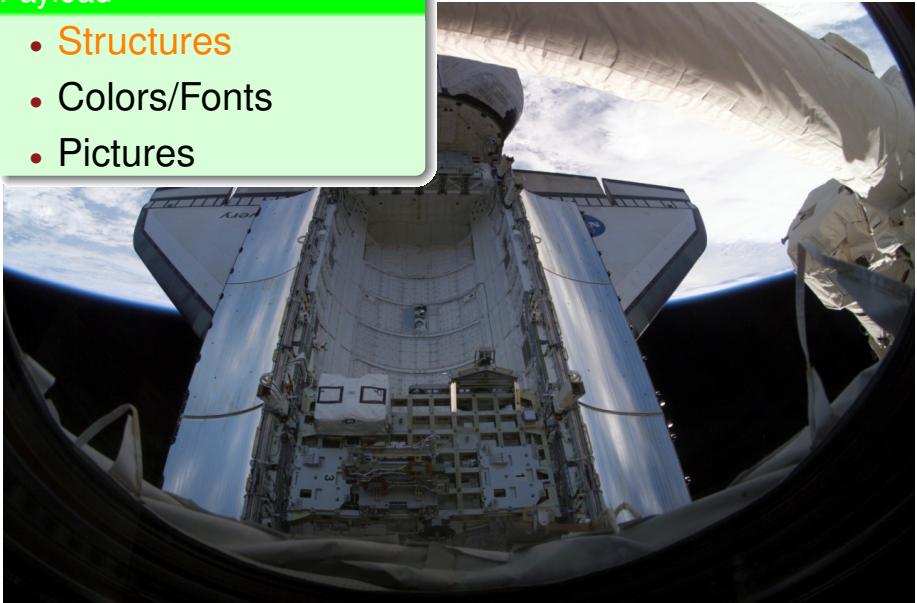
Control

- Morale
- Link to action
- Questions



Payload

- Structures
- Colors/Fonts
- Pictures



Part II

Structuring your contents

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Possible structures



Goal

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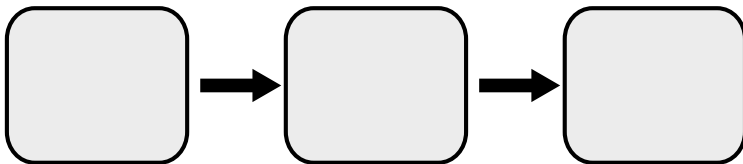
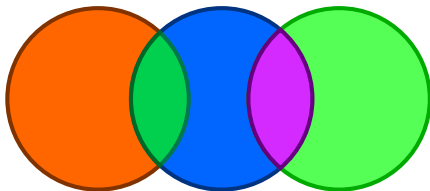
Possible structures

Set 1

Set 2

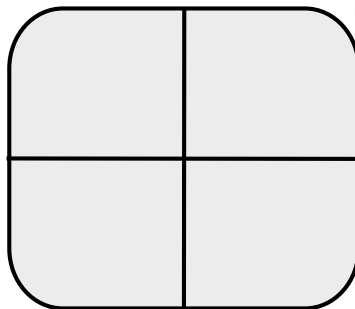
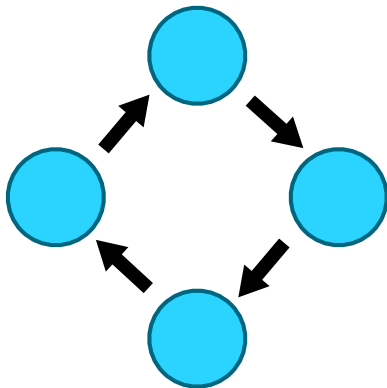
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Possible structures



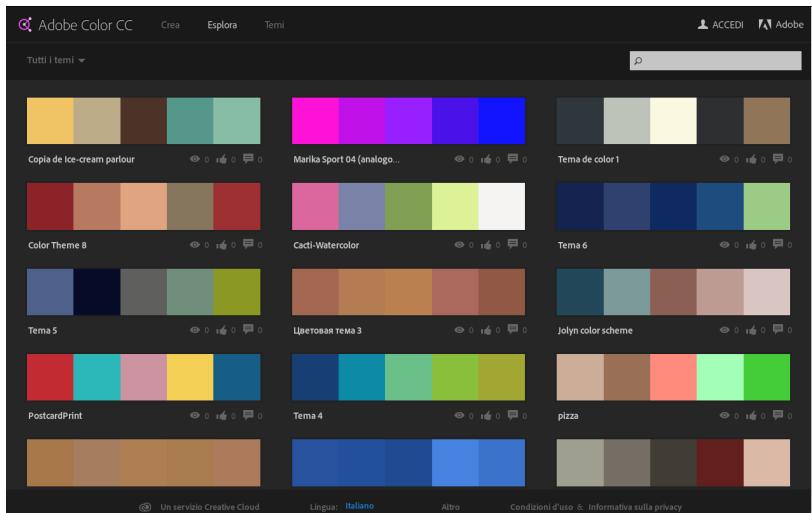
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Possible structures




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Colors & Fonts



<https://color.adobe.com/it/explore/newest/>

Colors & Fonts


TYPETESTER

Test and compare more than 2800 typefaces · Preview our new, more powerful typography editor

Baseline grid (px)
INSPIRATION GALLERY
RESET TYPETESTER

Select a typeface
 Typekit fonts — try here, [register to use at Typekit](#)
 Vera Sans

Font size (em)
 1

Font weight
 400 Norm

Font style
 regular

Line height (em)
 1.5

Letter spacing (em)
 0

Word spacing (em)
 0

Text transform
 none

Text align
 left

Text decoration
 none

Text color
 #444

Background color
 #fff

Copy to
 CSS 2 3

Select a typeface
 Typekit fonts — try here, [register to use at Typekit](#)
 Times New Roman

Font size (em)
 1

Font weight
 400 Norm

Font style
 regular

Line height (em)
 1.5

Letter spacing (em)
 0

Word spacing (em)
 0

Text transform
 none

Text align
 left

Text decoration
 none

Text color
 #444

Background color
 #fff

Copy to
 1 CSS 3

Select a typeface
 Typekit fonts — try here, [register to use at Typekit](#)
 Comic Sans MS

Font size (em)
 1

Font weight
 400 Norm

Font style
 regular

Line height (em)
 1.5

Letter spacing (em)
 0

Word spacing (em)
 0

Text transform
 none

Text align
 left

Text decoration
 none

Text color
 #444

Background color
 #fff

Copy to
 1 2 CSS

Adobe Edge Web Fonts

Click on any paragraph to edit the text, using the above panel to select new typefaces and adjust typographic settings. • The quick brown fox jumps over the lazy dog. Foxy parsons quiz and cajole the lovably dim wiki-girl. Watch "Jeopardy!", Alex Trebek's fun TV quiz game. How razorback-jumping frogs can level six piqued gymnasts! All questions asked by five watched experts — amaze the judge.

Web Safe fonts

Click on any paragraph to edit the text, using the above panel to select new typefaces and adjust typographic settings. • The quick brown fox jumps over the lazy dog. Foxy parsons quiz and cajole the lovably dim wiki-girl. Watch "Jeopardy!", Alex Trebek's fun TV quiz game. How razorback-jumping frogs can level six piqued gymnasts! All questions asked by five watched experts — amaze the judge.

Web Safe fonts

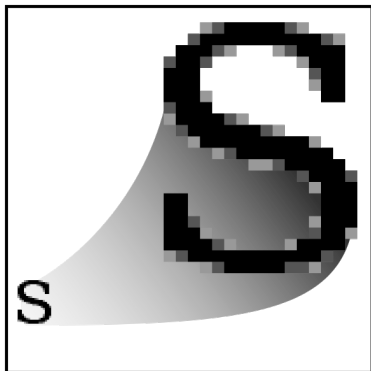
Click on any paragraph to edit the text, using the above panel to select new typefaces and adjust typographic settings. • The quick brown fox jumps over the lazy dog. Foxy parsons quiz and cajole the lovably dim wiki-girl. Watch "Jeopardy!", Alex Trebek's fun TV quiz game. How razorback-jumping frogs can level six piqued gymnasts! All questions asked by five watched experts — amaze the judge.

<https://www.type tester.org/>

Figures

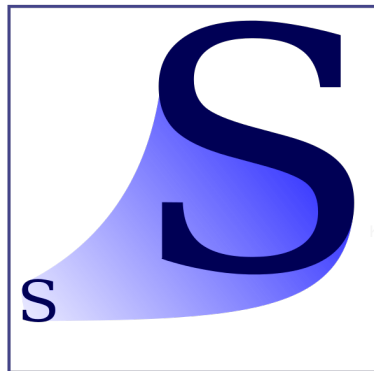
“A picture is worth a thousand words”

Figures



Raster

.jpeg .gif .png



Vector

.svg

Figures



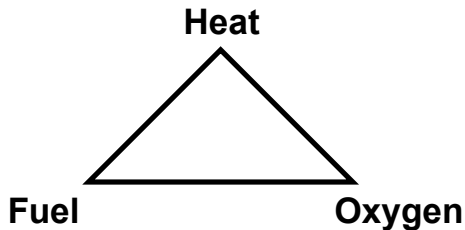
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Part III

Delivering your presentation

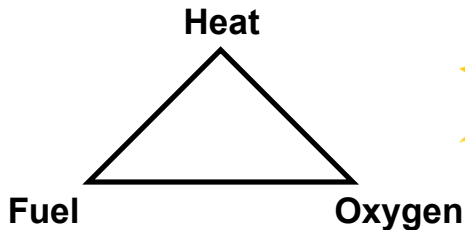
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Delivering



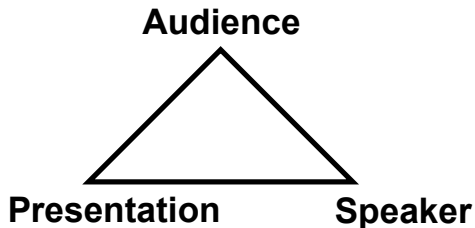
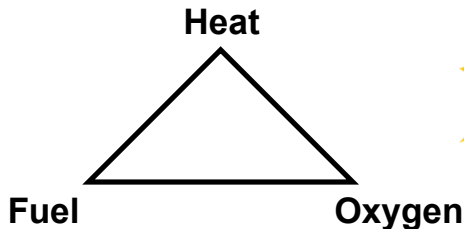
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Delivering

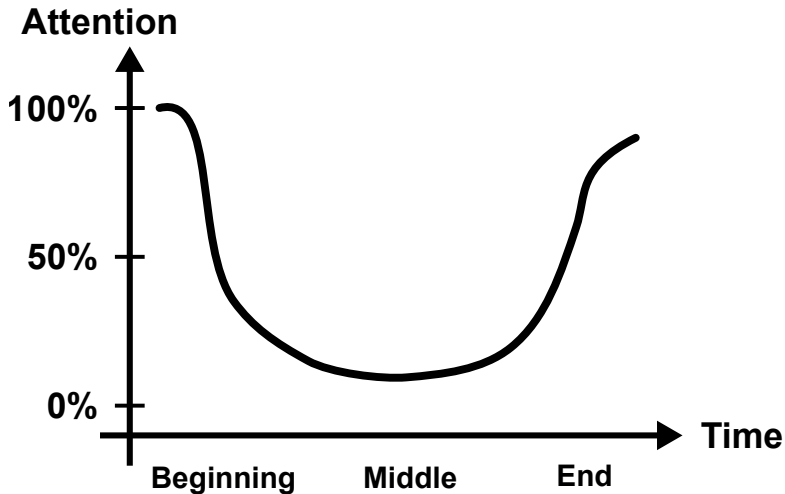


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Delivering



Delivering



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Opening & Closure

Dos

- Make a question
- Shock/Bad news
- Make a promise
- Tell a story/some facts
- Quote someone known to the audience

Don'ts:

- Use a joke (be careful)
- Apologize
- Jump-in

Opening & Closure

Dos

- Summarize
- Use the rule of three
- Use a circular closure
- Future developments
- “Drive” questions

Don'ts:

- Overshoot the time you promised to use to conclude
- Throw new piece of information
- Say anything complex

Body language & Voice

Question:

Body Language
Voice
Words

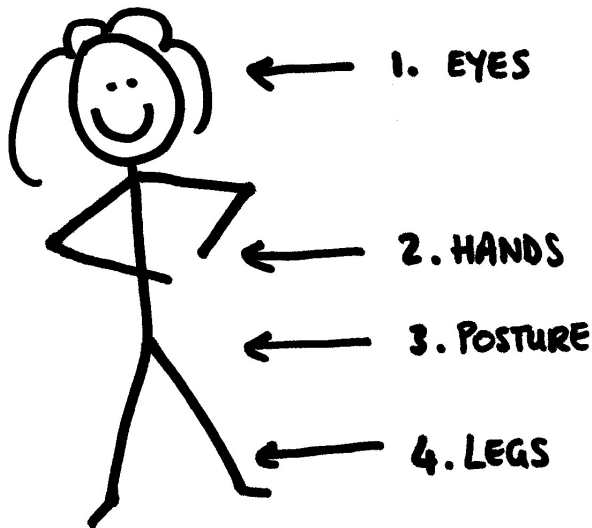
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Body language & Voice

Question:

Body Language	55%
Voice	38%
Words	7%

Body language & Voice



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Body language & Voice

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Body language & Voice



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Part IV

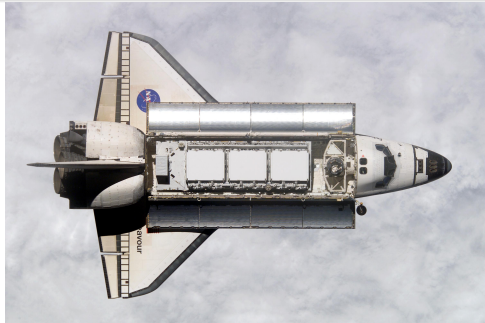
Take home messages

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Summing up ...

Take home messages

- We have seen how to **prepare** our presentation in a more effective way.



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Summing up ...

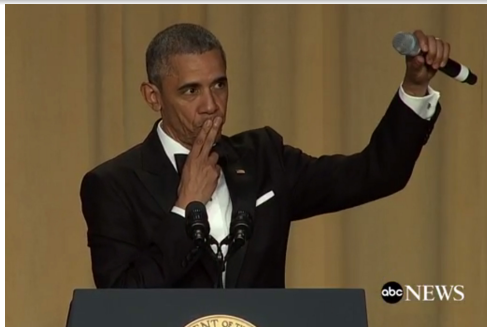
Take home messages

- We have seen how to **prepare** our presentation in a more effective way.
- We have seen how to **structure** your contents.

Summing up ...

Take home messages

- We have seen how to **prepare** our presentation in a more effective way.
- We have seen how to **structure** your contents.
- We have seen how to **deliver** a presentation and the importance of good opening and closure.



*If you know the enemy and know yourself,
you need not fear the result of a hundred battles.*

*If you know yourself but not the enemy,
for every victory gained you will also suffer a defeat.*

*If you know neither the enemy nor yourself,
you will succumb in every battle.*

(Sun Tzu - The art of war)



“Only the audience get to decide whether your presentation was a success or a failure. If you thought you were poor but the audience thought you were great – then you were great. If you thought you did well but the audience thought you sucked – then you sucked!” *Anonymous*

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-  <https://www.type tester.org/>
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<http://journals.plos.org/ploscompbiol/article?id=10.1371/journal.pcbi.1003833>