



Università degli Studi di Padova
Dipartimento Territorio e Sistemi Agro-Forestali

TESAF

DOCTORAL COURSE
Land Environment Resources and Health (L.E.R.H.)



Tips for presenting a scientific paper



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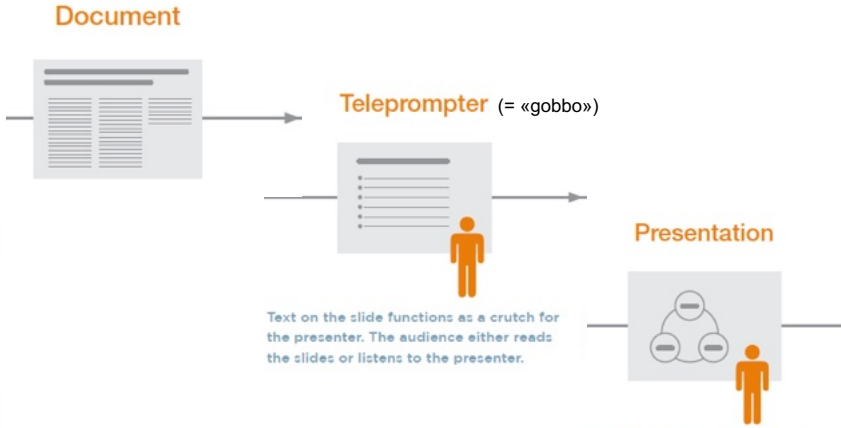
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Background

A presentation is ... a presentation!

Document



Teleprompter (= «gobbo»)


Presentation

Text on the slide functions as a crutch for the presenter. The audience either reads the slides or listens to the presenter.

Slides are effectively used as a visual aid to reinforce the presenter's message.

Source: Duarte, 2008

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Background and objectives


You've worked hard to put together a **research activity** and **you want to share some of its components** with your colleagues or examiners.

Make sure that effort pays off by creating a presentation that **your audience will remember** and appreciate.

Here is a list of items compiled to help make your presentation **more effective and understandable** to your colleagues.

What is wrong? 63 words

4



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Background and objectives (a)

How to **share some of your research results** with your colleagues or examiners...

... creating a presentation that **your audience will appreciate**.

Here is a list of **ideas and suggestions!**

32 words


Which audience?

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Background and objectives (b)

How to **share some of your research results** with your colleagues or examiners...



... creating a presentation that **your audience will appreciate**.

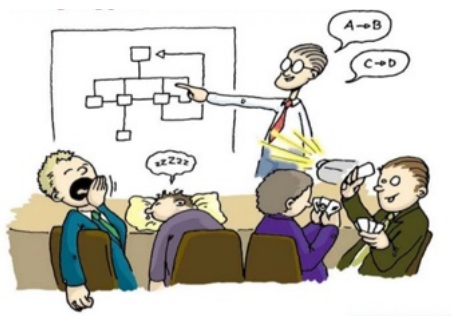
Here is a list of **ideas and suggestions!**

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Background and objectives (c)

How to **share some of your research results** with your colleagues or examiners...




... creating a presentation that **your audience will appreciate**.

Here is a list of **ideas and suggestion!**

What is wrong?

7




Paper organization

1. Preparation points
2. Organisation and order
3. Some editing suggestions
4. Set the pace and be communicative

A test

Teaching material available in [Moodle](#)

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1. Preparation points (1/11)

- If you are a beginner, on average, you should budget **10-20 minutes of writing and practice** for each minute you speak.
- A **10-minute presentation** should be backed up by 1.5-3.5 hours of preparation and practice.

1. Preparation 2. Organisation & order 3. Editing 4. Set the pace Test

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Preparation points (2/11)

- A rule of thumb is also that a good slide or sheet takes on average **0.5-3 minutes** to present.
- So, for a **10-minute presentation** you must condense your contribution to **7 to 15 slides**.
- Don't forget that you also lose a **few minutes at the start** for getting the room silent, for the ice-breaking, the introduction, ...

1.Preparation
2.Organisation & order
3. Editing
4. Set the pace
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Here 4 examples of slides that require very different times to be presented

1 – 3 minutes

20 seconds – 1 minutes

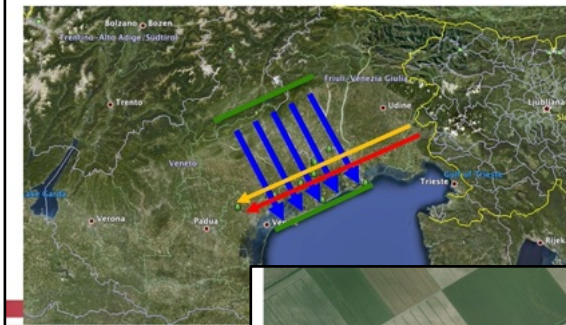
Schumpeterian Innovation	Social Innovation Framework (Bosworth ET AL., 2016, p. 5)	Innovative business model based on	Innovation criteria Sweeney ET AL., (2006, p. 78)
Product	New outcomes: services or products	New product and/or service	Offering of new solutions
Process/methods of production	New approaches to value creation and policy/service delivery, new people involved and shifting control of processes	New approaches to creating value	Brand and other value capture techniques
Inputs	Optimizing the use of local resources, including human and social capital	New approach to natural resource use	Supply Chain organization (logistic, platform, ...)
Process/and exploitation of new markets	New approaches to value creation and product/service delivery	New processes	New production technologies
	Serving the breadth of society; responding to social needs	New markets: demand stimulus	New customers, e-marketing
Organizational innovations	Network approaches and innovative partnerships	New approaches to networking	Networking organization

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A relevant corridor for env. protection
... and for the local forest economy

15-25 seconds



10-15 seconds



Pineta di Eraclea

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Preparation points (3/11)



Which SW?

PowerPoint (PP) is the standard SW for presentation, but we should avoid giving a monopolistic position to Microsoft: it's **not only a matter of a tool**, but also a matter of **way of thinking**.

Therefore, biodiversity in SW is welcome!

- **Keynote** (Mac): quite like PP, easier to learn from zero
- **Prezi** is a good alternative (free, if online: <https://prezi.com>)
- ...

PP vs Prezi Go on

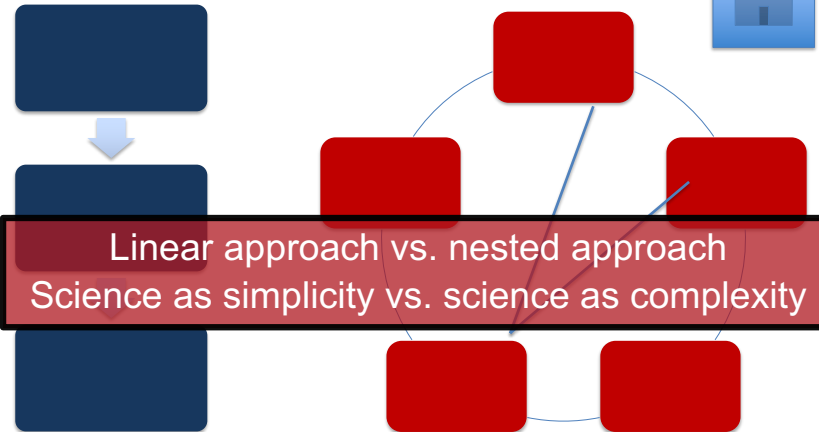
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Preparation points (4/11)

Which SW?

Power Point & Keynote

Prezi



1.Preparation

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Preparation points (5/11)

Which SW?

A blog useful for comparing presentation SW



<https://visme.co/blog/best-presentation-software/>

1. [Visme](#)
2. [Prezi](#)
3. [Google Slides](#)
4. [Keynote](#)
5. [Microsoft PowerPoint](#)
6. [Ludus](#)
7. [Slides](#)
8. [Slidebean](#)
9. [Zoho Show](#)
10. [Beautiful.ai](#)
11. [Genially](#)
12. [Canva](#)
13. [FlowVella](#)
14. [Haiku Deck](#)
15. [Microsoft Sway](#)

1.Preparation

2.Organisation & order

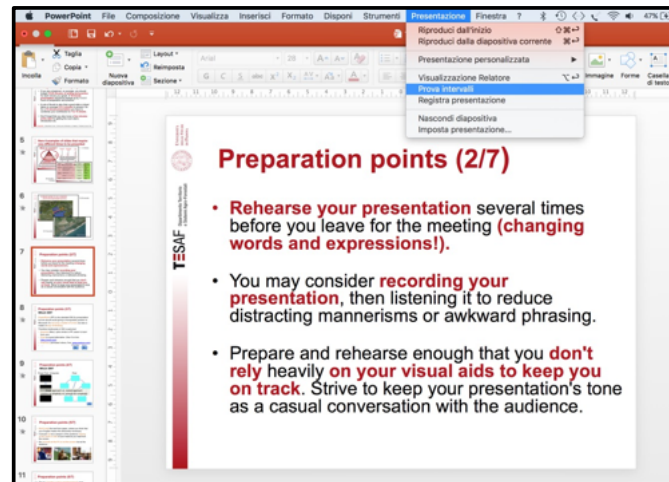
3. Editing

4. Set the pace

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A special option of PP (6/11)



1.Preparation

2.Organisation & order

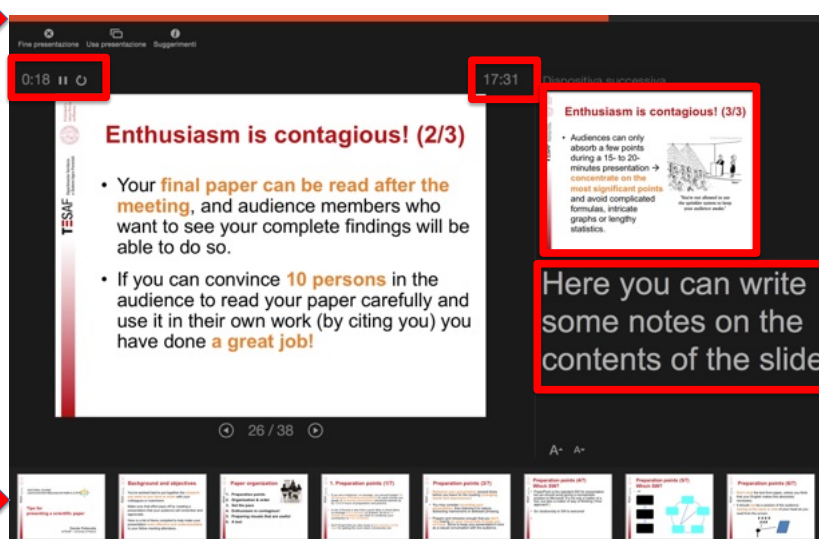
3. Editing

4. Set the pace

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Another special option of PP (7/11)



1.Preparation


2.Organisation & order

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Preparation points (8/11)

- **Rehearse your presentation** several times before you leave for the meeting (**changing words and expressions!**).
- You may consider **recording your presentation**, then listening it to reduce distracting mannerisms or awkward phrasing.

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Preparation points (9/11)

- **Rehearse your presentation** several times before you leave for the meeting (**changing words and expressions!**).
- You may consider **recording your presentation**, then listening it to reduce distracting mannerisms or awkward phrasing.
- Prepare and rehearse enough that you **don't rely heavily on your visual aids to keep you on track**. Strive to keep your presentation's tone as a **casual conversation** with the audience.

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Preparation points (10/11)


Try to **create a nice environment** and **reduce/avoid elements for distraction**: noise, images, people coming in, special effects, ...





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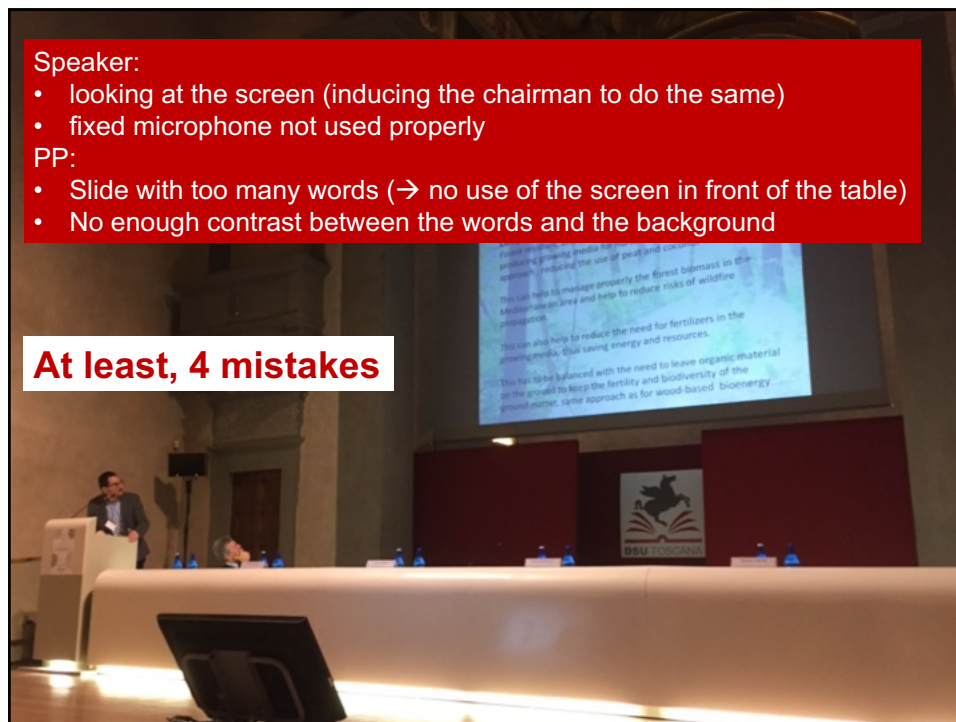
Preparation points (11/11)

- **Don't read** the text from paper, unless you think that your English makes this necessary
- It should **not** be a session where the **audience** spends their time **staring at the back of your head** while you read from the screen
- Do **not look at the PC or at the screen** but at the audience

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A test

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Let the audience follow you (1/13)

- Your presentation **creates a path** for the audience **to follow** letting the audience be aware of the **logical sequence** throughout your talk.
- In your introduction, provide:
 - a **focus/objective** (statement of your main idea)
 - a **reason to listen** (significance of the main idea)
 - an **orientation** (structure of the presentation).

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Let the audience follow you (2/13)

- Like a newspaper article, a good presentation and paper starts with providing the **focus**, the **statement of the problem**, sometimes one or few main **conclusions** (if counterintuitive)

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... and I will conclude demonstrating that forests don't play any major role in a long-term strategy to reduce climate change

... and I will conclude demonstrating that forests can reduce soil erosion



1.Preparation **2.Organisation & order** 3. Editing 4. Set the pace Test

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Let the audience follow you (3/13)

- Like a newspaper article, a good presentation and paper starts with providing the **focus**, the **statement of the problem**, sometimes one or few main **conclusions** (if counterintuitive)
- This helps the audience to follow you, and there is **no reason to hide the result(s)** or next steps.
- The **time spent** to guess where the speaker is going to, is not spent to understand his/her points.

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“Road signs” (4/13)

- no. of slide of the section
- title of the section, with or without the overall structure of the paper
- other signs to highlight the progress in the presentation

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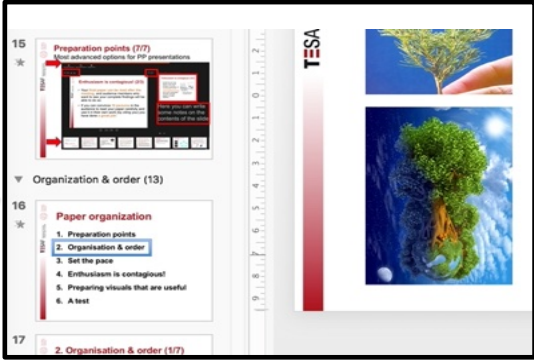
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Sections (5/13)

Use the option “Section” to organize the sequence of slides



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Sections (6/13)

Quite useful also when you must copy a set of slides from one presentation to another.

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Breaks and info for tracking the presentation (7/13)


- Identify the natural **breaks** in your presentation, and insert some conventional words or phrases:

“as an introduction to the topic...”
“the second reason...”
“in the last part of my presentation...”
“to conclude...”

Moving towards the conclusions...

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Breaks and info for tracking the presentation (8/13)

- Identify the natural **breaks** in your presentation, and insert some conventional words or phrases
- During a long presentation, **summarise after you finish each point**, to wrap up what you've said and connect it to the next point.

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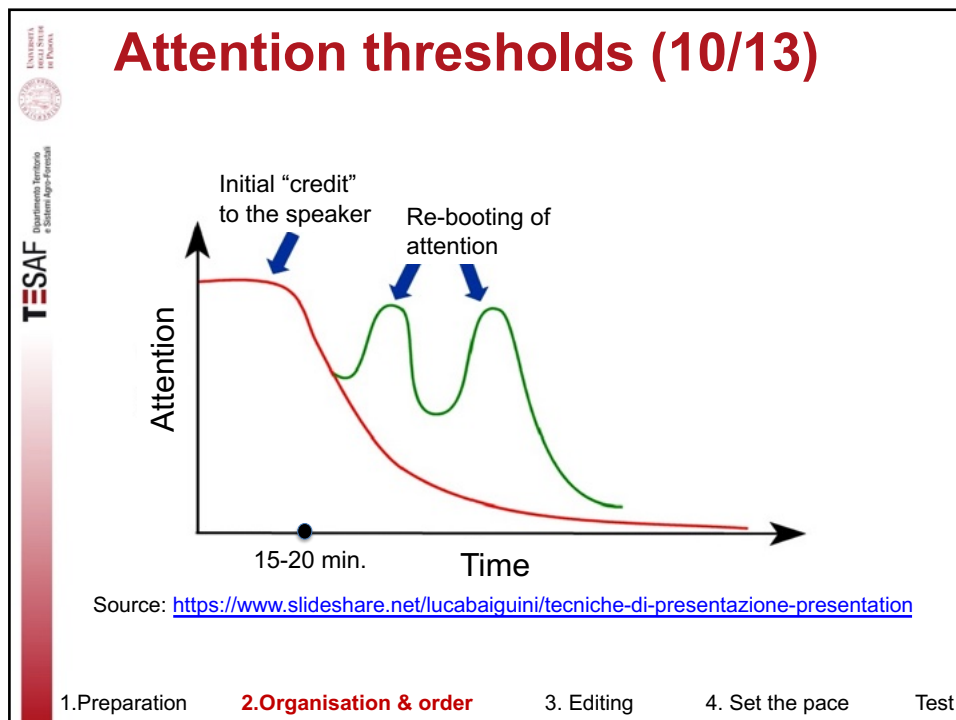
Attention thresholds (9/13)

- Audiences tend to be **very attentive** at a presentation's **beginning**, **less** attentive during the **middle** section, and **more** attentive as it **ends (if motivated!)**

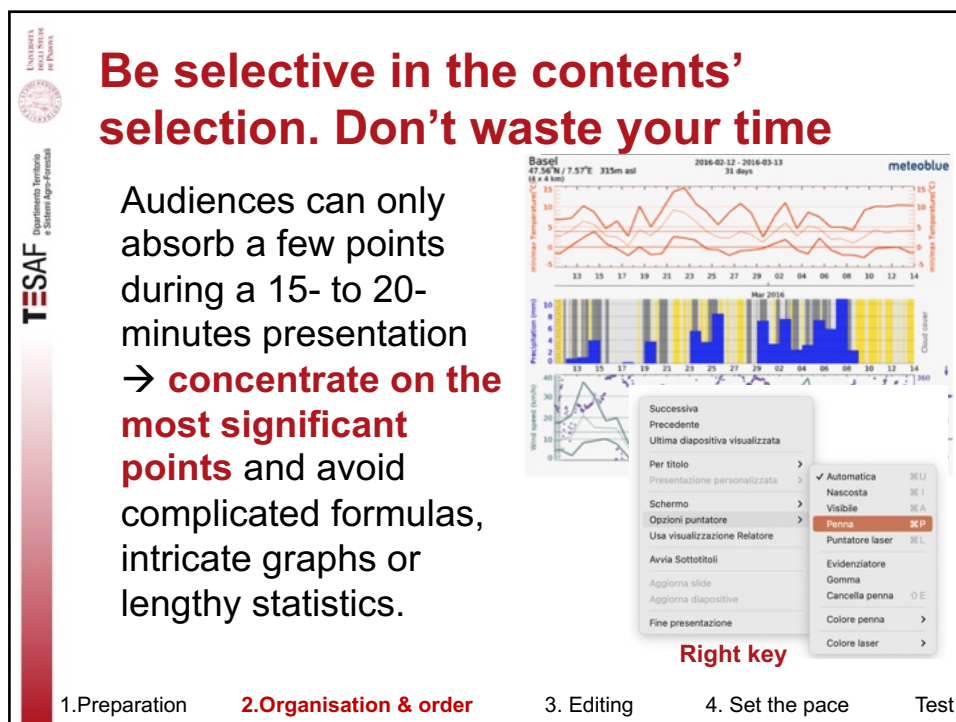
→ try to **recapture attention at the end** of the presentation. Use your **conclusion to re-emphasise** the most important elements of your presentation.

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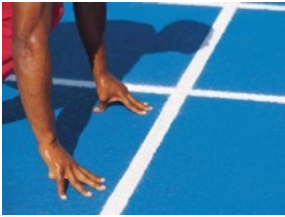
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The role of images to keep attention (11/13)

Raise the attention of the audience in the middle section by making a nice joke, or an interesting analogy.


A nice image might also be useful (but not in the PP of the thesis in front of the Commission!)



start



alternative – need for a decision



strategy

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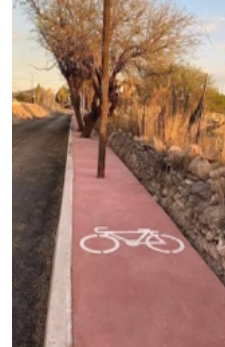
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Images can be a break, but also a mean for understanding and /or a source discussion



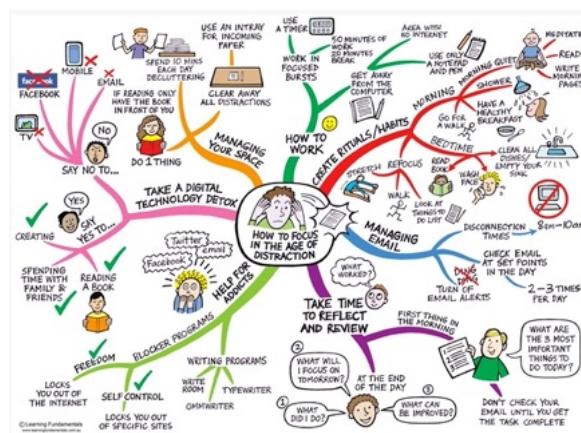
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Images can communicate in a very effective way serious messages:
e.g. inequality,
social disparities



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Also in the case of images, take in consideration the time needed for catching the sense what you present



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Conclusion (12/13)

An image may help a lot!

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“Take-home messages” (13/13)


Much used titles of the last slide: “Take-home messages”, “Lesson to learn” or “Lessons that can be drawn”

Take-home messages

- **Solid biomass is key** to achieve net-zero emission targets
- We must **reduce our Carbon and biodiversity footprint** from imports and increase the **self-sufficiency rate** in biomass consumption
- The EU agricultural sector has relevant **limitations** to increase the **non-food component** of its production
- The EU **forest sector** must play a **relevant role**; how?
 - **Cascading and recycling**
 - Increased **efficiency** in energy use
 - How to deal with the request of **low-quality biomass**? **Sustainable intensification**? Plantations and SRC? Gene-editing techniques?
 - Science-based **communication**, consensus raising

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Paper organization

1. Preparation points
2. Organisation and order
3. Some editing suggestions, **not rules**
4. Set the pace and be communicative

A test
A matter of taste and of personal communication style. Again, diversity is much welcome!

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4. Preparing visuals that are useful (1/11)

- Again, a fundamental point: when creating your slides, remember that **"less is more" in visual aids**

→ limit the number of elements on each slide to **maintain readability** for the audience.

1. Preparation 2. Organisation & order **3. Editing** 4. Set the pace Test

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Number of bullet points and words (2/11)


- Limit the amount of information on each slide. **Each slide should contain:**
 - One-two main points
 - One thought per line
 - No more than 7-8 words per line. Skip articles ('a', 'the') and stick to nouns and verbs
 - No more than 7-8 lines per slide
- Place the most **important text at the top** of the slide.

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This PP presentation is strictly not respecting these rules!


Yes, true!



This PP has a second objective: to be reference material for your future work

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Text size (3/11)

- Fine or thin lines in text or graphics will disappear when projected. **Text and graphs need to be bold enough** to contrast against the background.
- Use large text sizes. For most visual aids, **titles** should be **36 to 48-points** and **text** should be **24 to 36-points**.

24-points	24-points
20-points	20-points
18-points	18-points
14-points	14-points
12-points	12-points

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Capital letters (4/11)

- Words typed in all capital letters offer few recognisable shapes to catch the audience's eyes.
- WORDS TYPED IN ALL CAPITAL LETTERS OFFER FEW RECOGNISABLE SHAPES TO CATCH THE AUDIENCE'S EYES.

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Background colour (5/11)

- Use **dark** blues, grays, greens or black for **backgrounds**.
- **White and yellow text** against dark backgrounds: **the most readable** (however the obligations related to the organization's template, like for UNIPD)
- In general: keep a **strong contrast** between the background and all the words (but consider also the **light in the meeting room!**)

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Colour and style considerations (6/11)

- To add emphasis: use **different colours** or **fonts *italics***, rather than underlining.
- **Avoid use many colours in the same slide**
- **Avoid use of more than 2 types of font IN THE same slide**
- Underlined text reduces the distinctness of words and makes them harder to read.
- Underlined text reduces the distinctness of words and makes them harder to read.

1. Preparation


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3. Editing

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Bullet points and punctuation (7/11)


- **Bullets** should be **easy to see**.

↓

- **Check their size**, colour and position relative to the text.
- Minimise punctuation in visuals - use **signs** (→, &, @, ...), **size** or **colour** to increase visibility to the key-concepts.

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‘Flash technologies’ (animation) (8/11)

- **Don't use complicated ‘flash technologies’** or other 'moving' texts. It often takes too much time and is disturbing as it distracts from the message.
- If you have a list of items, **project them at once** and don't use PP facilities to show them one by one - unless you have a long story to tell on each item.


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‘Flash technologies’ (animation) (9/11)




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- Don't use complicated ‘flash technologies’ or other 'moving' texts. It often takes too much time and is disturbing as it distracts from the message.
- If you have a list of items, **project them at once** and don't use PP facilities to show them one by one - unless you have a long story to tell on each item.
- Remember the option to **partially hide** the previous text.


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Hidden slides and hand-out (10/11)




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- Don't be shy: **ask a colleague for comments on your presentation**. Your friend (partner) is often an excellent reviewer on the design and lay-out of your slides!
- For small groups, if you have a rough idea on the number of persons in the audience, **provide a hand-out in advance** or **a link for downloading** the presentation. That keeps help audience to follow you.

1.Preparation
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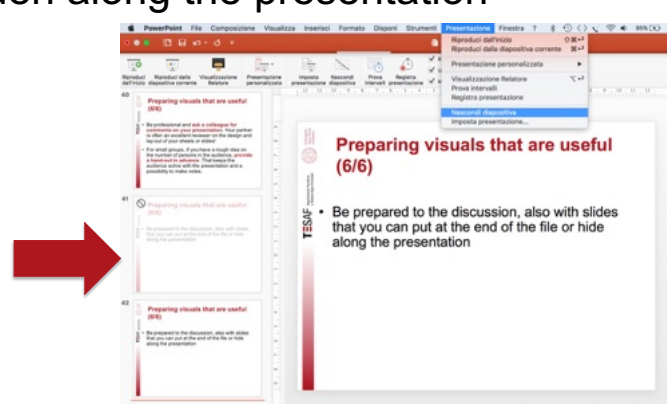
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Hidden slides (11/11)

Be prepared to the discussion, also with slides that you can put at the end of the file or hidden along the presentation



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Paper organization

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4. Set the pace (1/7)

- **S** p e a k c l e a r l y . A reader of a paper controls the pace himself while in an **oral presentation**, you **control the speed**: stick to short sentences and re-emphasise the main points.
- Use some **silent pauses**.
- Don't try to include more information simply by **speaking faster**

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Set the pace (2/7)

- **Don't use the time reserved for discussion** or Questions and Answers for your presentation.
- Ask the chair of the meeting to **warn you 5 and/or 1-2 minutes before your time is up** or use your mobile to track the time
- **Start summarising** your presentation with your last slide if only **1 minute is left** - wherever you are at that moment.




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A simple exercise: How long is 1 minute?



Still stressed?
Some points can be shifted to the questions and answers session by using a phrase like *"I could elaborate on that if you have questions..."*


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Never forget the aim of your presentation (3/7)

- Your **final paper can be read after the meeting**, and audience members who want to see your complete findings will be able to do so (→ Research Gate).
- If you can convince **10 persons** in the audience to read your paper carefully and use it in their own work (by citing you) you have done **a great job!**



These slides can be download from the web side ...

1. Preparation 2. Organisation & order 3. Editing **4. Set the pace** Test



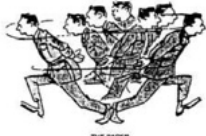

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Body communication (4/7)

- Be **self-confident** and speak with authority;
- Deliver the message with dynamism; **use movements** (hands, face expressions) to maintain attention; use **humour** if possible

... but with moderation, esp. Italians!

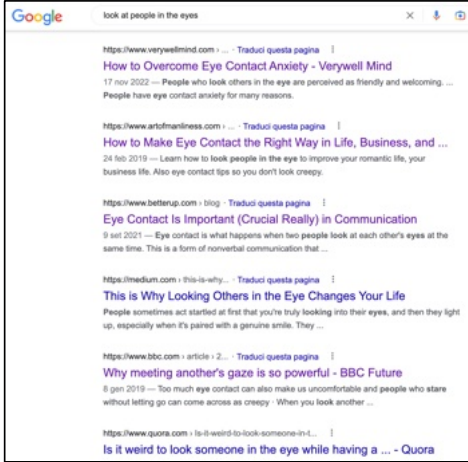
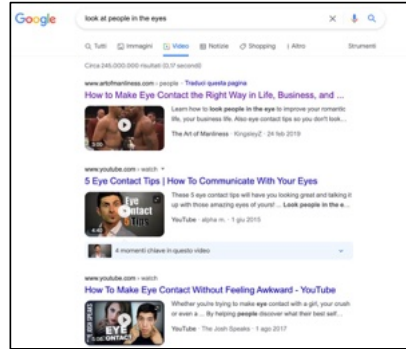





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Look at people in the eyes (5/7)


1.Preparation
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Enthusiasm is contagious! (6/7)

- “Crop” or “Vet” issues not always are felt as the most important and interesting ones! (not mentioning the debris flow and the wood technology issue!!)
- If you are excited about your information, the audience will be also. If you deliver your presentation with a **“flat” vocal quality**, the audience may **fell asleep**.




1.Preparation 2.Organisation & order 3. Editing **4. Set the pace** Test

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Communication much depends on empathy: a gift of nature ... (7/7)



... again, a matter of personal taste, and not a scientific rule!

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... but you can always try to improve!



The illustration shows a central figure with a calm expression, surrounded by six thought bubbles. Each bubble contains an icon and a label: 'Creativity' (a person with a lightbulb), 'Feeling safe' (a person in a protective shield), 'Emotional Connection' (two people talking), 'Identifying Needs' (a person at a desk), 'Negotiation' (two people in a discussion), and 'Collaboration' (two people working together). The 'verywell' logo is in the bottom left corner of the illustration.

<https://www.verywellmind.com/cognitive-and-emotional-empathy-4582389>

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A short video to think about communication effectiveness

<https://www.youtube.com/watch?v=gZJc8PB2DsQ&feature=youtu.be>



The screenshot shows a man in a dark shirt gesturing with his hands raised. Behind him is a presentation screen with the word 'PechaKucha' in large white letters and 'Paw-Cha h-Cha' in green letters below it. A play button icon is overlaid on the man's face.

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A summary (4 min.) of simple rules for an effective presentation



<https://youtu.be/q6y43AdOitA>

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A test (1/3)

- Select 2 or 3 colleagues (max.)
- Prepare a presentation of 5 minutes (+/- 1 min.) on


«On-going and future impacts of Covid-19 in my life as a young scientist

or

«On-going and future impacts of IA in my life as a young scientist»

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A test (2/3)

- Agree with the 2-3 colleagues a meeting (in presence) where and when to make the presentations
- Make your presentation and listen to the other presentation(s) and evaluate them with the assessment form that can be downloaded from Moodle.
- Discuss the contents of the assessment with your colleagues.
- Send the assessment form to davide.pettenella@unipd.it

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A test (3/3)

Form for the presentation assessment.

My name: _____
PhD course: _____

A. Evaluation of other colleagues' presentations

Name of the speaker: _____

+ Quality of the presentation	0=bad → 5= excellent
– Adherence to the presentation time limit (5 minutes)	
– Logical structure of the presentation (easiness to track the contents, clear steps, clear objectives, powerful conclusions, ...)	
– Quality of the slides (readability of the text, no. of words, colours, contrast, use of pictures, ...)	
– Body position (looking to public, dynamism, ...)	
– Speaking (clear sentences, repetitions, sense of humour, ...)	
+ Contents	
+ Empathy of the speaker (the presentation created interest, it was engaging)	
Overall assessment	
Comments and suggestions for improvement:	

Name of the speaker: _____

+ Quality of the presentation	0=bad → 5= excellent
– Adherence to the presentation time limit (5 minutes)	
– Logical structure of the presentation (easiness to track the contents, clear steps, clear objectives, powerful conclusions, ...)	
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Comments and suggestions for improvement:	

Name of the speaker: _____

+ Quality of the presentation	0=bad → 5= excellent
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– Body position (looking to public, dynamism, ...)	
– Speaking (clear sentences, repetitions, sense of humour, ...)	
+ Contents	
+ Empathy of the speaker (the presentation created interest, it was engaging)	
Overall assessment	
Comments and suggestions for improvement:	

B. Self-evaluation.

How do I think it went? _____

What could I have done differently to make it better? _____

What did I learn from preparing for and delivering this presentation? _____

Date _____


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...and now it's your turn!



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