Technical Presentation

Considerations When
Preparing an Oral Presentation:
Audience, Purpose, and Organization

Six Considerations When Preparing a Presentation

- Audience
- Purpose
- Organization
- Flow
- Style
- Delivery

Considering the Audience 1

- What are some different audiences that you might give an oral presentation to?

Considering the Audience 2

- Why should I consider the audience?
  - Journal paper is non-linear; participation is flexible
  - Oral presentation is linear; participation is inflexible
- How do I consider the audience?
  - Ask colleagues, advisers who have visited conference.
  - Attend other conferences.
  - Visit presentations before your own.

Considering the Audience 3

- Audience factors
  - Size
  - Age
  - Nationality
  - Education/Background
  - Knowledge about topic
  - Attitude (to you/topic)
- Complete this sentence: "If the audience ..., then I … .

Considering the Purpose 1

- What are some different purposes for which you might give a presentation?

Considering the Purpose 2

- Why should I consider the purpose?
  - With oral presentation, you have only one chance. Make your meaning clear!
- How should I consider the purpose?
  - Decide your main goal(s) for giving the presentation.

Considering the Purpose 3

- Purposes
  - To inform
  - To persuade
  - To inspire or motivate
  - To entertain

Considering the Organization 1

- What do you think are the main parts of an oral presentation and what order should they be in?

Considering the Organization 2

- Why should I consider the organization?
  - Audiences understand standard (common) structure quickly.
  - Audiences appreciate knowing the structure in advance.
- How should I consider the organization?
  - Preparation!
  - Use other presentations as models.

- TED Conference
  - ted.com
- Gapminder
  - gapminder.org
- MIT OpenCourseWare
  - ocw.mit.edu
- iTunes U
  - www.apple.com/education/itunes-u/

Considering the Organization 3

- Common macro-structure
  - Title/Opening
  - Outline
  - Background
  - Method
  - Results
  - Discussion
  - Future Work
  - Acknowledgments

Considering the Organization 4

- Common micro-structure
  - general → specific
  - less important → more important
  - more important → less important
  - past → present → future
  - old → new
  - abstract → real