



Presentations and Demonstrations

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OVERVIEW

Your most important factor. It allows you to reduce content and focus your scope. It is your most precious commodity.

TIME

01

02

AUDIENCE

Who are you presenting to?
Is this a technical crowd or
business crowd?

What setting is the presentation set in? How does this change the manner in which you cater the information to your audience?

SETTING

03

04

TOPIC

Based on the time constraints and audience, how do you organize your presentation?

What do you want the audience to take away from your presentation? How/Why will they remember you?

CONCLUSION

05

TIME

- Time is your most valuable commodity, recognizing this is your first priority.
 - You are only given 5 minutes to present your topic, there are no ifs, ands, or buts about it.
- Time restrictions allow you to reduce the content and focus your scope of your presentation.
- There are different types of presentations, for example:
 - The 30 Second Elevator Pitch
 - The One-to-Two Minute Walk
 - The Five Minute Demonstration
 - The 30-to-60 Minute Sales Presentation
 - The One Hour Conference Talk

AUDIENCE

- Who are you talking to?
 - Are you targeting a technical crowd or a business crowd?
 - Are you speaking to colleagues? employees? business associates? management? students?
- A technical crowd does not want “hand-wavy” or generic content.
 - Avoid the terms: big data, state-of-the-art, and artificial intelligence.
- A business crowd does not want to hear you talk about technical details.
 - Avoid the terms: actionable, synergy, pivot, and innovative.

SETTING

- The manner in which you talk to your audience will differ depending on the setting you are in.
 - Is this a: demonstration? conference talk? elevator pitch? two-minute walk?
- Let's look at some settings:
 - The elevator pitch is time constrained, so get to the point!
 - The walking pitch is also time constrained, get to the point but either have a strong introduction or conclusion.
 - A demonstration gives you time to explain your product. Do not assume anything and do not skip details!
 - A sales presentation allows you to explain what problem your product addresses and how it solves it.
 - A conference talk gives you the ability to communicate background details, motivations, contributions, etc..

TOPIC

- What are you talking about?
- Given the time constraints and the audience that this presentation is directed towards, how are you decomposing your talk?
 - Will you focus on the technical or non-technical aspect of the topic?
 - Based on your time constraints, how much detail will you incorporate into each sub-topic.

CONCLUSION

- What do you want the audience to take away from your presentation?
- Do not end your presentation with future work, “questions”, “thank you”, etc...
- Remind the audience of the take-home message, this is the last thing that they will see!

What is an Elevator Pitch?

- A 30 second speech that summarizes important points about you.
- This is a handy technique that can be used for networking, job interviews, and in an elevator with someone important!
- Give them enough information that they want to know more. Do not overwhelm them!
- What do you want them to know about you?

We are looking for an elevator pitch from you for your project!

An Effective Elevator Pitch

- 1 **Concise** – short and to the point. Be aware of the audience’s attention span.
- 2 **Clear** – understood by everyone. No jargon and acronyms, keep it in layman’s terms.
- 3 **Compelling** – why is this of interest to your audience?
- 4 **Credible** – why are you of value? What experience do you have?
- 5 **Conceptual** – high level without excessive detail.
- 6 **Concrete** – specific and tangible.
- 7 **Customized** – addresses a specific audience; consider the relationship.
- 8 **Conversational** – start a dialogue.

Communication Tips

- Body language is 90% of communication
 - Maintain Eye Contact
 - Do not put your hands in your pockets
 - Voice Projection (not to be confused with yelling/screaming)
 - Move around (when appropriate)
 - Confidence
 - If you know the topic, you will be confident.
 - If you do not, talk about what you do know!

Communication Tips

- Practice

- You can do this with a friend, a family member, or even a stranger!

- The saying “practice makes perfect” really does apply!

- Relax



An aerial, grayscale photograph of a dense city skyline, likely New York City, featuring numerous skyscrapers and a river. A large, semi-transparent white circle is centered over the image, containing the title text. At the bottom of the image, there is a horizontal bar composed of four colored segments: light blue, red, dark grey, and green.

FIVE TIPS FOR AN
EFFECTIVE
PRESENTATION
AND
DEMONSTRATION



SET A THEME
AND
PROVIDE AN
OUTLINE

DEMONSTRATE
RELEVANCE OF
YOUR IDEA

VISUAL SLIDES

LEAD UP TO A
MEMORABLE
POINT

ENGAGE YOUR
AUDIENCE

-
1. Build anticipation and excitement.
 2. State a headline and set the theme for your talk.
 3. Outlines will keep you on point and organized; clear transitions from section to section.

1. Provide meaningful and relevant experience.
2. How does your product solve a problem?
3. How is it different from your competition?

1. Minimize content!
2. Demos and videos are easier to follow.
3. Textual slides are easier to create, but harder to convey intuitively.
4. Pictorial slides are harder to create, but easier to convey.

1. What is the key point that you want your audience to walk away from?
2. Direct your talk towards this point.

1. Show excitement and enthusiasm towards your work.
2. Demonstrate humour to make the talk more relatable.
3. You may opt to share a personal story.

An aerial photograph of a city skyline, likely New York City, with a semi-transparent white circle in the center. The circle contains the text 'Exercise 1' and 'Create an Elevator Pitch for your compiler!'. The background is a teal-tinted aerial view of the city, showing numerous skyscrapers and a river. A decorative bar at the bottom consists of five colored segments: blue, red, black, orange, and green.

Exercise 1

Create an Elevator
Pitch for your
compiler!

An Effective Elevator Pitch

- 1 **Concise** – short and to the point. Be aware of the audience’s attention span.
- 2 **Clear** – understood by everyone. No jargon and acronyms, keep it in layman’s terms.
- 3 **Compelling** – why is this of interest to your audience?
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- 5 **Conceptual** – high level without excessive detail.
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- 8 **Conversational** – start a dialogue.

An aerial photograph of a city skyline, likely New York City, with a green overlay. A large white circle is centered on the image, containing text. The text reads: "Exercise 2" in a bold, underlined font, followed by "Practice your 5 minute Elevator Pitch to another group." in a regular font. The background shows numerous skyscrapers, including one with "MetLife" on top, and a body of water in the distance.

Exercise 2

Practice your 5
minute Elevator
Pitch to another
group.

An aerial photograph of a city skyline, likely New York City, with a red overlay. A large white circle is centered on the image, containing the text for Exercise 3. The background shows numerous skyscrapers, including one with 'MetLife' on top, and a river in the distance.

Exercise 3

Plan what visual aids
you will be using in
your demonstration.

CONCLUSION



TIME

AUDIENCE

SETTING

TOPIC

CONCLUSION

