Learning To Share:
Creating and Delivering Effective Presentations

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Effectively presenting information to a group can be harder than it looks. This presentation outlines some tips on how to be successful.

Outline

1. Why present?
2. Choosing a topic
3. Content creation software
4. Creating presentation content
5. Polish your content
6. Presenting in person
7. Presenting online
8. Conclusion

You know something an audience wants to know.
You are there to serve them.

Why Not To Present?

- Make yourself look good
- Recognition, applause
- Advance your career

Challenges

- Nervousness
- Inexperience
- No unique knowledge

https://www.flickr.com/photos/eurobaked/

What Type of Talk?

- Informational
- Motivational
- Biographical
- Entertaining

Who Is Your Audience?

- Vendor/business
  - managers
  - IT administrators
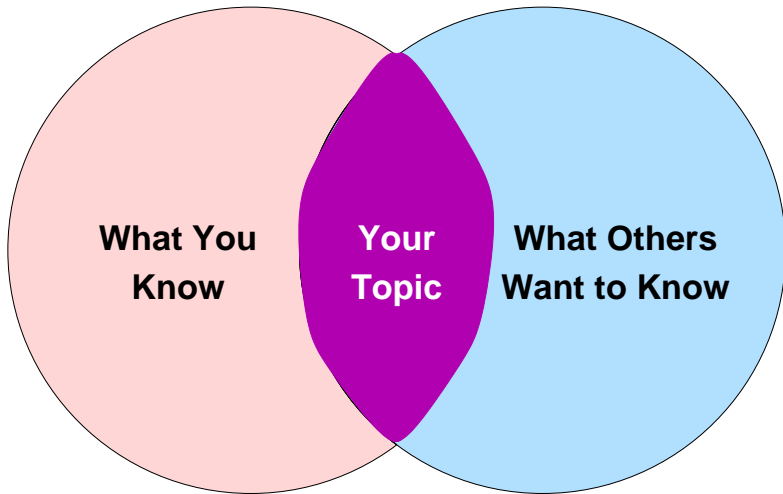 - application developers
- Community
- Hobbyist
- Academia

Conference types: https://momjian.us/main/blogs/pgblog/2017.html#November_3_2017
Submitting to conferences: https://momjian.us/main/blogs/pgblog/2018.html#November_5_2018

What Are Your Strengths?

- What am I knowledgeable about?
- What am I knowledgeable about that people will care about?

Be Specific

- What few ideas do I want to convey? Not too many
- What is the audience assumed to know?
- What should the audience learn?
- Make an outline
- Adjust it
- When you have stopped adjusting the outline for a few days, you are ready to create your slides

Choose a Title

1. Descriptive but not verbose
2. Engaging but not confusing
3. Few words

3. Content Creation Software

WYSIWYG — what you see is what you get

- PowerPoint
- LibreOffice Impress
- Apple Keynote
- Google Slides
- Drunken sailor-style
  - snap to grid lines
- Use styles for consistency

https://en.wikipedia.org/wiki/WYSIWYG

WYSIWYM

WYSIWYM — what you see is what you mean

- LYX

Pure Markup

- LaTeX
  - Beamer
- Html
- Markdown

Presenting Using PDF

PDFs are an ideal presentation and distribution format:

- Self-contained, with fonts, images, formatting
- Light weight
- Can be presented using many methods, including browsers

https://www.flickr.com/photos/toughlove/

Slide Structure

- Create section headings first
- Introductory slide should list the section headings
- Add a conclusion if there are multiple topics

Slide Content

- One idea per slide
  - you are not paying per slide
- Less text is better
- Everything on the slide should have a purpose, even negative space

Slide Details

- Links for more information at the bottom
  - you don't need to cover every detail if you show how to get more information
- For slides with mostly uniform text, e.g., computer output, highlight important parts in bold or color
- Use a fixed-width font for computer output
- Spellcheck

Slide Count

- Slides vary: 1 slide per minute
- Slides similar: 1½ slides per minute

When Are You Done?

- Keep improving the slides
- When you have stopped adjusting the slides for a few days, you are ready

https://www.flickr.com/photos/9508280@N07/

Content Housekeeping

- Put the current slide number and total slide count at the bottom of each slide, e.g., 25/ 41
- Put PDF URL on first and last slides
- Company logos on just first and last slides
- Choose a content license

Company logos: `http://www.presentationzen.com/presentationzen/2007/05/the_source_of_a.html`

Graphics

- Use meaningful graphics
- Be creative
- Use graphics with a compatible license
- Vector diagrams, avoid raster if possible
    - Inkscape
    - Xfig

Courtesy of https://www.designmantic.com/blog/infographics/font-moods/

Helvetica/Arial

- Helvetica was designed to be "… a neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage"
  - `https://en.wikipedia.org/wiki/Helvetica`
- Helvetica and Arial are very similar, `https://creativepro.com/helvetica-vs-arial-difference/`
- Times New Roman is not ideal either — it was designed for dense text blocks
- Legibility vs. readability
  - `https://creativepro.com/legibility-and-readability-whats-the-difference/`
  - `https://webdesign.tutsplus.com/articles/typographic-readability-and-legibility--webdesign-12211`

Choosing Fonts

- Built-in fonts
- Formats
  - Postscript Type 1
  - TrueType
  - OpenType
  - `https://tex.stackexchange.com/questions/22549/confused-with-choosing-ttf-opentype-and-type1`
- Use only scalable fonts, not raster
- This presentation uses Bitstream Classical Garamond, `https://en.wikipedia.org/wiki/Claude_Garamond`
  - Claude Garamond, Paris, 1510–1561
- Consider smallcaps, `https://en.wikipedia.org/wiki/Small_caps`
- Google fonts, `https://fonts.google.com/`, GitHub download
- Two-hour typography training video, `https://www.youtube.com/watch?v=agbh1wbfJt8`

Crazy Level

- 9,454 fonts in 4,356 families from eight font publishers
  - https://momjian.us/main/writings/pgsql/other/fonts_all.pdf
- Central LaTeX configuration file
- Symbolic links to share images and figures
- Makefile to recreate all documents in parallel
  - 2,850 slides in one minute
  - auto-create web page images for slides
  - dump SQL files from slide content

Presentation Style

- You are presenting the slides
- The slides are not presenting you
    - Here is our company
    - Here are our products
    - Here is how you can buy our products
    - Questions?
- Don't lean on your slides

In-Person Pre-Checklist

- Test the projector
- Have a count-up clock to keep track of the talk duration
- Use a presentation remote so you can move around
- Use a PDF to present in full screen mode
- Have a backup copy of the PDF on a USB memory stick
- Make sure drinking water is available, but don't drink cold water before or during your talk

Personal Introduction

- Briefly introduce yourself with biography and job role
  - try to include interesting facts like things you have learned about the local area
  - people are giving you their time — respect that
  - remember, they probably didn't come to hear about you or your company

During Your Presentation

- Answer 1–2 questions during each break in your talk, if possible
- Mention at the beginning where the slides can be downloaded
- Seek style suggestions from more experienced speakers

Foreign Audiences

- If not in your home country
  - speak slowly
  - use simple language
  - avoid idioms
  - translation complexities (slides, simultaneous/consecutive translation)

Online Checklist

- Mute phone, chat, email, and upgrade notifications to avoid distractions
- Use a laptop on AC power with wired Ethernet for reliability
- Use a headset so you don't lean toward the microphone
  - microphone should be two finger widths from the edge of your mouth
- Use a presentation remote so you don't lean forward to change slides
- Use full screen mode, no appearance of PowerPoint or Google Slides controls

- Turn on your video camera to increase audience engagement
- Sit far back so your hand gestures are visible
- Make sure the lighting is good and the background is uncluttered
- Virtual backgrounds — do it well or don't do it

https://www3.nhk.or.jp/nhkworld/en/ondemand/video/4031006/

8. Conclusion