

TRANSATLANTIC PRACTICE PRESENTATION GUIDELINES

Philipp Kneis, M.A., Winter 2009/10

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Presentation Rules

Presentation Rules

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□ CONTENT

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

Presentation Rules

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□ STRUCTURE

- You are *communicating*, not talking at somebody.
- Make sure you do everything to get your message across 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

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□ 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

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□ 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

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□ 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

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□ 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

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□ GROUP BEHAVIOR

- Make sure you are adequately represented.
Distribute both preparatory work and the actual presenting equally.

- Meet before you present and test your presentation.

Presentation Rules

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□ 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!