

PRESENTING WELL

Tuukka TOIVONEN (Ph.D. Oxon)



Presenting well

- Today's 'research question':

"How to learn to present effectively at international conferences and symposia?"

+ your questions

My background

- My personal ideals (self-awareness)
- Yet, varieties of academic presentation; choosing a style
- Basic rules of thumb do exist
- Learning from the Great...and from our peers!

What do they teach us?

- Roger: Making a powerful argument
- Ito: Being analytical *and* metaphorical
- Tony: Engaging with the audience
- Yuuji: Displaying energy and creativity
- Kariya: Appealing to an international audience
- Ai: Demonstrating the power of inspiring others
- Norihiro: Using data *and* humour – in English!

Key dimensions

The presenting environment
Visual presentation (slides)
Body language

The flow of the presentation
The content

The real stuff: projecting passion & enthusiasm; engaging in discussion

Ways to get there? 1) Practice tips 2) A check-list

The Basics

1) The environment

- Place yourself at the centre; turn on the lights; improve your presence
- Project your voice, look up, walk around (if appropriate)
- Greet individuals in the audience in beforehand

The Basics

2) The slides

- Avoid CLUTTER; slides are an aid only (good for definitions/key words and for showing relationships)
- Line-by-line, keywords-only, simplified graphs and tables (the two-by-two), photos etc.
- The slides are the LEAST of your worries (don't waste time on them!)

EXAMPLE 1: Table 1 Characters of three regime-types and Japan (Uzuhashi)

	De-commodification index	Stratification index	Weight of private sector
liberal	low	low	high
conservative	medium	high	medium
social democratic	high	low	low
Japan	medium	high	high

Definitions:::

- Public
- Private
- Partnership
- Collaboration
- (Social) safety net

Acronyms:::

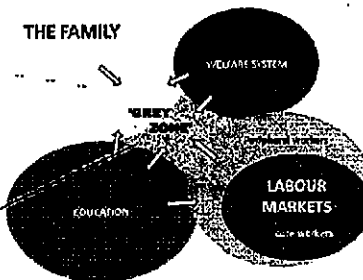
- SAP (Social Action Program)
- OPCSW (Osaka Prefecture Council of Social Welfare)

EXAMPLE 2
(Murota)

Larger Questions: The Actual Target Group (Toivonen)

Sons & some daughters of middle-class families with certain life-course expectations

THE FAMILY



Stigma & low awareness reg. 'new work incapacities' across these spheres

The 'grey zone' is not well served by existing youth policy

The labour market sets clear limits to 'inclusion'

OBJECTIVE:

A LOW-CARBON ECONOMY

= a 25% cut
over 1990
levels?

The Basics

- 3) Body language: *engaging* with the audience
(eyes, eyes, eyes!)
- 4) The flow of the presentation: structure (tell
them x 3) & context
- 5) The content: simplify; have *an argument*

The Real Stuff

- A good balance between *enthusiasm* and
building an argument with solid data (or
concepts)
- Presentations are NOT the most
important thing? DISCUSSION as the
raison d'être of conferences (RC19)

A Practice Programme

- 1) Imagine your 'ideal' presentation
- 2) Confirm your strengths and weaknesses

- 1) Create a 'working presentation'
- 2) Present to 2-3 friends; hold a DISCUSSION; film all of
this

- 1) Analyse feedbacks (self, friends, tape)

- 1) Improve the points you wish to get across
- 2) Work on your enthusiasm, clarity and data
→ repeat

How to get there?

- **Deliberate practice**; ideas from others
- **Making time for several run-throughs**
- Using 'presentation cards', not scripts
- Inserting useful repetition; paraphrase
- Filming your performance & asking for friends' comments

A checklist

- 1) Are you using more time on **actual practice** than on slides?
 - 2) Are you getting **high-quality feedback** from friends/recordings?
-
- 1) Are you making **VERY CLEAR** your research puzzle(s) & the context of your research?
 - 2) Are you defining your key terms in a comparative fashion (e.g. by specifying how definitions vary)?
-
- 1) Are you viewing inspiring presentations by others?
 - 2) Are you doing at least **3 run-throughs** before presenting (without a script)?
-
- 1) Are you practicing regularly **your academic discussion skills**?
 - 2) Are you engaging with your audience?
 - 3) Are you making a strong **ARGUMENT**?

Stretching the limits....

- (video removed from printable version: type 'TED Talks' and 'Hans Rosling' onto Google to access clip)

Hans Rosling on TED Talks (11/2009)

...and on to *our* discussion!



-Was all this 'standard fare'?

-Any doubts? Further pointers?

-Personal experiences?

-Creative ideas?

-'Japanese' vs. 'Anglo-Saxon' style issues?

-Practice tips?

I may be contacted for further enquiries at tuukka.t@gmail.com