

# 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?!*

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### The SNUG Support Group



- 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 logic gates. The top two gates are labeled '1' and '0', and the bottom one is labeled '??'. The text 'Invalid data propagated throughout the design' points to the 'bdat1' signal line. A callout box points to the '??' gate with the text 'The John Cooley ESNUG effect'. Another callout box explains this as 'Translation: the propagation of unwanted information! (Just kidding, John! ;-)'.

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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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