Motivation

IAN USES A POPULAR METHOD TO OVERCOME HIS FEAR OF PUBLIC SPEAKING.
More motivation

https://www.youtube.com/watch?v=meBXuTIPJQk&list=WL&index=21&t=0s

we’ll watch the first 15 minutes or so, but I encourage you to watch the rest later (or listen while you’re researching?)
Objectives

By the end of this lecture, you will be able to:

- Plan your presentation by adapting to your audience & environment.
- Design and create a clear presentation.
- Deliver an effective technical presentation.
Effective communication is about getting the message across.

information → message
Effective communication is about getting the message across.

- **what?**
- **so what?**

**information** → **message**
Effective communication is a constrained optimization problem.

Get your audience to:

- pay attention to
- understand
- be able to act upon

\[
x = \arg \max_{x \in \text{tools}} m(x) \quad \text{s.t.} \quad c(x)
\]

a maximum of message(s), subject to constraints
Remember the three laws?
Remember the three laws?

1. Adapt to your audience
2. Maximize signal-to-noise ratio
3. Use effective redundancy
Answer the five planning questions.

Who: identify your audience
Why: identify the purpose of your talk
What: identify the content of your talk
When: time constraints?
Where: space constraints?
Design your presentation with your audience in mind.

Attention getter
Need
Task
Main message
Preview

Point 1
Transition
Point 2
Transition

Review
Conclusion
Close
Convey one message on each slide.

Main message

Main points

Subpoints
First Act

Job Interview

6. Kill the Batman

Christopher Nolan et al.  The Dark Knight  00:31:32/2:21:46
Use effective redundancy when delivering your presentation.

Verbal delivery
Memorize outline but not wording.
Eradicate filler words.

Vocal delivery
Adjust tone, rate, volume.

Visual delivery
Project confidence by controlling your body.
Answer questions calmly and confidently.

- Listen to the whole question.
- Repeat, rephrase the question (start with something like "good question").
- Think (pause) to construct an answer.
- Answer the whole audience.
Answer questions calmly and confidently.

- Listen to the whole question.
- Repeat, rephrase the question (start with something like "good question").
- Think (pause) to construct an answer.
- Answer the whole audience.

be honest and stay calm!
Some final tips: practice, practice, practice!

- please don’t read your script!
- use a sans serif font!
- use a dark (black) text on light (white) background!
- check spelling and grammar!
- test your presentation out!
Summary

• We’re trying to get a message across.
• Remember the three laws:
  1. Adapt to your audience
  2. Maximize signal-to-noise ratio
  3. Use effective redundancy
• Plan your presentation by adapting to your audience & environment.
• Convey one message on each slide (and make sure that message is clear).
• Practice, practice, practice!
• Deliver the presentation with confidence :)

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Further information

*Trees, maps and theorems* by Jean Luc-Doumont (foundation for a lot of these notes)

*Creating effective slides* (watch)