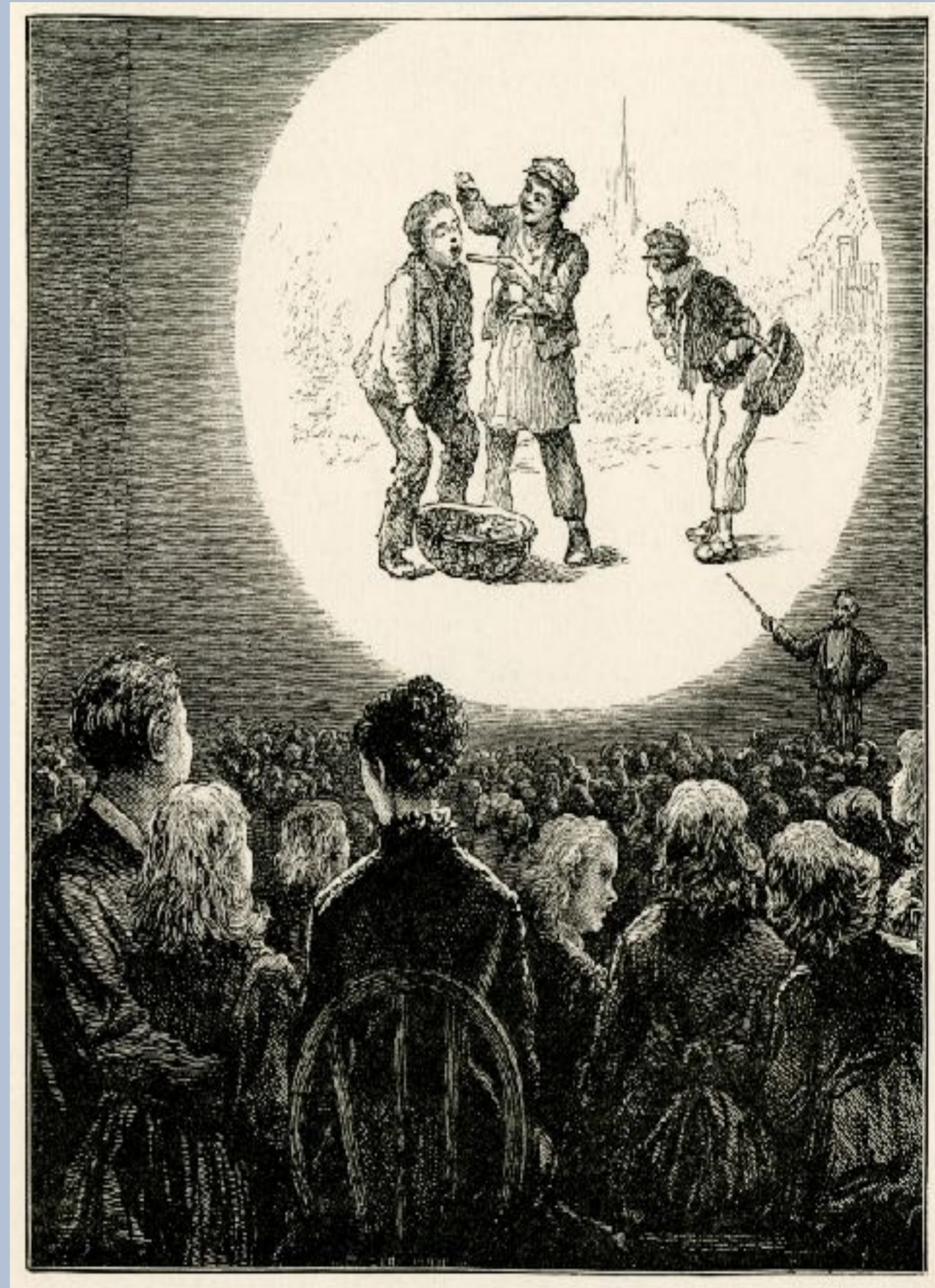


# Presentation Skills

presenting your work ...  
and yourself at conference

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Facilitator: Iain Davidson  
[iain.seeingstone@gmail.com](mailto:iain.seeingstone@gmail.com)



Presentation Heaven or Hell?





You should...

Dress for success

Be confident

Be assertive



1. Preparation

2. Performance

3. Perspective

# Treat Preparation as a Creative Brief



**To read or not to read...  
what is the default?**





The importance of place

Your audience awaits...

The first step in preparing an awesome presentation

## **Who are your audience and what do they need?**

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Audience size?

Who? Status? Experience?

What are their attitudes/opinions?

How much do they know about...?

What do they honestly expect?

Where will it take place?

What goals and values do we share?







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**Empathy** for context of problem and/or end user/audience

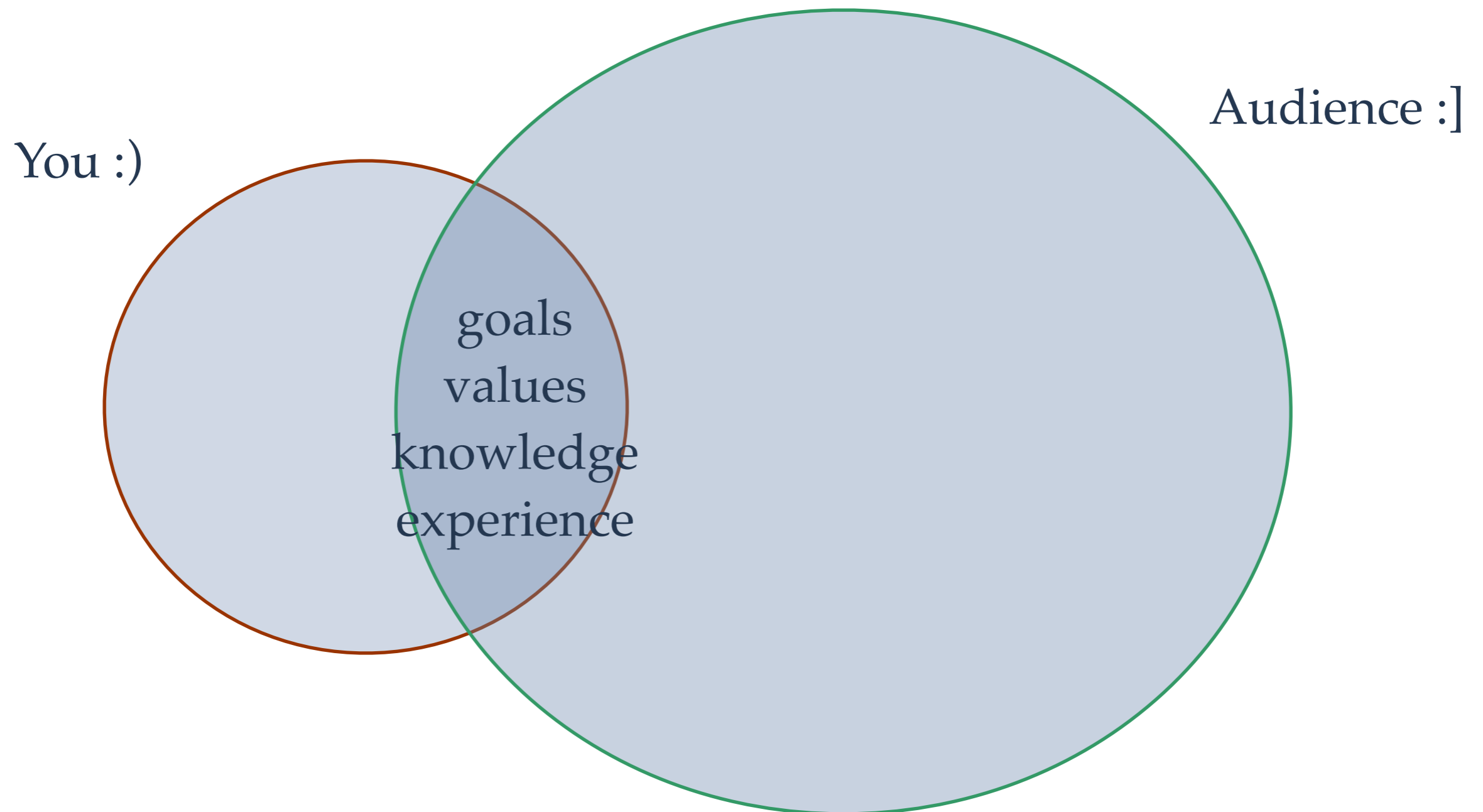
**Creativity** in generation of insights and possible solutions

**Rationality** in reflection, analysis and solutions to problem

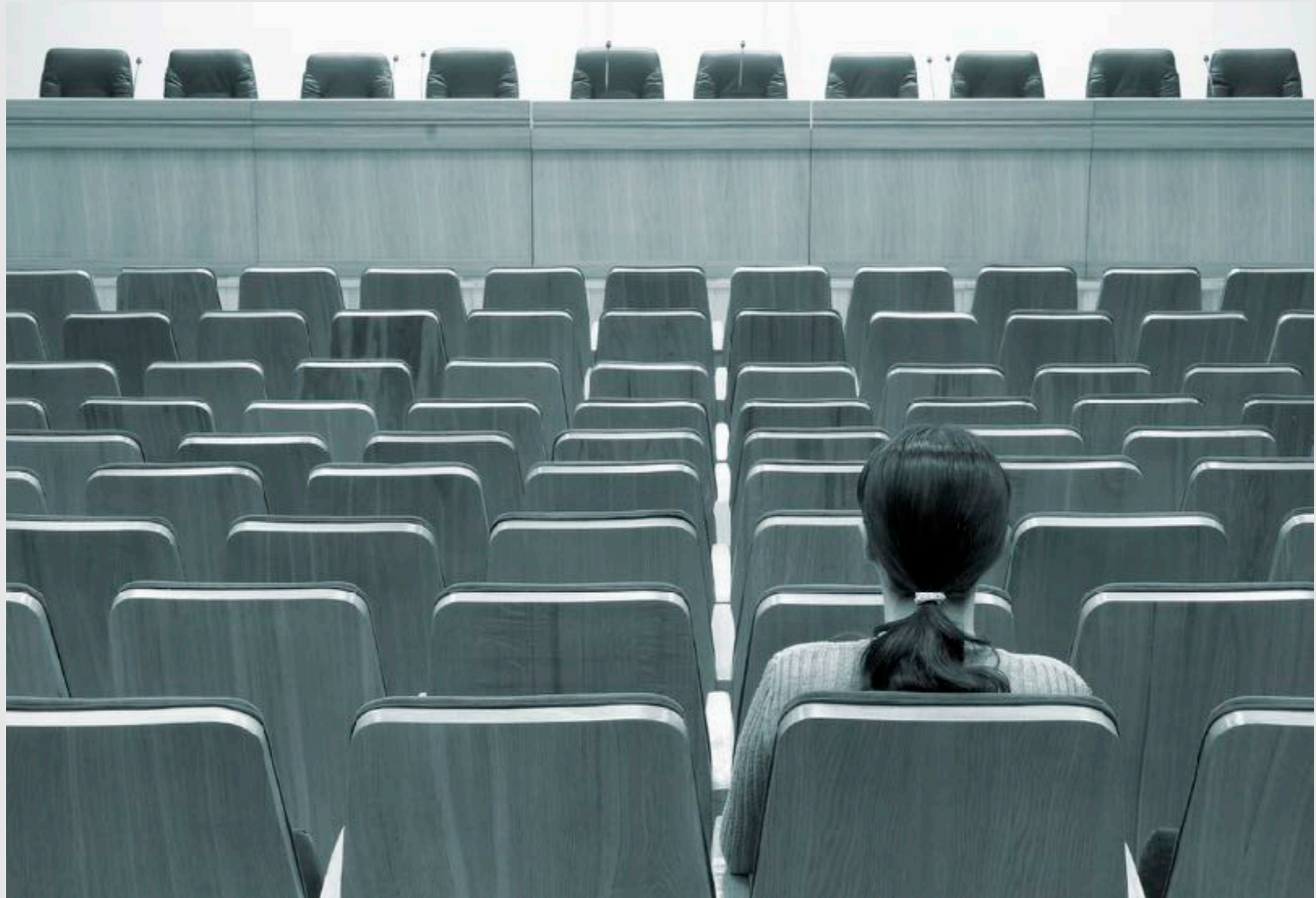
IDEATE...SELECT...EXECUTE

# communicate from the overlap

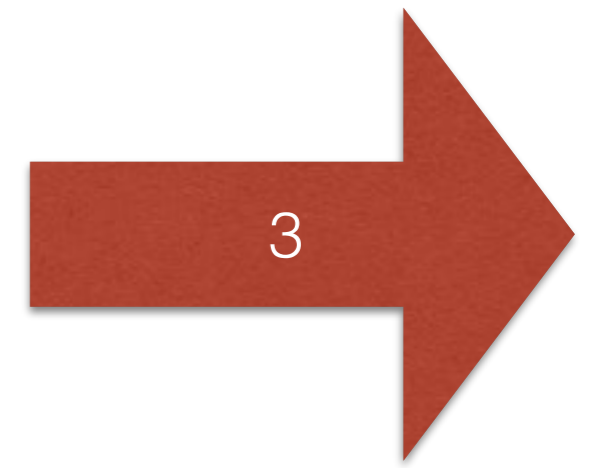
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What are my communication goals (supertask)?



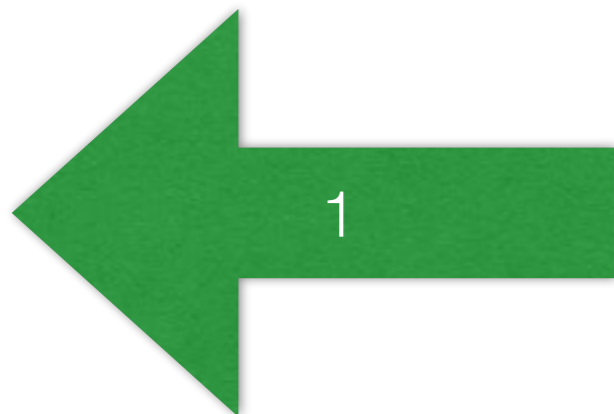
# Structure and design a play in three acts...



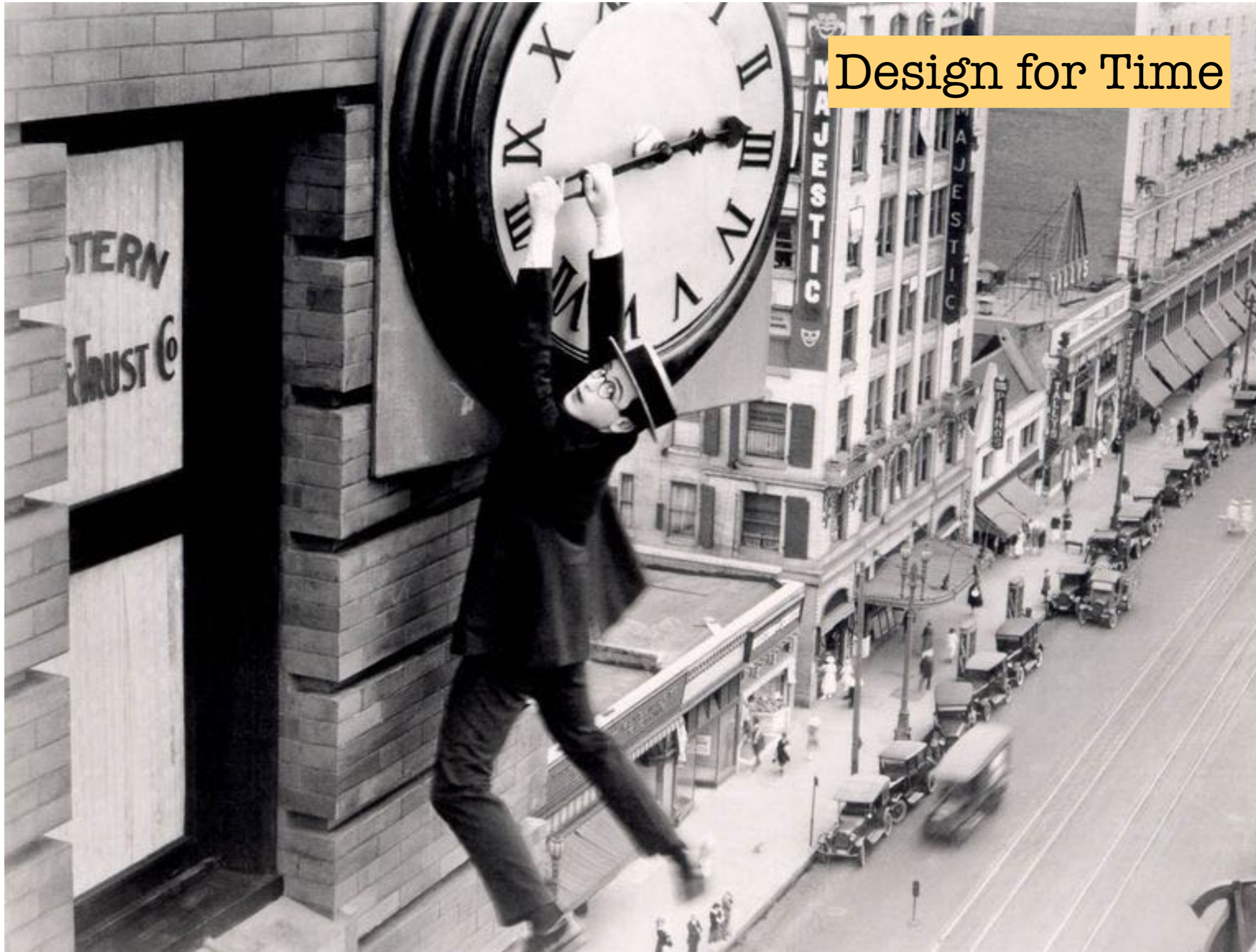
EXPLORE



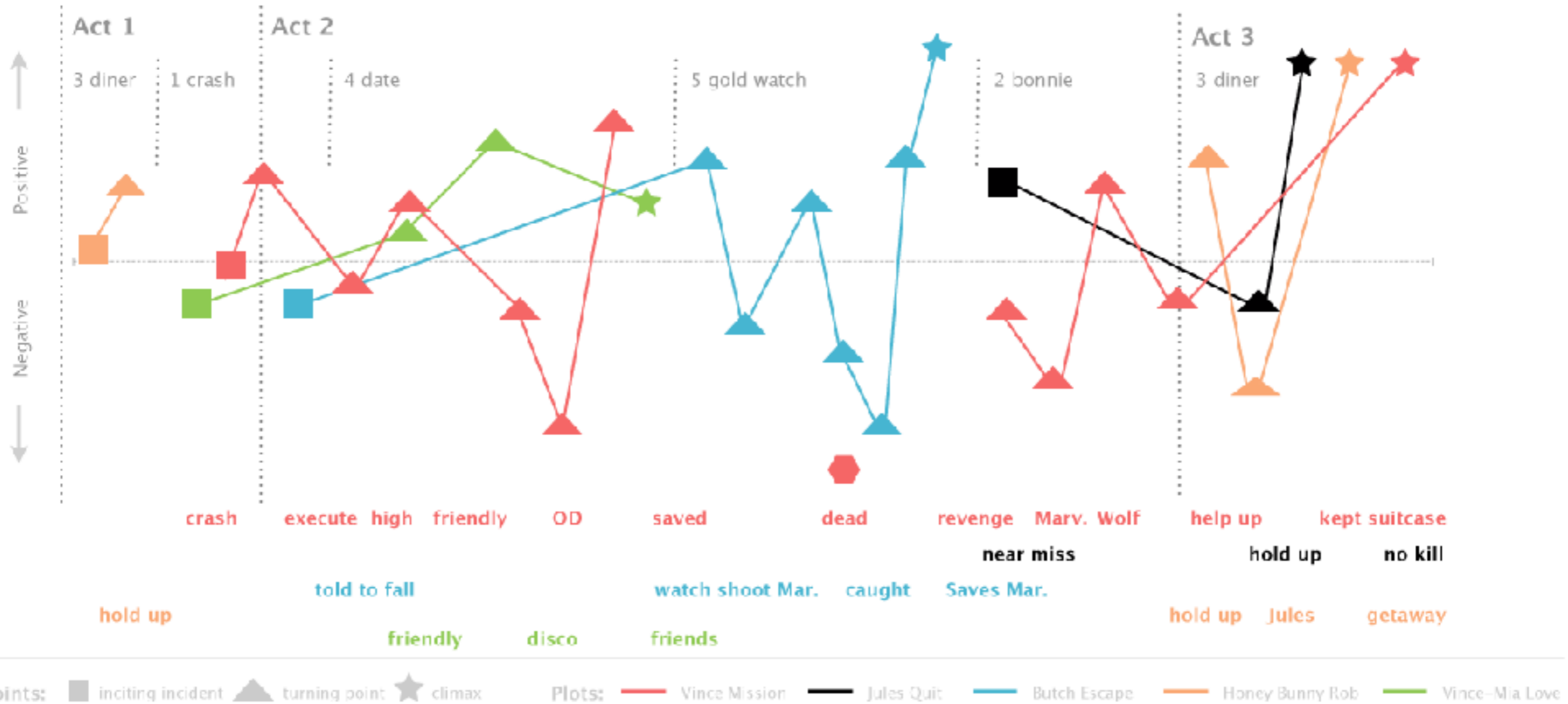
CLOSE



# Design for Time



# Pulp Fiction



SLIDE PREPARATION

Who are our audiences?

I always start the design process with "this question"

What is my goal with this audience?

GOAL SETTING

- What do we prepare
1. For our audience (goals + expectations) (structure)
  2. For design (time) + communication
  3. For ourselves (for confidence)

introductions PERFORMANCE SLIDE

Let's watch some intros TED TALKS

B. What makes a powerful intro?

C. Now prepare your 2 minute intro + your opening slide

In groups analyse + reflect

PERSPECTIVE SLIDE

SLIDE

60 mins

Show and Tell with Feedback

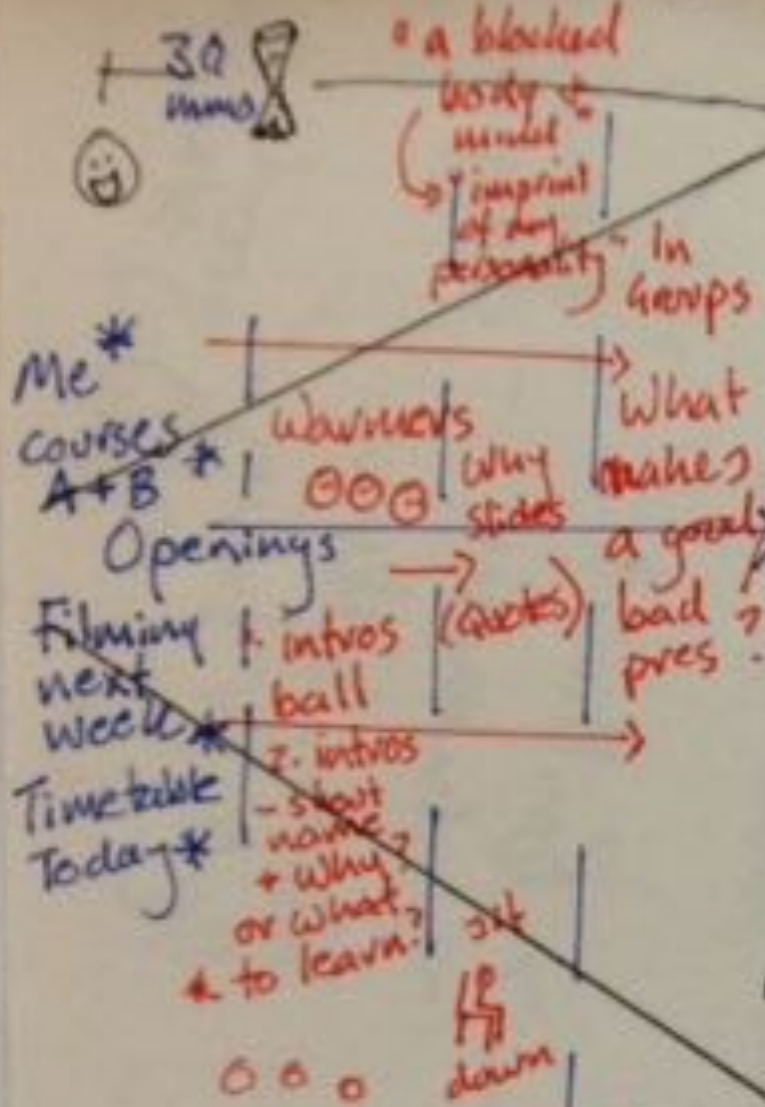
EXPLORE ISSUES (Presenting Data)

Importance of Closing "It's what people remember" is a gift!

Work on your closing statement "keep engaging"

"So what have we learned 1. 2. 3. and finally."

1. "What have I learned?"
2. "What will I do next week?"



Draw don't write!

write down

What do we prepare

1. For our audience (goals + expectations) (structure)
2. For design (time) + communication
3. For ourselves (for confidence)

90 mins

story? Qs? logical?

SLIDE

# Story Boarding

**WHAT IS A SERVICE?  
THE ARGOS EXPERIENCE...**

**thinkpublic**  
www.thinkpublic.com

HI, MY NAME IS PALL AND I'M GOING TO USE THE ARGOS SHOPPING SERVICE TODAY. MY GIRL FRIEND WANTS A EXERCISE BALL WHICH SHE SAW AT HOME IN THE CATALOGUE...



THE SHOP WAS EASY TO FIND WITH THE BIG SIGN OUTSIDE!

THIS SIGN IS USEFUL, I KNOW HOW LONG THIS IS GOING TO TAKE



**STEP 1: SELECT PRODUCT**



HERE'S ALL THE SPORTS STUFF, IT SHOULD BE IN THIS SECTION...

HERE WE GO, THIS IS WHAT SHE WANTED



THIS IS REALLY USEFUL, I CAN SEE IF THERE ARE ANY IN STOCK BEFORE QUEUING UP. IT LOOKS LIKE I'M IN LUCK, THERE ARE 5 IN STOCK!



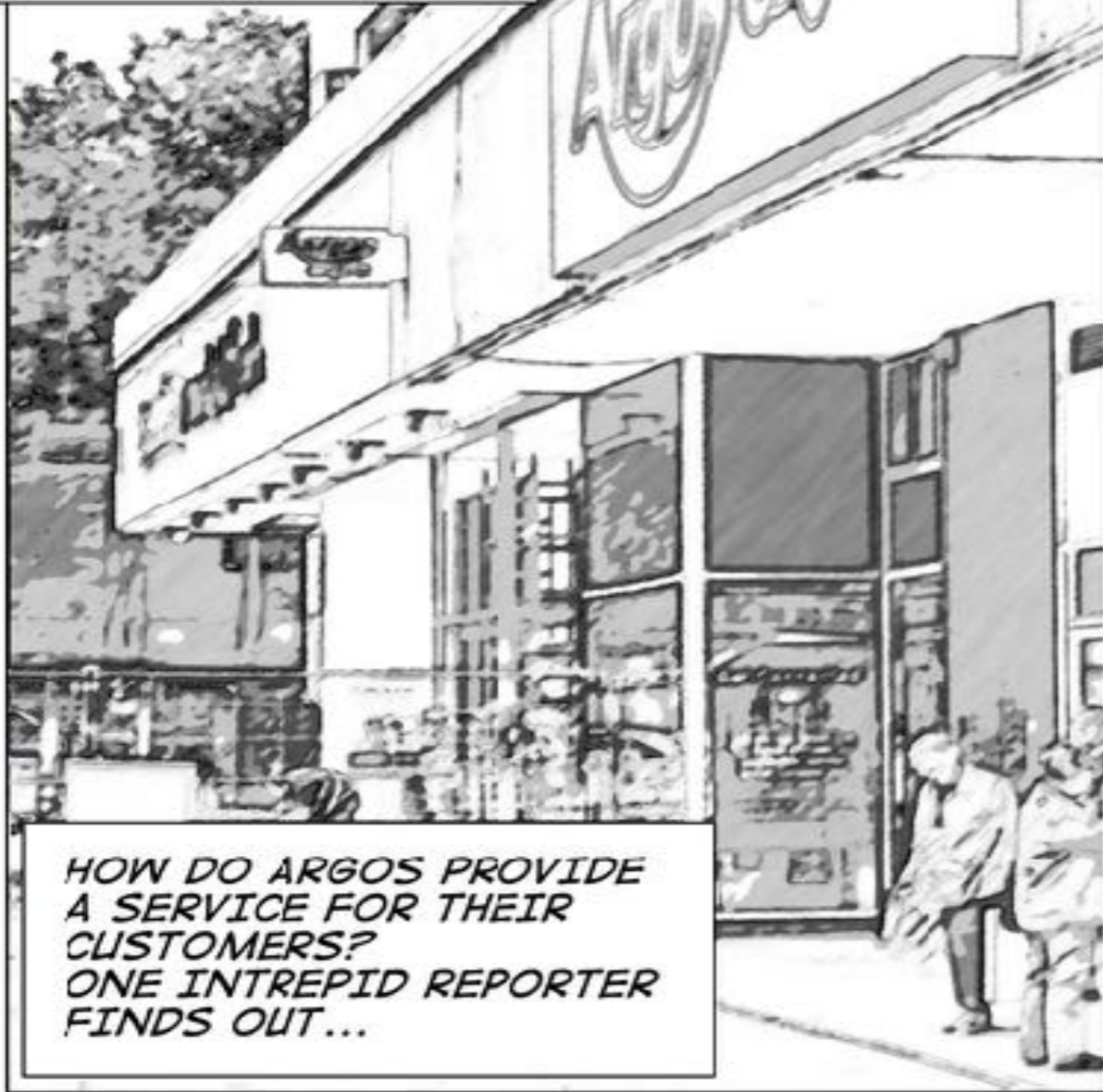
AND HERE'S THE CATALOGUE NUMBER AND PRICE



I'LL MAKE A NOTE OF THE NUMBER USING THE SLIP AND PEN PROVIDED...



**HOW DO ARGOS PROVIDE A SERVICE FOR THEIR CUSTOMERS?  
ONE INTREPID REPORTER FINDS OUT...**





## 2. PRESENT (PERFORMANCE)



## Openings: 5 questions

What are my listening and communication goal(s) for my audience?

Why should they care?

What do we share as a community?

What are my 3 key themes, my journey outline and my stories?

How can I engage with the small, the personal or the particular to hint at a much bigger picture?



# *AIDA and Introductions*

**A** attention

**I** interest

**D** desire

**A** action

This is a performance





Use visual images and props with purpose

This is the moment-  
this is the most important  
moment right now.  
It's about contribution.  
That's what our job is.  
It's not about impressing people.  
It's not about the next job.  
It's about contributing something



Benjamin Zander, chief conductor, Boston Philharmonic Orchestra)

### **3. PERSPECTIVE(S)/FEEDBACK**



**What is good feedback?**

**What is bad feedback?**



## **To conclude...**

keep tight for time and simple for structure stay centred but adaptable. Also:

---

**Prepare for success with design thinking: empathy, creativity, rationality**

**Set goals for time and content**

**Remember: supertask, structure and repetition rule of 3**

**Share your stories and problems**

**Drive with energy and questions**

**Keep it tight, loose, creative**

**Actively seek constructive help and feedback from your audience**



# Creative Approach to Projects

1. Dismantle the Brief
2. Reverse problems: challenge the orthodox and explore opposites
3. Always question the status quo
4. Play against conventions
5. Always, always ask why things are as they are



think  
natural ...not  
perfect

Where can I practise?



**TEDX**

**x** = independently organized TED event

