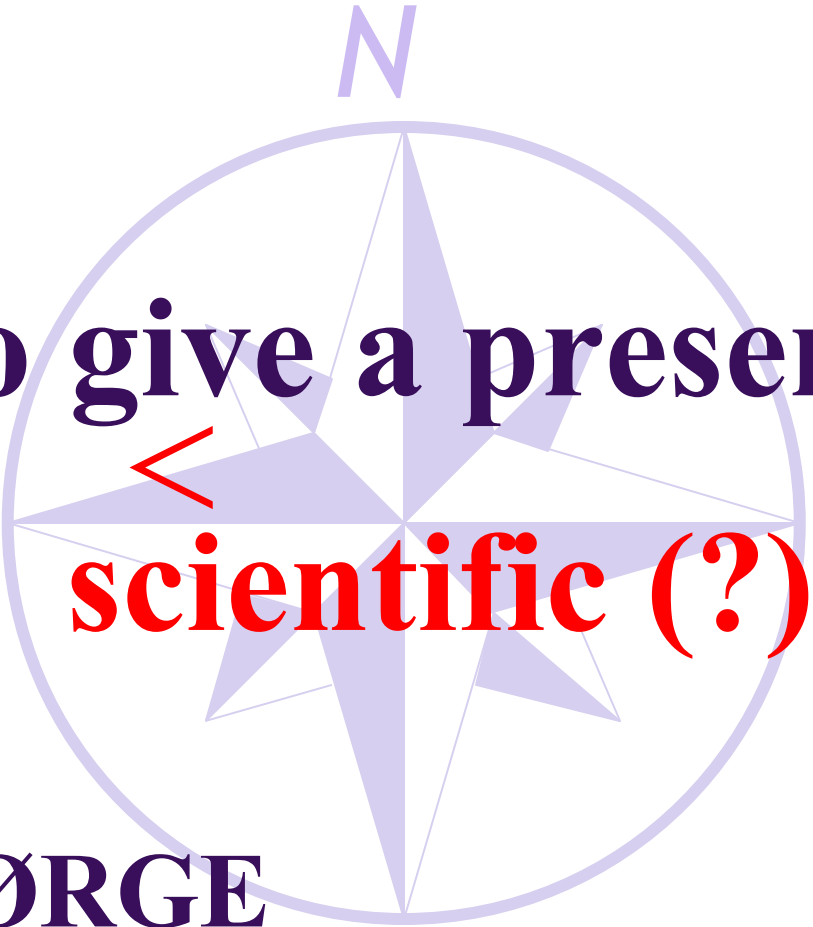


How to give a presentation



scientific (?)

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Do research to learn your P.A.L.:



PURPOSE: Know your purpose, e.g inform, persuade, entertain...

AUDIENCE: Know your audience. Their level of knowledge on your subject will decide the level of detail you include.

LOGISTICS: Available time, how to operate projector, etc

KEY POINT: Read session notes

PREPARATION



✓ **STORY LINE**

✓ **STRUCTURE**

✓ **SIZE**

✓ **STYLE**

KEY POINT: Remember the four Ss.



STORY LINE

Write a story line covering the main elements of your presentation.

The story line is your road map that will guide you through the presentation.

No more than five major elements.

KEY POINT: One slide for one idea.



STRUCTURE

- ✓ **TITLE**
- ✓ **OBJECTIVE**
- ✓ **CONTENT**
- ✓ **CONCLUDING REMARKS**

KEY POINT: Spend most of your time on the five main points of your content.

STRUCTURE



Title: Short and informative.

Objective: Precise and reflecting the main aim of your presentation.

Content: Separate out the main messages. Avoid more than five main messages.

Concluding remarks: Summarize your main points. No new elements, but give your conclusion, recommendations and acknowledgements. SHORT.



SIZE

- ✓ **NUMBER OF SLIDES**
- ✓ **INFORMATION PER SLIDE**
- ✓ **TIME PER SLIDE**

KEY POINT: Pay attention to timing!



STYLE

✓ **ORAL STYLE**

✓ **VISUAL STYLE**

✓ **YOUR PERFORMANCE**

KEY POINT: Try to harmonize your performance and your oral and visual styles.



STYLE

Oral style: Short, informative and precise. Speak slowly. In the audience there are possibly some that do listen to a foreign language.

Visual style: Precise and simple layout of slides.

Performance: Behave quiet, balance gesture, voice and movements.

PRACTISE^N

before your presentation:

- ✓ Practise by speaking loudly.
- ✓ Control the timing when you practise.
- ✓ If possible, practise in front of an informal audience and get feedback on your presentation.

KEY POINT: Build confidence that you are in perfect control.

APPRAISAL

after your presentation:

- ✓ Consider how much of your allocated time you used.
- ✓ Evaluate which elements got the best response.
- ✓ Identify possible improvements.

KEY POINT: Learn a lesson for your next presentation.

Some examples and additional advice



- ✓ Some bad examples, mostly from my own presentations.
- ✓ Some good examples.
- ✓ Avoid too complicated presentations.

KEY POINT: Establish your own style. Keep it simple.

During this presentation I will discuss science related to cetacean management using examples:



- ✓ **What is management?**
- ✓ **The need for Management Objectives and Procedures**
- ✓ **Science for conservation of cetacean populations**
- ✓ **The use of MPAs in management of cetacean**
- ✓ **Managing cetaceans as a renewable resource**
- ✓ **Finally I will attempt to draw some conclusions of what is scientific sound management of cetacean populations**

The "As you clearly can see from this table" example

Table 1. Estimates of abundance from IDCR/SOWER surveys for each breeding group of humpback whales, obtained from the feeding areas by assuming that the Naïve model is correct (SC/AO6/HW6). Estimates of abundance for CPIII* include a 10 degree longitudinal section from the 1998/99 survey that is also included in the CPIII estimate.

Breeding group	CP	Mid-year	Estimate		Comparable areas	
			<i>N</i>	CV	<i>N</i>	CV
A (70°W–20°W)	CPI	1981/82	98	0.96	45	0.88
	CPII	1986/87	336	0.55	259	0.62
	CPIII	1997/98	168	0.61	200	0.64
B (20°W–10°E)	CPI	1980/81	246	0.85	692	0.84
	CPII	1986/87	70	0.63	70	0.63
	CPIII	1995/96	595	0.51	595	0.51
C (10°E–60°E)	CPI	1979/80	720	0.53	1,043	0.62
	CPII	1987/88	700	0.46	926	0.57
	CPIII	1993/94	2,391	0.41	2,391	0.41
D (60°E–120°E)	CPI	1978/79	1,033	0.44	1,219	0.46
	CPII	1988/89	3,869	0.52	4,202	0.52
	CPIII	1997/98	17,959	0.17	17,959	0.17
E (120°E–170°W)	CPI	1980/81	995	0.58	1,913	0.60
	CPII	1985/86	622	0.50	622	0.50
	CPIII*	1992/93	2,012	0.43	3,484	0.33
F (170°W–110°W)	CPIII	2001/02	13,300	0.20	13,300	0.20
	CPI	1983/84	3,198	0.47	3,240	0.47
	CPII	1990/91	2,801	0.53	2,976	0.51
G (110°W–70°W)	CPIII	1997/98	3,852	0.22	3,852	0.22
	CPI	1982/83	683	0.63	1,452	0.65
	CPII	1989/90	1,505	0.34	2,817	0.38
	CPIII	1996/97	3,337	0.21	3,310	0.21

The "You should be impressed by this formula" example

The probability of observing the detection pattern (u), the perpendicular distance (x), and the forward distance (y) is expressed as

$$f_{AC}(x, y, u) = w_{AC}^{-1} \begin{cases} \frac{\lambda}{v} Q_A(x, y) \exp\left\{-\frac{\lambda}{v} \int_y^\infty Q_{AC}(x, y') dy'\right\} & u = A, \\ \frac{\lambda}{v} \{Q_{AC}(x, y) - Q_A(x, y)\} \exp\left\{-\frac{\lambda}{v} \int_y^\infty Q_{AC}(x, y') dy'\right\} & u = C, \\ \left(\frac{\lambda}{v}\right)^2 Q_A(x, y_2) \{Q_{AC}(x, y_1) - Q_A(x, y_1)\} \exp\left\{-\frac{\lambda}{v} \int_{y_1}^\infty Q_{AC}(x, y') dy'\right\} \\ \quad \times \exp\left\{-\frac{\lambda}{v} \int_{y_2}^{y_1} Q_A(x, y') dy'\right\} & u = C \rightarrow A, \end{cases}$$

where A denotes a top barrel, C denotes a upper bridge, and w_{AC} is the effective strip-half width of $A \cup C$ (a reference for the details of notation: Okamura *et al.*, 2003). Then, the log-likelihood function for n independent sighting data $\{(x_i, y_i, u_i), i = 1, \dots, n\}$ is

$$\log L = \sum_{i=1}^n \log f_{AC}(x_i, y_i, u_i).$$

Relevance or humour?

Basic rule: Keep it simple, relevant and to the point.

Humour: Yes, if you feel confident. If not, stay with the basic rule

Some very good presenters have developed their own style or trade mark.

Thanks, Greg, for letting me use the Guinness example.



Proof reading

After you finish the preparation of your presentation, let the slides rest for a few days and then proof read again.

W



E

KEY POINT: Avoid too many misspellings!