HISTORY OF EU INTEGRATION
PRESENTATION GUIDELINES

Philipp Kneis, M.A., Summer 2009

2 Text Interpretation

Text Interpretation

□ Questions:

    ◘ What is it about?

    ◘ Who wrote it and why?

    ◘ How is it written?

    ◘ Why is it important?

    (the questions need not be answered in that order or that directly --- but these issues should be addressed)

Text Interpretation

- Introduce the text:
    - who is the author?
    - what is the context?
    - what does it say?
    - how was it perceived? what has it achieved?
    - own evaluations

Presentation Rules

Presentation Rules

- CONTENT
  - The presentation is not about you.
  - It is about the content.

Presentation Rules

□ STRUCTURE

  ▪ You are *communicating*, not talking at somebody.

  ▪ Make sure you do everything to get your message accross in the short time you have.

  ▪ Tell them what you're about to tell them.

  ▪ Tell them.

  ▪ Tell them what you've just told them.

  ▪ Intelligent redundancy is good.

  ▪ Patronizing is bad.

Presentation Rules

- MODES OF PRESENTING
  - Do what you feel is most comfortable to you.
  - Reading out a written text:
    - pro: safety, you tend to forget less, you can formulate better
    - contra: inflexible, less communicative
  - Speaking freely (without notes):
    - pro: flexible, can adapt to audience quickly, communicative
    - contra: needs experience, you may forget things, imperfect formulations
  - Speaking freely with notes
    - best of both worlds
    - you may even write an introduction & a closing to read out

Presentation Rules

□ TIME

  ■ Time yourself. You have limited time allotted. Test out your presentation beforehand; then add 2-3 minutes. You will always take longer than planned.

  ■ Provide a handout collating your most important findings, central quotes, a bibliography, and your contact information. If you forget to say something important in the presentation, it'll be there.

Presentation Rules

- TECHNOLOGY
  - Use technology only if necessary.
  - Only use technology that you know how to handle.
  - Be sure to have reliable equipment. If possible, bring your own computer. Apple computer owners: bring an adapter cable for VGA.
  - Make backups of your presentation.
    Make a backup of the backup.
  - Be only as fancy as absolutely necessary. Anything flashy that distracts from your message can go.
  - Be prepared for tech to break down.

Presentation Rules

- ATTIRE

  - Look professional.

  - This is work, it should look like that.

  - Respect your audience.

  - There will always be a question from the audience you won't like. Be cordial. Admit if you don't know something, promise to get back with more information.

  - "Never answer the question that is asked of you. Answer the question that you wish had been asked of you." (Robert S. McNamara, *The Fog of War*, 87:11-87:19)

Presentation Rules

□ MURPHY'S LAW

   ◘ Nothing is as easy as it seems.
     Everything takes longer than expected.
     And if something can go wrong it will,
     at the worst possible moment.

   ◘ Well, hopefully not. But be prepared anyway.

   ◘ Good luck!