

# 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.

*<https://momjian.us/presentations>*



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# 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

# 1. Why Present?



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

## 2. Choosing a Topic



<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

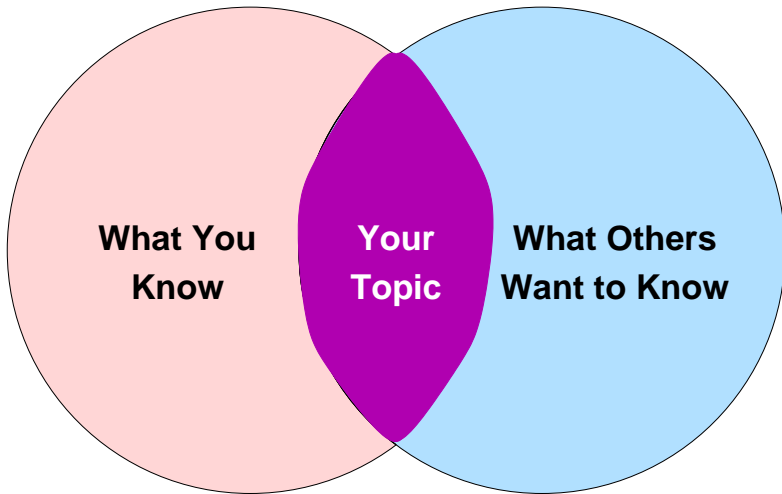
Conference types: [https://momjian.us/main/blogs/pgblog/2017.html#November\\_3\\_2017](https://momjian.us/main/blogs/pgblog/2017.html#November_3_2017)  
Submitting to conferences: [https://momjian.us/main/blogs/pgblog/2018.html#November\\_5\\_2018](https://momjian.us/main/blogs/pgblog/2018.html#November_5_2018)



# What Are Your Strengths?

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

# Your Topic



# 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



<https://www.flickr.com/photos/atomictaco/>

# Types of Presentation Software: WYSIWYG

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

WYSIWYM — what you see is what you mean

- LyX

# Pure Markup

- L<sup>A</sup>T<sub>E</sub>X
  - 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

## 4. Creating Presentation Content



<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

## 5. Polish Your Content



<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

# Graphics

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

# Fonts: Appropriate Emotion



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](https://en.wikipedia.org/wiki/Claude_Garamond)
  - Claude Garamond, Paris, 1510–1561
- Consider smallcaps, [https://en.wikipedia.org/wiki/Small\\_caps](https://en.wikipedia.org/wiki/Small_caps)
- Google fonts, <https://fonts.google.com/>, GitHub download

# Crazy Level

- 9,454 fonts in 4,356 families from eight font publishers
  - [https://momjian.us/main/writings/pgsql/other/fonts\\_all.pdf](https://momjian.us/main/writings/pgsql/other/fonts_all.pdf)
- Central L<sup>A</sup>T<sub>E</sub>X configuration file
- Symbolic links to share images and figures
- Makefile to recreate all documents in parallel
  - 2,366 slides in one minute
  - auto-create web page images for slides
  - dump SQL files from slide content

## 6. Presenting in Person



<https://www.flickr.com/photos/dswilliams/>

# 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)

## 7. Presenting Online



<https://www.flickr.com/photos/fensterbme/>

# 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

# Video Camera

- 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

## 8. Conclusion



<https://www.flickr.com/photos/115089924@N02/>





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<https://www.flickr.com/photos/glassholic/>