

## Some basic tips for effective (scientific) presentations



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Make and use a **presentation plan**: 80% preparation and 20% actual presentation!

Your (powerpoint) slideshow is a **presentation aid** to support the story you want to tell.

Use **key words** on your slides; no extensive text, no sentences.

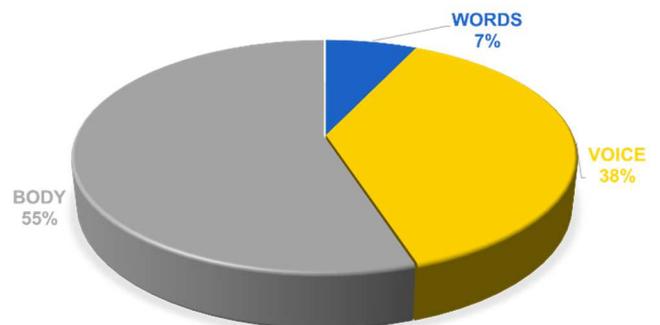
Use a clear **structure** throughout the presentation: you have to guide your audience through the story.

You will be mainly judged on your **nonverbal communication** (93%).

**The way you present** and get the story across defines the **success of your presentation**.

Pay attention to your **appearance** and your **language**.

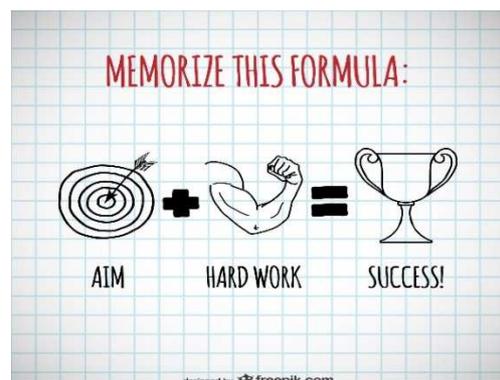
It is all about **your story**. Make sure it is a good one!



**SIX key issues** to focus on when you speech in public:

1. Supporting **gestures** - pose
2. **Eye contact** with the audience
3. **Rhythm & silence**: variation, pace and pause
4. **Surprise**
5. **Tone & volume**
6. **Original** point of view

**REHEARSE**  
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This **checklist** supports you while preparing for a presentation.

There are also the criteria by which you can be assessed when giving a (scientific) presentation



## Criteria by which you can be assessed when giving a presentation

Use the list below to assess yourself **BEFORE** you give your presentation.

The lecturer will give a score, based on the following scale:

**5= excellent 4= very good 3= good, ok 2= can be improved 1= unsatisfactory**

Use this score as a starting point for your next presentation!

### STRUCTURE

Structure of the presentation: story line (introduction, methodology, results, conclusions)

Introduction: a well-defined subject, clear and correct problem definition, clear research question(s)

Core argument: clarifying the subject, adapted to the audience

Closure: clear and briefly

Good time management: planning, within the set time frame

Good balance between key and side-issues

Consistency between problem definition, methodology, results and conclusion(s)

### CONTENT

Subject and objective: ensure the message gets across

Concepts, ideas, models, etc. are logically formulated

Illustrations: usage of examples, tables and figures

Constructively critical: analyzing the topic, originality, creativity, original point of view

Correct referencing of the sources

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<b>PRESENTATION TECHNIQUES</b>	
Language: speaking ability, phrasing, no stopgaps/fillers, audibility	
Voice: articulation, intonation, speaking pace (timing pauses)	
Attitude: enthusiasm, relaxed, self-assured, use of space	
Contact with the audience: eye contact, questions, interaction, discussion	