ESL Guidelines for Effective Presentations
(April 27th, 2018)

Prof. David Atienza Alonso

Institute of EE, Faculty of Engineering

david.atienza@epfl.ch

CONFIDENTIAL SLIDES ONLY FOR ESL MEMBERS

Outline

- Why this seminar?
- Recommended bibliography
- Recommendations to prepare your ESL presentation
- Usual mistakes to prevent (before rehearsals!)
- Examples and discussion

Training of ESL Members: Dry Runs

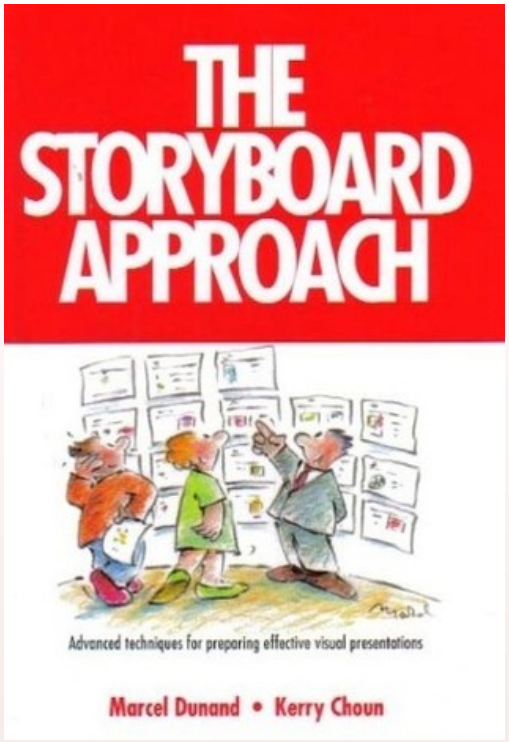
- **Dry runs: Simulation of presentation at conference/event**
  - One dry run (at least) per presentation required (with daily supervisor and team)
  - Must be ready and timed as if it is in a conference: **cannot be given without approval** of daily supervisor

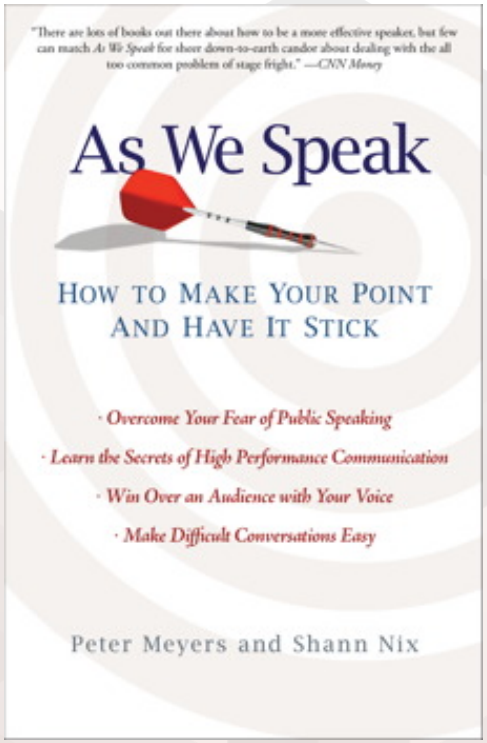
- As promised, recording system already bought for you to practice:
  - All will be recorded (ESL purchase of recording system: extra feedback for you!)
  - **ELG 123 or ELG 010** can be used for training or meetings

You **MUST** use the video recording for rehearsals if I am not present (and send me the video!)

Recommended Bibliography

- Many references on-line exist: not very well structured
- Two comprehensive books can be suggested





Giving Effective Presentations

- Key idea: Have something meaningful to say!
  - Time is precious, and **your audience** is sacrificing theirs to listen to you
  - Smartphones and laptops are your worst “competition” these days
  - Slides for a presentation are (usually) not the same as for handouts

- Duration of presentation: The shorter, the better
  - Consider 1’ (or 1’30’’ if using animations) per slide
  - Silence helps to understand ideas and flow!
  - Leave enough empty space in slides: at least 50-60%

- Style of presentation: Understood by all!
  - Try to know your audience (and adapt!)
  - From general to more detailed slides (“Tree like”)
  - It is normal to be nervous (you care about the talk!)
  - **…But (likely) you know more anybody else**
  - **… Audience does not notice you are stressed!**

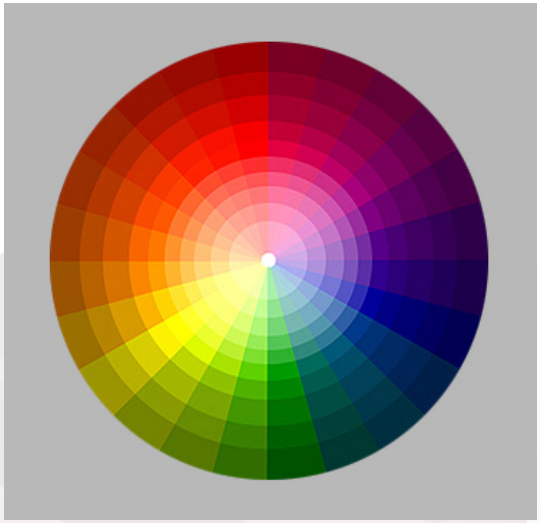
Basic Structure

1. Introduction: Attention cetter-captivate audience (20% time)
   - Provide the audience an incentive to listen
   - State topic directly: what is your point?
   - Preview what is to follow to make it easier for the audience

2. Body: Main Ideas you want to present (75%)
   - Make sure there is a line of thoughts (flow) between slides
   - State your idea (1 per slide) with main heading (no repetition!)
   - Support ideas with simple messages and figures

3. Conclusion: Summary of main points (5%)
   - Brief motivation reminder: why was this talk important?
   - Key points you want the audience to remember (no more than 4!)
   - Include main results (no more than 2-3 “striking” ones)

Usual Mistakes to Prevent: Preparing Slides



- Style of slides
  - Templates ESL's slides/posters: Private ESL Wiki
  - Min. font size: 18 in small rooms (24 in large ones)
  - Light colors for background, dark colors for fonts
  - Do not use more than 3 colors, and avoid italics!
- Content of slides
  - Short messages (ideally fitting in one line)
  - Use bullets to create structure (no more than 4 points), align left
  - Figures/illustrations easier to follow (big enough!)
  - Carefully check for typos (looks like you "did not care"!)

Key points can be shown with text boxes!

Usual Mistakes to Prevent: Giving the talk

- (Very) well-prepared performance
  - Know your messages (no learning by heart!)
  - Look at the audience, not at the slides
  - Do not read the slides

- Making sure to keep audience's attention
  - If you are not going to explain something, do not include it!
  - Make sure to "connect" one slide to the next one
  - Avoid unnecesary animations (less time for audience to get the ideas)

"And now I'd like to depart from my prepared text and speak from the heart…"

Use of laser pointer **should be avoided** (use animations)

Usual Mistakes to Prevent: Answering Questions

- Listening to the audience
  - Listen to the question without interruption
  - Clarify the question if in doubt (ask to repeat, nothing bad on that!)
  - Acknowledge the questioner and repeat the question to the audience

- Answering the audience
  - If related to a slide, go to the slide first (shortcut: slide number + Enter)
  - If you have an answer, respond sharply (remember: the shorter, the better)!
  - If you don’t: admit that you do not (and possibly hint where to start looking if you know)

Questions?

Let’s try out then!

What is the legal landscape?
First Amendment—Compelled Speech

Reasonable menu labeling does not constitute compelled speech in violation of the First Amendment.

New York State Restaurant Association v. New York City Board of Health, 553 F.3d 119 (2nd Cir. 2009).

"NLEA . . . does not violate NYSRA's member restaurants' First Amendment rights."

[examples taken from "Effective Presentations", School of Public Health, Univ. Washington]

First Amendment: Compelled Speech

Reasonable menu labeling does not constitute compelled speech in violation of the First Amendment.

"NLEA . . . does not violate NYSRA's member restaurants' First Amendment rights."

New York State Restaurant Association v. New York City Board of Health, 553 F.3d 119 (2nd Cir. 2009)

Health Impact Assessment Definition

- Collection of procedures and tools by which projects, policies, and programs can be evaluated based on their potential effects on the health of a population, and the distribution of those effects within the population

Gothenburg consensus statement, 1999

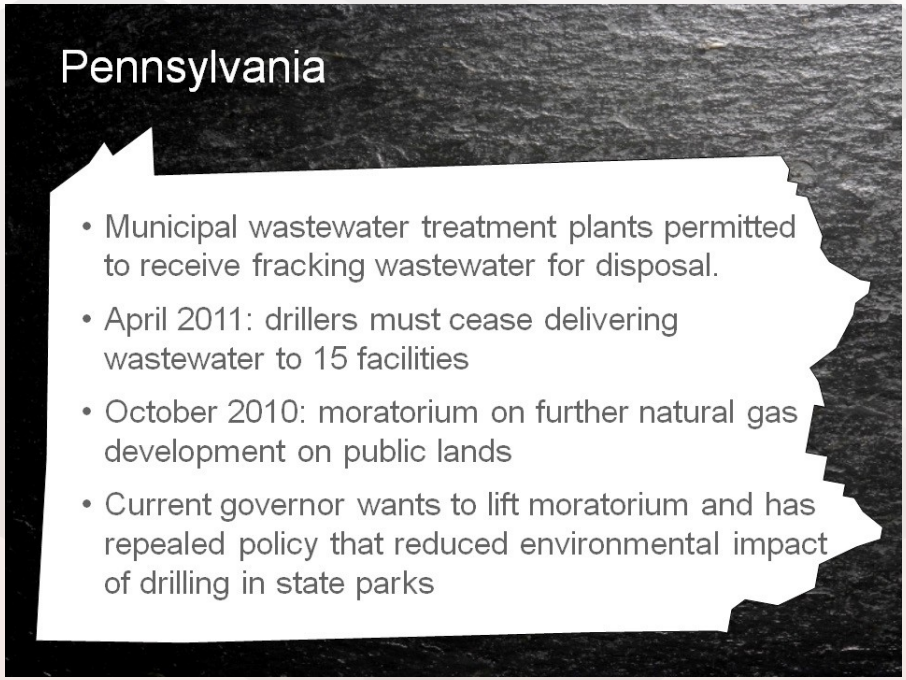
Health Impact Assessment (HIA)

A tool to increase **partnerships** and communication **between public health professionals and planners** and other decision-makers to **improve the health** of the population

[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

Selected State Regulations

- **Pennsylvania**:
  - Several municipal wastewater treatment plants (publicly owned treatment works or POTWs) have been permitted to receive fracking wastewater for disposal. In April 2011, Pennsylvania officials ordered drillers to cease delivering wastewater to 15 facilities in the state.
  - In October 2010, former Governor Rendell signed an executive order imposing a moratorium banning further natural gas development on public lands in the state. Governor Corbett has expressed a desire to lift the moratorium and has already repealed a Rendell administration policy that sought to reduce the environmental impact of drilling in state parks.
- **Ohio**:
  - In early 2011, the Ohio EPA gave a Warren, OH wastewater treatment plant a permit to accept pretreated fracking wastewater. However, the Ohio EPA recently decided that it does not have the authority to issue such permits, claiming the Ohio Department of Natural Resources has the authority; the fate of fracking wastewater treatment in Ohio is uncertain.
  - The budget currently under consideration in the Ohio legislature would grant the state broad authority to lease state lands for hydraulic fracturing.



[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

INDIVIDUAL LEVEL

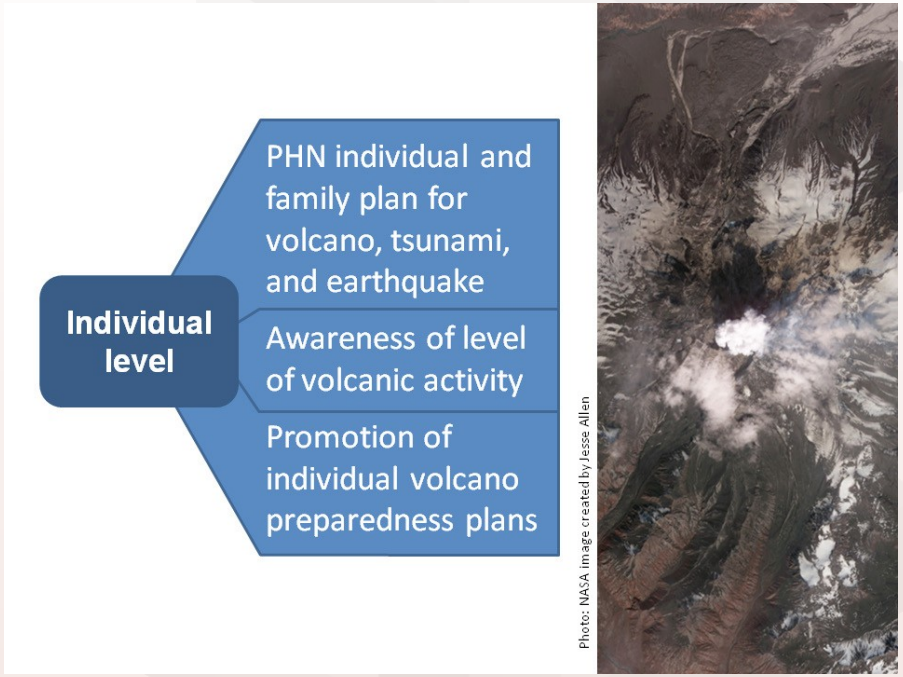
PHN INDIVIDUAL AND FAMILY VOLCANO, EARTHQUAKE, AND TSUNAMI PREPAREDNESS PLAN

AWARENESS OF LEVEL OF VOLCANIC ACTIVITY

PROMOTE INDIVIDUAL VOLCANO PREPAREDNESS PLANS

Photo courtesy of Leslie Callaway, June 2009

4



[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

INDIVIDUAL AND FAMILY VOLCANO PLAN

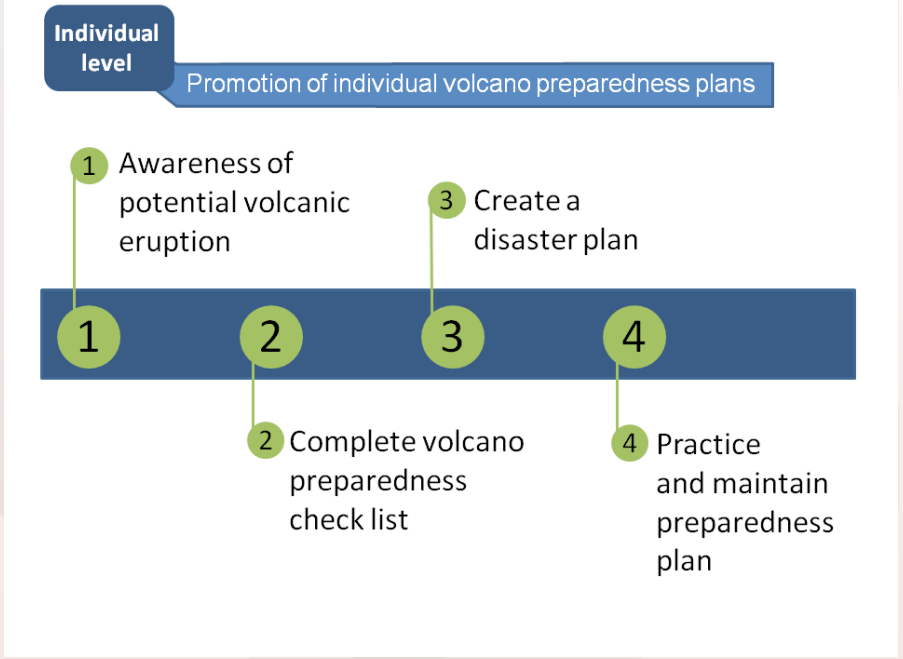
AWARENESS OF POTENTIAL VOLCANIC ERUPTION

CREATE A DISASTER PLAN

COMPLETE VOLCANO PREPAREDNESS CHECK LIST

PRACTICE AND MAINTAIN PREPAREDNESS PLAN

6

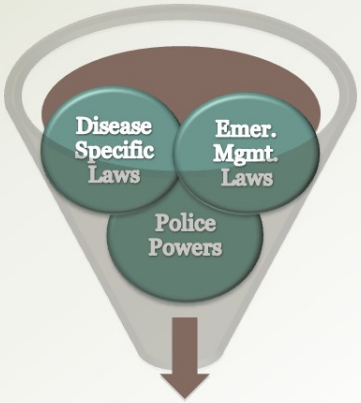


[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

Component One

The Challenge of Multiple State and Local Legal Powers

- State and local "police powers," disease-specific laws, and emergency management laws often overlap.
- These laws may have separate implementing regulations and procedures.
- They may also reside in different areas of state or local codes, leading to confusion in application in emergencies.



Conflict and Confusion In Real-time Emergencies

NACCHO
National Association of County & City Health Officials

57

[examples taken from "Effective Presentations", School of Public Health, Univ. Washington]

Component One

Challenge of Multiple State and Local Legal Powers

- Separate implementing regulations and procedures
- Different parts of state or local codes

Conflict and confusion in real-time emergencies

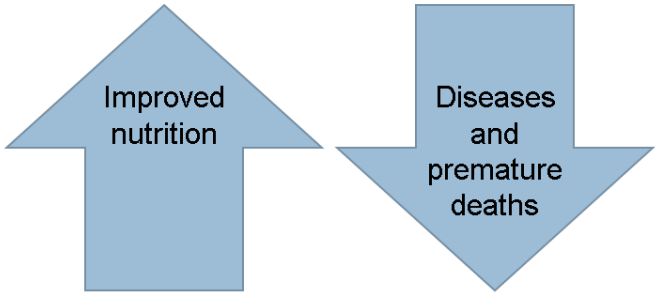
Impact of the NLEA: Consumers

- ✓ 65% of adults regularly use nutrition labels.
- ✓ Label use has increased the number of consumers who meet their recommended daily calorie, dietary fiber and fat intake.
- ✓ Improved nutrition from labeling has caused decreases in cancer and cardiovascular disease, resulting in fewer premature deaths from these causes.

[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

Consumers

- 65% of adults use nutrition labels
- More consumers meet recommended daily calorie, dietary fiber, and fat intake



Impact of NLEA: Government/Economy

USDA estimated that improvements in nutrition due to labeling would result in approximately $4.3 billion in Medicare savings over 20 years.

[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

Government/Economy

USDA estimates $4.3 billion in Medicare savings over 20 years

Mental Health Issues that may Relate to Community Design

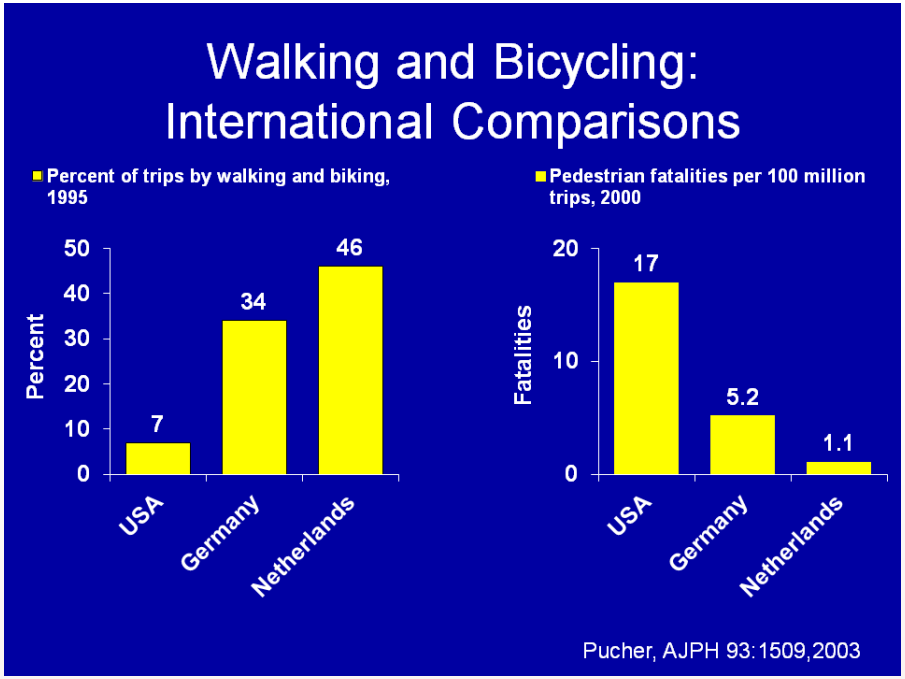
- Depression
  - Relieved by physical activity and social interaction
- Stress
  - Aggravated by long commutes
- Attention Deficit-Hyperactivity Disorder
  - Greenspace may improve function in ADHD
- Violent Behavior – Impulse Control
  - Example: road rage

[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

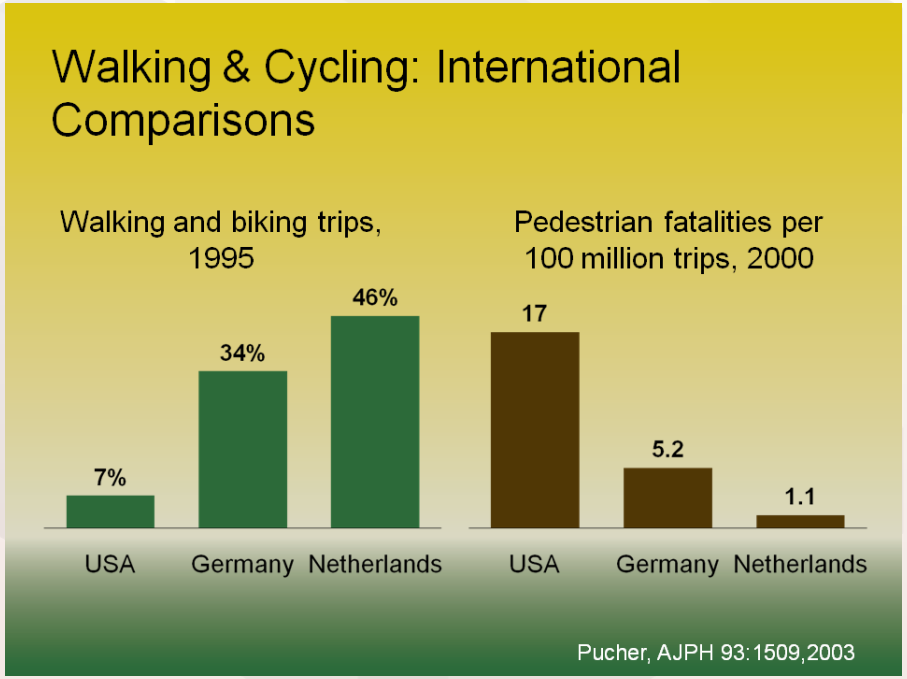
Scoping: Health Impacts to Consider in an HIA

- Physical activity, obesity, cardiovascular disease
- Air quality, asthma, other respiratory diseases
- Water quality, waterborne diseases
- Food quality, foodborne diseases, nutrition
- Motor vehicle, pedestrian and other injuries
- Accessibility for persons with disabilities
- Social capital, community severance
- Access to jobs, stores, schools, recreation
- Social equity, environmental justice
- Mental health
- Noise

[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]



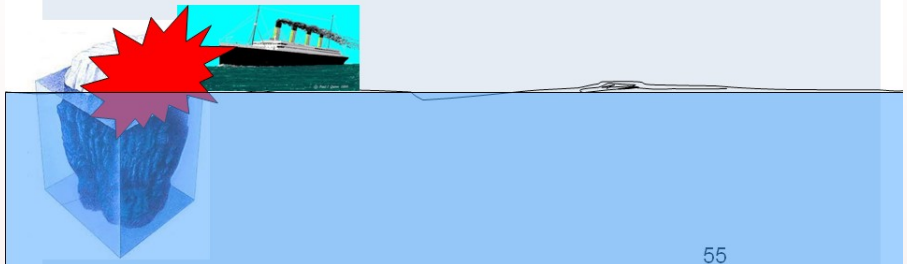
[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]



Titanic

Public Health Law Research:
Making the Case for Laws that Improve Health

A Story About Law and Health

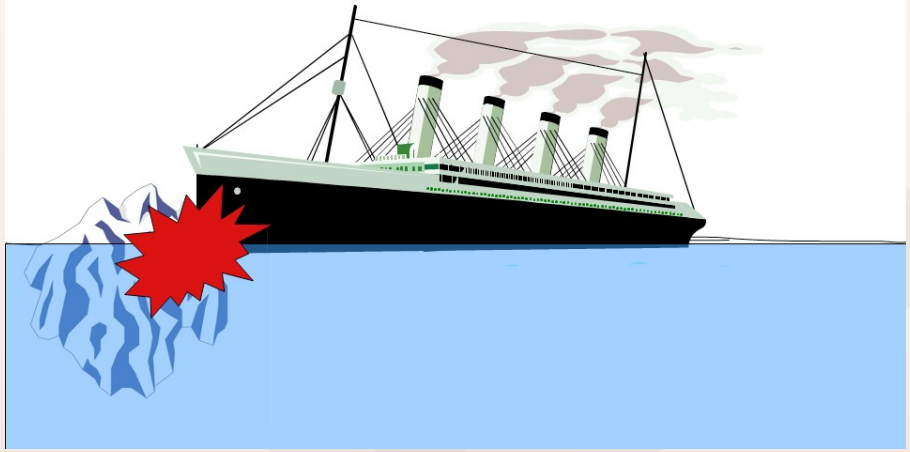


55

[examples taken from “Effective Presentations”, School of Public Health, Univ. Washington]

Titanic

A story about law and health



Questions?

Please follow the recommendations!