

# Principles of “Effective” Slide Presentation

By Volodymyr Vakhitov,  
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November 20, 2010

# **“Effective” Slide Presentation**

By Volodymyr Vakhitov,  
KSE/KEI  
November 22, 2011

# Three Key Questions (Economics)

- **What?** (*To produce*)
- **For Whom?** (*to produce*)
- **How?** (*to produce*)

# Three Key Questions (Presentation)

- **What...** (*What is my core message?*)
- **For Whom?** (*Who is my audience?*)
- **How?** (*The art of delivering the message*)

# Structure of the presentation:

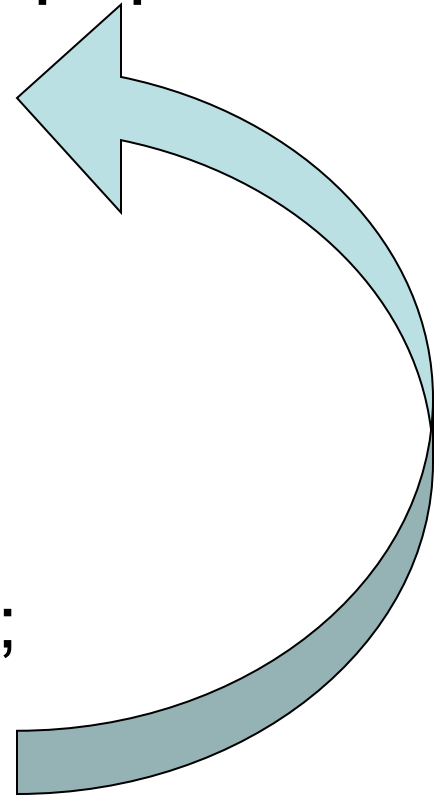
- Content
- Visual appearance
- Oral presentation

# Roadmap:

- Content
- Visual appearance
- Oral presentation

# Content

- Definitely **correlates** with **your** paper!
- **Opening**: attention-catchers
  - Smilingly unrelated story or
  - set of “stylized facts”
- **Idea**:
  - “**punch-line**”,
  - everything else should support it;
  - link with your **opening**



# Content

- **Literature:**

- Do NOT simply list authors: nobody cares!
- Highlight only the **major findings** relevant to the topic, not everything you know or have read.
- Show how **your** work can be placed in the literature



# Content

- **Example: Used Car Price**
- Price =  $f$  (Age, Car Specs, Type, **Mileage**)
  - Age
  - **Mileage**: liters per 100 km (Target Variable)
  - Car Specs: Head Room, Trunk Space, Weight, Length, Gear Ratio
  - Car Type: set of dummies

# Content

- **Tables** should be visible and concise!
  - **No Stata outputs!** (Use *outreg* or *estout*)
- **Conclusion:** very concise, only major points
- Balance content **evenly** across sections
- Effective **ending** (tied up with *starting attention catch-point*) ⇒ good and whole IMPRESSION in general.

# Roadmap:

- Content
- **Visual appearance**
- Oral presentation

# Visual appearance and effects

- **Mind the audience (readers vs. listeners)**
- Layout:
  - Structure, structure, structure!
  - Unity of style (font, size, slide transitions, slide numbers, effects)
  - Amount of information (nobody will ever read the entire paragraph on slides: use **3-4** bullets)

# Visual appearance and effects

## Fonts

This text is typed in Times New Roman, 32pts

- My very important point 1
- My very important point 2
- My very important point 3
  - **Some explanation of point 3 (Times New Roman, Bold, 28)**

# Visual appearance and effects

## Fonts

This text is typed in Arial, 32pts

- My very important point 1
- My very important point 2
- My very important point 3
  - **Some explanation of point 3 (Arial, Bold, 28)**

# Visual appearance and effects

## Fonts

This text is typed in *Comic Sans*, 32pts

- My very important point 1
- My very important point 2
- My very important point 3
  - Some explanation of point 3 (**Comic Sans, Bold, 28**)

# **Difference between San Serif (Arial) and Serif (Book Antigua), size 20**

This very important text has been typed manually to additionally stress its utter importance. No other text in the entire presentation was ever even closely as important as this one. The sole goal of this presentation is to demonstrate you how important and significant this text is. All statistical tests and empirical hypothesizing support the greatness of minds of anyone whose attention was fixed on this text for more than fifteen seconds straight.

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# Difference between size 16 and 18 (Arial)

This text is no less important than the previous one, though it is typeset in lower size letters. I have chosen this size not to undermine its equal importance, but underline how unimportant a text may look if it is small and difficult to read from the first row of seats. I deliberately used polysyllable words and substantially heavier grammatical constructions than necessary so that you could feel with all its upcoming inevitability that a text written in so long expressions and without any slightest hint of punctuation, to say nothing about colloquial construction interjected into the main text is quite difficult to perceive even for the original author of the text with no regard to (im)possible case of rampant plagiarizing.

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# Visual appearance and effects

**Use contrast backgrounds:**

**Green**, **yellow**, **blue**, or even **pink** are not visible on white background

**Colored backgrounds**

**do not always work as well**

# Visual appearance

**“Zen slides” are wrong!**

# Visual appearance and effects: spelling

- I beleive you still can raed this text and even udnrestand its cotnent. However there (is) sevral speling and gramar erorrs.
- How many have you already (find?)
- 10 (correct version below)
- I believe you still can read this text and even understand its content. However there are several spelling and grammar errors. (2 more?)

# Roadmap:

- Content
- Visual appearance
- **Oral presentation**

# Oral presentation

- **Rehearse** your presentation in advance
- **Eye contact: Look** at your **audience**, not in your slides
- **Gestures:** open, supporting your words

# Oral presentation

- **Vocal variety:**
  - **Speak CLEARLY and LOUDLY**
  - Don't mumblebumble monotonically
  - Make pauses

# Oral presentation

- Emotions **are** important!
- Audience should feel that you have mastered the topic
- Prepare **notes** in advance,
- Long tables, formulae: **handouts**
- **Time control (1 slide ~ 1 min.) !!!**



# What I Did Wrong:

- Slides:
  - Too long title
  - Too much text in the intro
  - Plain text: no bullets
  - Different styles and fonts
  - Long numbers have no dividers
  - Equations too long
  - Typos and grammar errors

# What I Did Wrong:

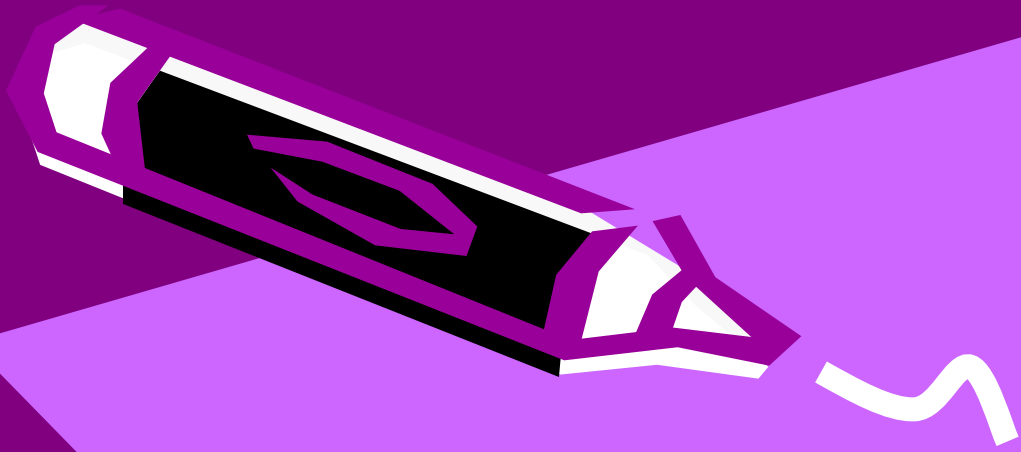
- Presentation:
  - No structure
  - No idea what the point is
  - No data description
  - No conclusion and discussion of the results
  - Monotonic voice
  - No eye contact
  - Reading rather than speaking
  - Language and pronunciation

# Conclusion

- Effective presentation is one you want to see again, one you like, love and admire.
- Idea – structure – layout – rehearsal –performance

# Conclusion

- If you don't like your presentation, it is probably not worth to be shown to others as well.
- It is **you** who sells your project, not your text / pictures / tables...



Thank you!

