

# Effective Presentations: A Primer

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# Presenting

- **Why you are presenting**
  - To be seen – no!
  - To impress – no!
  - To COMMUNICATE!
- **Know your audience**



# Colors to Use

- **Backgrounds**
  - **Cool colors**
    - **Dark greens, grays, blues, black, purple**
- **Text and Graphics**
  - **Warm colors**
    - **Light oranges, yellows and white**



**Red and Green**

# Fonts

- **CAPITALIZE ONLY WHEN NECESSARY**
- **Avoid shading/Avoid shading**



# Fonts

- Do not use a complicated font

AaBbCcDdEeFfGgHhIi  
JjKkLlMmNnOoPpQqRr  
SsTtUuVvWwXxYyZz  
1234567890

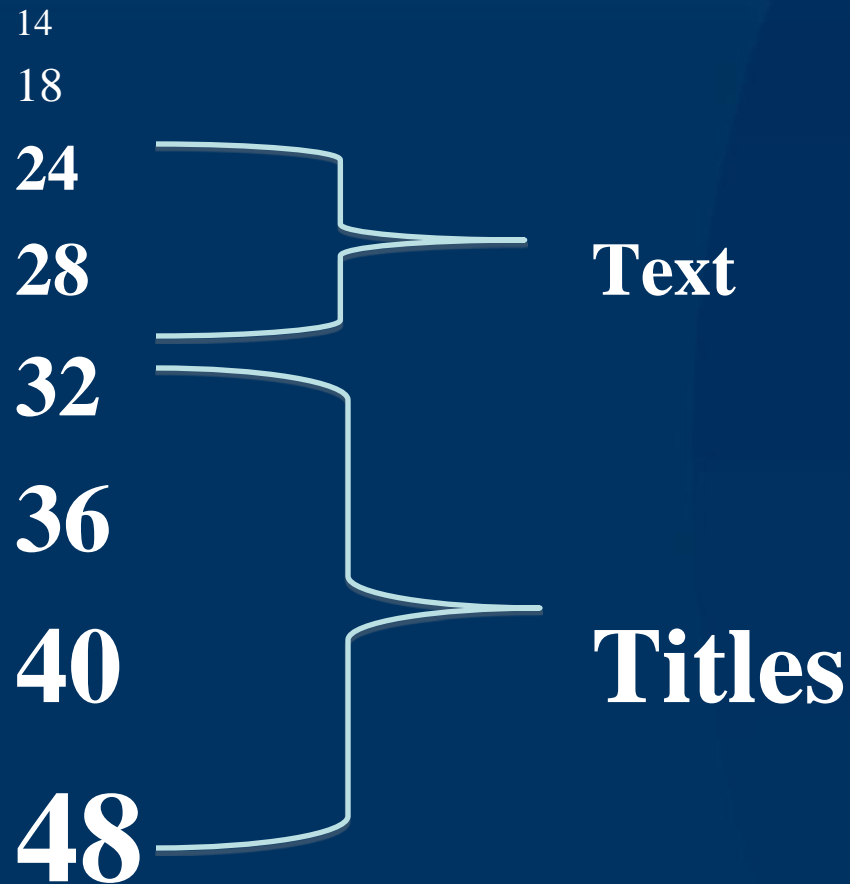
Medieval/Renaissance

A B C D E F  
G H I J K L M  
N O P Q R S T  
U V W X Y Z



# Fonts

If you use a small font, your audience won't be able to read what you have written



# Bullets

- **Bullet too small**
- **Bullet too large**
- ✧ **Bullet graphic too thin**
- **Bullet too far from text**
- **Bullet correctly placed**





**Don't put so much text on the screen that the font size is so small that the people can't read your information. Also if you put a lot of text on the slide, People will be reading the slide instead of listening to the speaker just as You're Doing Right Now. See what I mean? What did I say just now? Were you reading or listening to me? You may think people are listening to you, but they are trying to read the information fast before you flip to the next slide and then they don't get Either what is on the slide or What you have said. If you do this with most of your slides, people will stop trying to read or hear what you are saying and will either daydream or leave. So, limit the number of words on a slide to 25 or so.**



# The legislative clarification in H.R. 872 is necessary because:

- The Courts have blurred the line that once clearly delineated the regulatory responsibilities of the CWA and FIFRA.
- Mosquito Abatement and Vector Control agencies are now threatened with lawsuits if we do not have an NPDES permit. Even one such lawsuit would devastate our resources and cripple our ability to protect public health.
- NPDES permits are intended to regulate commercial wastes deposited directly in waterways and, therefore, they do not fit our operations. In addition, they carry high costs that have the potential to overwhelm our limited resources.
- Individual Mosquito and Vector Control agencies in California make tens of thousands of applications with environmentally friendly public health pesticides each year. If even 10 percent of these applications were required to be monitored, at a cost of about \$1,000 per assay, the yearly cost for just one such agency would be in the millions of dollars.
- The State Water Resources Control Board in California announced at a hearing on March 1, 2011 that the cost of the permit will be between \$200,000 and \$600,000 per discharger.
- Mosquito and Vector Control agencies across the Country will be affected. The American Mosquito Control Association estimates the first year cost nationwide will be \$24,730,872 to \$95,450,872 for mosquito control agencies alone. The amount would go up exponentially if you add in all the other entities affected by this new regulation.
- The EPA's first year estimate of total cost for implementation was \$563,400 nationwide. That figure would be exceeded by the actual costs incurred for just one of the over sixty mosquito control agencies in California.
- These costs exceed the funding capacities of our agencies and would divert resources away from protecting the public from mosquito-borne diseases. This will have a profound impact on the health and welfare of women, children and minorities, who are often disproportionately affected by disease.
- There are numerous mosquito and vector-borne diseases present in California and the United States, and mosquito control agencies are the front line of defense. For example since 2003 in California there have been 3,213 known human infections of West Nile virus, with 100 fatalities; while in the entire U.S. there have been 30,676 cases and 1,202 deaths since 1999.

The additional regulation of an NPDES permit, even with the required monitoring, will not accomplish any further protection of the environment, because the protections are already built into FIFRA regulation.



# Amount of Information

- **Keep important information at top**
- **One key message per slide**
  - **3 key supporting points per message**
  - **Condense content – 6 words per bullet**
  - **Eliminate articles**

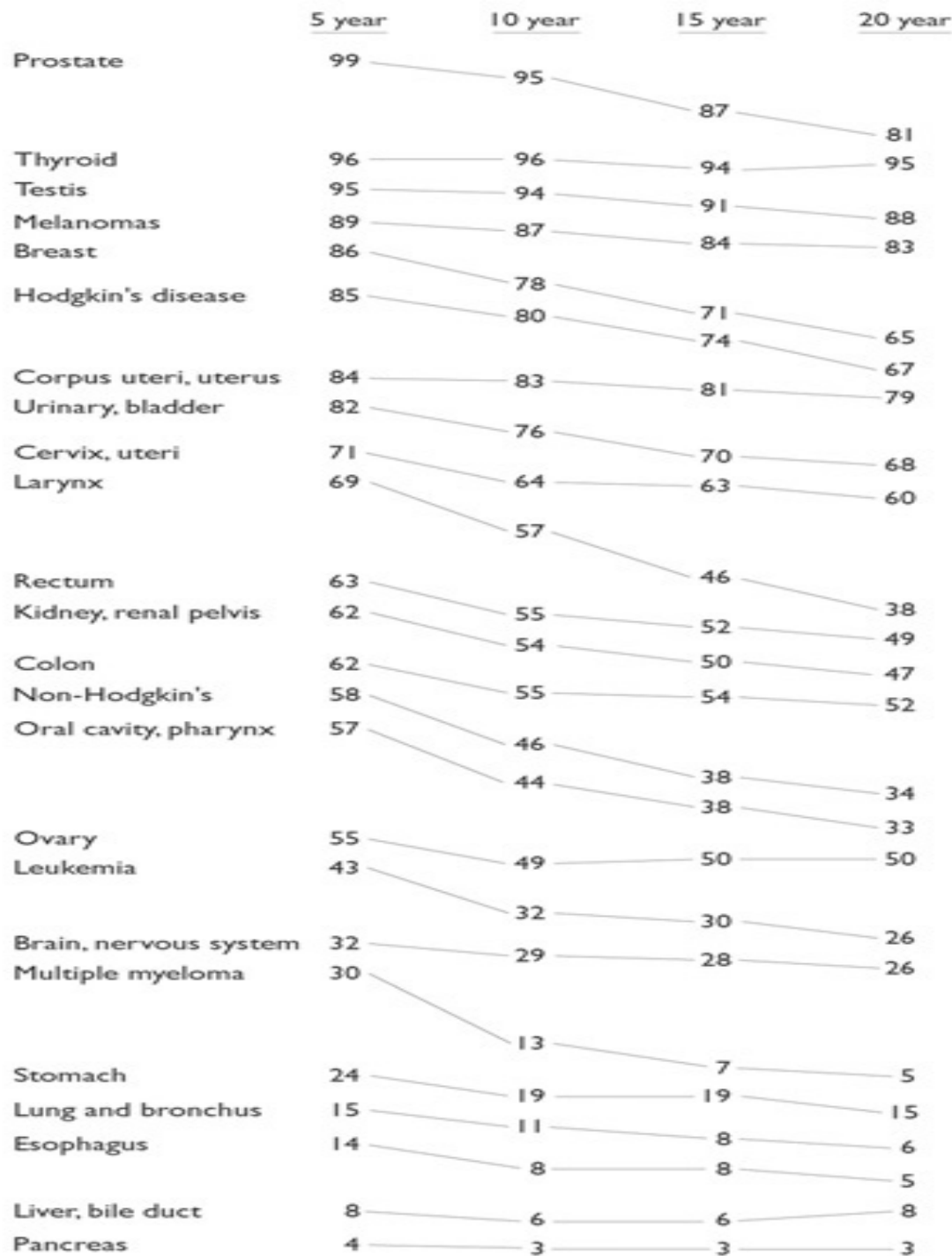


# Tables – Too Intricate

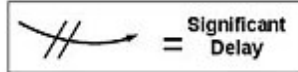
	Relative survival rate, % (SE)			
	5 years	10 years	15 years	20 years
<b>Cancer site</b>				
Oral cavity and pharynx	56.7 (1.3)	44.2 (1.4)	37.5 (1.6)	33.0 (1.8)
Oesophagus	14.2 (1.4)	7.9 (1.3)	7.7 (1.6)	5.4 (2.0)
Stomach	23.8 (1.3)	19.4 (1.4)	19.0 (1.7)	14.9 (1.9)
Colon	61.7 (0.8)	55.4 (1.0)	53.9 (1.2)	52.3 (1.6)
Rectum	62.6 (1.2)	55.2 (1.4)	51.8 (1.8)	49.2 (2.3)
Liver and intrahepatic bile duct	7.5 (1.1)	5.8 (1.2)	6.3 (1.5)	7.6 (2.0)
Pancreas	4.0 (0.5)	3.0 (0.5)	2.7 (0.6)	2.7 (0.8)
Larynx	68.8 (2.1)	56.7 (2.5)	45.8 (2.8)	37.8 (3.1)
Lung and bronchus	15.0 (0.4)	10.6 (0.4)	8.1 (0.4)	6.5 (0.4)
Melanomas	89.0 (0.8)	86.7 (1.1)	83.5 (1.5)	82.8 (1.9)
Breast	86.4 (0.4)	78.3 (0.6)	71.3 (0.7)	65.0 (1.0)
Cervix uteri	70.5 (1.6)	64.1 (1.8)	62.8 (2.1)	60.0 (2.4)
Corpus uteri and uterus, NOS	84.3 (1.0)	83.2 (1.3)	80.8 (1.7)	79.2 (2.0)
Ovary	55.0 (1.3)	49.3 (1.6)	49.9 (1.9)	49.6 (2.4)
Prostate	98.8 (0.4)	95.2 (0.9)	87.1 (1.7)	81.1 (3.0)
Testis	94.7 (1.1)	94.0 (1.3)	91.1 (1.8)	88.2 (2.3)
Urinary bladder	82.1 (1.0)	76.2 (1.4)	70.3 (1.9)	67.9 (2.4)
Kidney and renal pelvis	61.8 (1.3)	54.4 (1.6)	49.8 (2.0)	47.3 (2.6)
Brain and other nervous system	32.0 (1.4)	29.2 (1.5)	27.6 (1.6)	26.1 (1.9)
Thyroid	96.0 (0.8)	95.8 (1.2)	94.0 (1.6)	95.4 (2.1)
Hodgkin's disease	85.1 (1.7)	79.8 (2.0)	73.8 (2.4)	67.1 (2.8)
Non-Hodgkin lymphomas	57.8 (1.0)	46.3 (1.2)	38.3 (1.4)	34.3 (1.7)
Multiple myeloma	29.5 (1.6)	12.7 (1.5)	7.0 (1.3)	4.8 (1.5)
Leukaemias	42.5 (1.2)	32.4 (1.3)	29.7 (1.5)	26.2 (1.7)

Rates derived from SEER 1973–98 database (both sexes, all ethnic groups).<sup>12</sup>  
NOS=not otherwise specified.

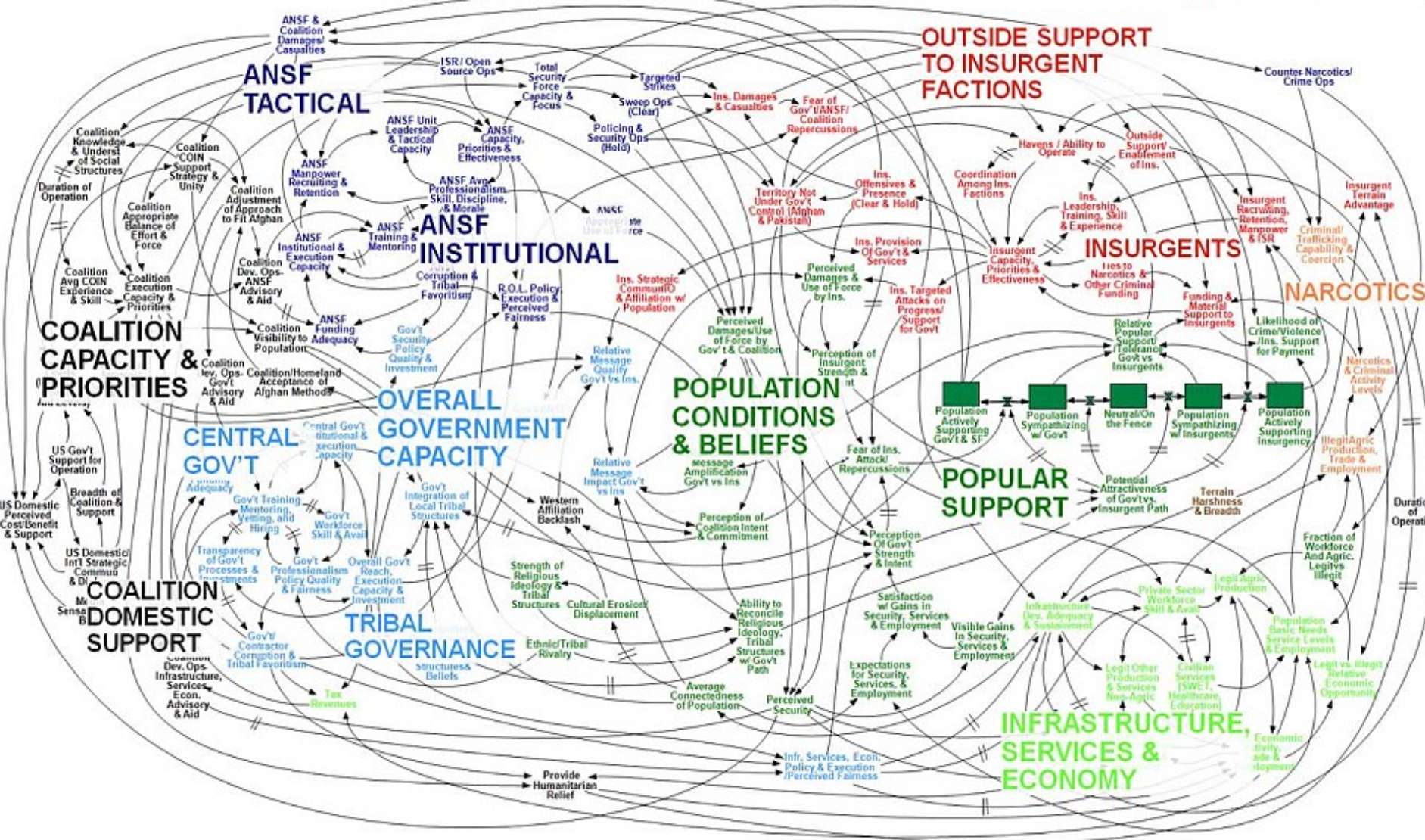
**Table 4: Most recent period estimates of relative survival rates, by cancer site**



# Afghanistan Stability / COIN Dynamics



- Population/Popular Support
- Infrastructure, Economy, & Services
- Government
- Afghanistan Security Forces
- Insurgents
- Crime and Narcotics
- Coalition Forces & Actions
- Physical Environment



**WORKING DRAFT - V3**

# Avoid “Bells” & “Whistles”

- **Animations and theatrics are a distraction**
- **Place focus on the message, not the medium**
- **Avoid holding laser pointer on spot**



# Spelling and Grammar

- **Proof your slides for:**
  - **speling mistakes**
  - **the repeated use of repeated words**
  - **grammatical errors you might have make**
- **Check proper syntax – foreign language**





# Demeanor and Attire

- **Dress appropriately**
- **Never apologize for being nervous**
- **Never apologize for stumbling over a word**
- **Be polite, but firm with hecklers**



# Arrive Early!

- **Review functions of slide projector remote and laser**
- **Ensure sounds/movies are in proper format**
- **Soundcheck**
  - **Ensure microphone works**
  - **Ensure microphone is at proper height**



# Timing is everything

- **Pace your delivery to reduce “dead time”.**
- **Pay strict attention to timers when they are used.**
- **Do not continue your presentation if you are warned that time is up.**



# Time Wasters

- **Avoid describing testing protocols in too much detail**
- **Get rid of unnecessary slides and info**
- **Avoid tag-teaming speakers for presentations.**
- **Avoid lengthy acknowledgements**



# Practice! Practice! Practice!

- **Know your presentation without having to use extensive notes.**
- **Watch yourself on film**
- **Practice in front of others**



# Communicating

- **Emulate your favorite speakers.**
- **Use voice modulation**
- **Don' t bore your audience.**
- **Never READ your presentation!**



# Communicating

- **Speak to your audience, not to your slide.**
- **Scan all of the audience to engage all of the audience.**
- **Don't describe your slides, e.g. "This slide shows..."**



# Don' t EVER Say

- “I know I’ m overtime...”
- “I apologize for...”
- “I know this slide is busy, but...”
- “You may have trouble reading this...”





# Don' t EVER Say

- “I know that this topic isn' t the most exciting to most of you, but...”
- “The author could not be here today and this is not my area of expertise...”



# Don' t EVER Say

- “Here is an outline of what I’ ll be talking about...”
- “I know it’ s been a long day and everyone is tired so I’ ll go through this quickly so we can get out of here...”



# Concluding The Talk

- **Use effective/strong closing**
  - Audience will remember your last words
- **Use conclusion slide to:**
  - Summarize/reemphasize main points
  - Suggest future research if applicable



# Takeaway Points

- Time-wasters are your greatest enemy.
- Keep slides simple
- Practice!

**COMMUNICATE!**

