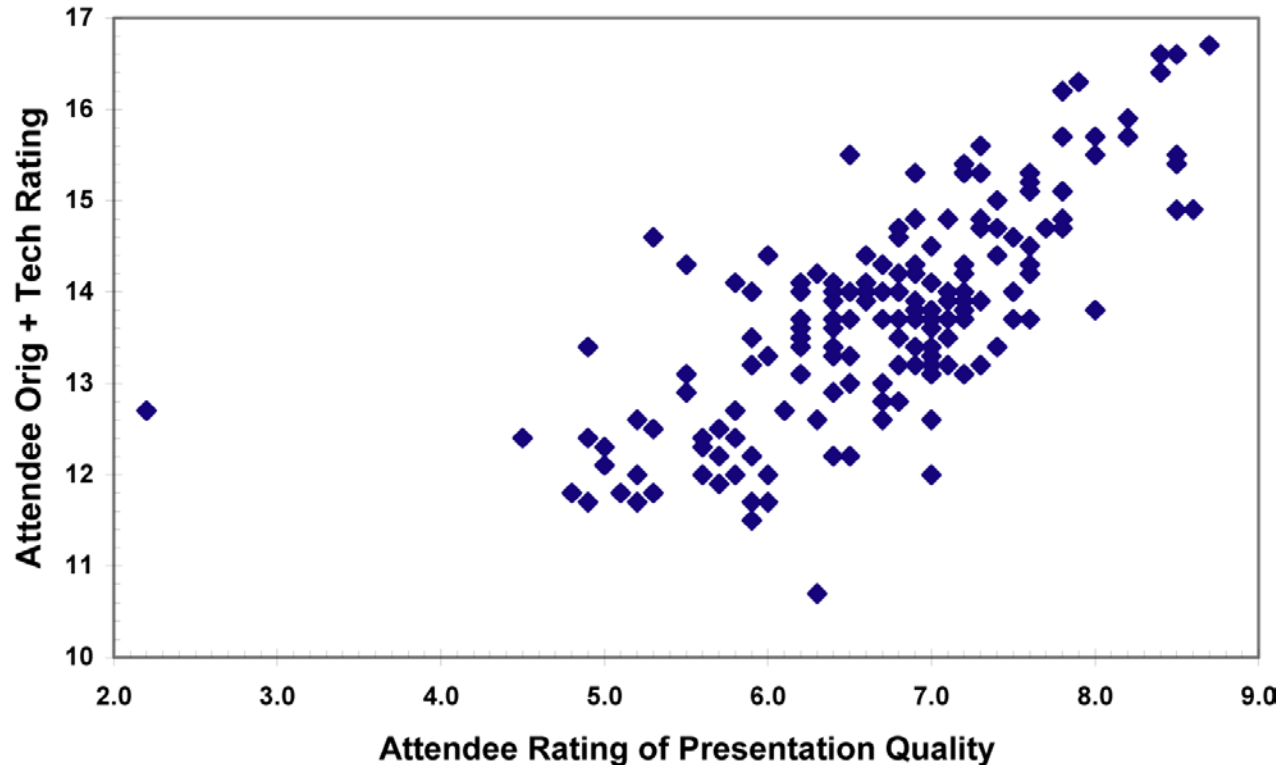


Giving Great Technical Talks

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Why Giving Good Talks is Important



- ISSCC audience ratings show that perceived **technical content** and **originality** correlates very well with **presentation quality!**

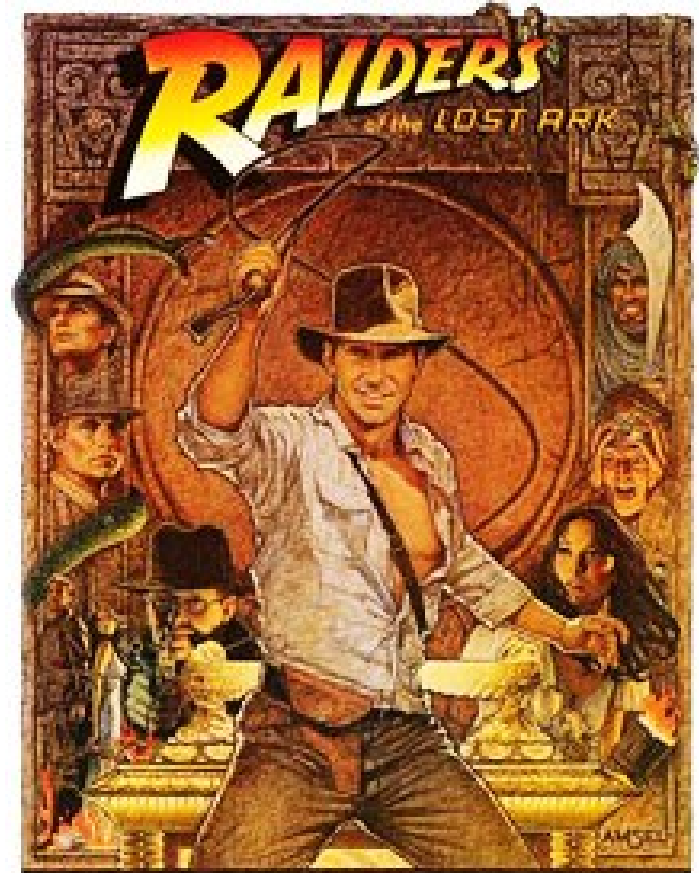
Great Technical Talks

- Are like adventure films
- They have a beginning (the problem)
- And an end (your solution)

- There is a hero (you!)
- But also bad guys (scientific challenges)
- And previous heroes (prior art) who didn't quite succeed

- Finally, there is a worthwhile goal (the Ark of the Covenant)

The Return of the Great Adventure.



Your Goals

Make your audience **care** about your work

- Explain its relevance and importance
- Explain the major challenge/question
- Explain the significance of what has been achieved
⇒ benchmarking, benchmarking, benchmarking
- Convey your excitement about your work
- Note: your goal is NOT to impress your audience!

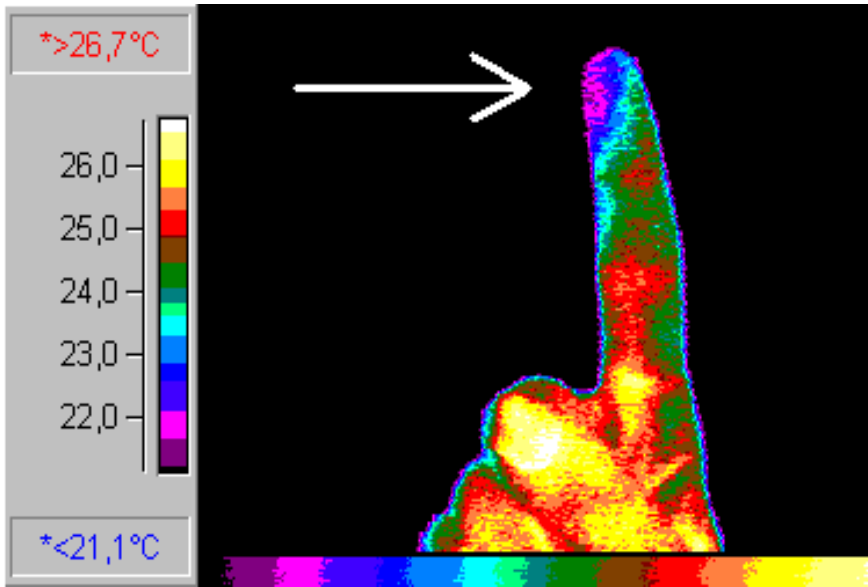
Preparation Tips

- Take the time to understand your audience
- Before diving into PowerPoint, define your main message and develop a story-line (not more than 1 or 2 ideas per slide)
- Plan for roughly one slide per minute

- A picture is worth more than a thousand words (or lots of maths)!
- Use bullet points instead of sentences
- KISS \Rightarrow If you don't talk about it, don't show it!
- Be consistent everywhere: if it's called a crocodile on slide 3, don't call it an alligator on slide 5

- Don't go over time \Rightarrow Practice your talk!
- Have some back-up slides to answer "obvious" questions

Use Metaphors ...



- (Michiel's) finger in the wind = thermal wind sensor
- Go from the **known** to the **unknown**

Presentation Tips

- Test all animations, movies etc beforehand!
- Test all equipment (pointer, computer, microphone) beforehand!

- Introduce yourself and the title of the talk
- If you're nervous, memorize your opening sentences
- For a short (< 15 min) talk, skip the traditional outline
- Connect with your slides \Rightarrow use some kind of pointer
- When showing a graph, **begin** by describing the axes

- Project your voice (speak to the back of the room)
- Connect with your audience: make eye contact, smile, make jokes

Common Mistakes

- Not enough introduction
- Not enough introduction
- Not looking at your audience
- Going into too much technical detail
- Presenting too many (chemical) equations
- Rushing through too many slides
- Using too many PowerPoint effects
- Taking more than the allotted time
- Making grammatical and spelling mistakes
- No benchmarking, no awareness of prior art
- Omitting slide numbers
- Introducing new points in the conclusions
- Becoming defensive or evasive during the Q & A

Summary

- Your goal is to make your audience **care** about **your** work

So you must clearly explain

- Why its worth doing \Rightarrow relevance and importance
- What the goal is \Rightarrow research question(s), target specification
- How you did it \Rightarrow research plan, design methodology
- The significance of your result \Rightarrow benchmarking

And show them that **you** care

- Its not rocket science! **You** can do it too!

