

VB036: PRESENTATIONS AND VISUALS

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Avoid Using As a Script

- Although your visual aids are a useful memory aid for you, you need to consider your audience's needs when you are designing them. Don't use PowerPoint as a script! This often results in slides being overloaded by text, which is too dense and too small for the audience to easily read. Ideally font size should be 24 points and above. The audience can read faster than you can speak so, if you are reading directly from your slides, they'll be ahead of you and wondering why you didn't just e-mail them a copy of your slides! As you are preparing your PowerPoint presentation think about how it relates to what you are saying and what you intend the audience to learn from each slide. As you are presenting draw their attention to the relevant information on the slide.

Bad vs. Good Visuals

Impact of Malpractice Reforms

- Direct reforms had a larger effect on the supply of nongroup vs group physicians, on the supply of most (but not all) specialties with high malpractice insurance premiums, on states with high levels of managed care, and on supply through retirements and entries than through the propensity of physicians to move between the states.

Impact of Malpractice Reforms

- Larger effect on:
 - ▣ Nongroup vs group physicians
 - ▣ Most specialties
 - ▣ Managed care
 - ▣ Retirement & entries

Bad vs. Good Visuals

- Too much text in slides is detrimental
 - Animations are very useful
 - Control the amount of information that the audience sees at a given moment.
 - Audience will pay attention to the content of your speech
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Text Formatting

- **Don't use ugly/complicated fonts**
- Don't use **annoying** or **difficult to see** colors
 - Don't change colors between the points

Text Formatting (cont.)

- Don't use distracting/difficult to read from backgrounds
- Be consistent in the use of backgrounds

Text Formatting (cont.)

- Don't make your visuals too bland

Visuals

- ❑ Avoid bad or irrelevant visuals
- ❑ Should be related to the topic



PowerPoint is not a text medium;
it's a **VISUAL** medium

and

Presentations are not an information medium;
they're a **dramatic** medium

Proofread to Check Spelling & Grammar

- Proof-read careful to avoid spelling mistakes and incorrect grammar?

Sources

- Include a list of sources!
- Avoid “Wikipedia.com” or “Google.com”

Sources

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- Smith, Jeff. “Suing PowerPoint Well.” Department of English and American Studies, Faculty of Arts, Masaryk University. Presentation.
- “Successfully Using Visual Aids in Your Presentation.” University of Alabama School of Medicine. 2005. <http://www.uab.edu/uasomume/fd2/visuals/index.htm>
- Williams, Erica J. *Presentations in English*. Hongkong: MacMillan, 2008.

A Proper Use of Visuals



Buttons & controls can't change



Moto Q



BlackBerry



Palm Treo



Nokia E62

The Microsoft "Live" Platform





Works like magic

No stylus

Far more accurate

Ignores unintended touches

Multi-finger gestures

Patented !

Going "Live"

Ray Ozzie
Chief Technical Officer
Microsoft Corporation





Windows and Windows Live

- **Separate product offering from Windows**
- **Can use Windows with or without Windows Live**
- **Windows Live interfaces with Windows only through documented interfaces available to other developers**
- **We will compete responsibly, innovation, price and value to customers**



INTRODUCTION

Motor Car, any self-propelled vehicle with more than two wheels and a passenger compartment, capable of being steered by the operator for use on roads. The term is used more specifically to denote any such vehicle designed to carry a maximum of seven people.

The primary components of a car are the power plant, the power transmission, the running gear, and the control system. These constitute the chassis, on which the body is mounted. The power plant includes the engine and its fuel, the carburettor, ignition, lubrication, and cooling systems, and the starter motor.

US Wireless Market – Q2 2010 Update

Executive Summary

The US wireless data market grew 6% Q/Q and 22% Y/Y to exceed \$13.2B in mobile data service revenues in Q2 2010 - on track so far to meet our initial estimate of \$5.4B for the year.

Having narrowly edged NTT DoCoMo last quarter for the first time, Verizon Wireless continued to maintain its number one ranking for the 1H 2010 in terms of the operator with the most mobile data revenues (though the difference was thinner than the amoeba membrane). The total wireless connections for Verizon were almost 100M with 92.1M being the traditional subscriber base. Rest of the 3 top US operators also maintained leading positions amongst the top 10 global mobile data operators.

Sprint had the first positive netadd quarter in 3 years and has been slowly and steadily turning the ship around. T-Mobile did better on the postpaid netadds but overall additions declined again. The larger question for the market is if 4 large players can stay competitive. Generally, the answer is no. But these are different times and there are a number of permutations and combinations that are possible.

The US subscription penetration crossed 95% at the end of Q2 2010. If we take out the demographics of 5 yrs and younger, the mobile penetration is now past 100%. While the traditional net-adds have been slowing, the "connected device" segment is picking up so much that both AT&T and Verizon added more connected devices than postpaid subs in Q2 2010. Given the slow postpaid growth, operators are fiercely competing in prepaid, enterprise, connected devices, and M2M segments.

Data traffic continued to increase across all networks. By 1H 2010, the average US consumer was consuming approximately 230 MB/mo up 50% in 6 months. US has become ground zero for mobile broadband consumption and data traffic management evolution. While it lags Japan and Korea in 3G penetration by a distance, due to higher penetration of smartphones and datacards, the consumption is much higher than its Asian counterparts. Given that it is also becoming the largest deployment base for HSPA+ and LTE, most of the cutting edge research in areas of data management and experimentation with policy, regulations, strategy, and business models is taking place in the networks of the US operators and keenly watched by players across the global ecosystem.

As we had forecasted, the tiered pricing structure for mobile broadband touched the US shores with AT&T becoming the major operator to change its pricing plan based on consumer consumption. We will see the pricing evolve over the next 4 quarters as the US mobile ecosystem adjusts to the new realities and strategies for mobile data consumption.



Slides: An Exercise

What is genetic data?

- Our DNA consists of 4 bases A, C, T and G; so our genetic data is a string of these 4 letters, e.g. ...AGGGGATTAAA...
- But at each genetic location a person can have 1 or 2 types, so can encode the genetic data in terms of 0 and 1s, e.g. ...0101001010101...

Slides: An Exercise

Why do we simulate genetic data?

- Lots of methods in literature about how to locate disease genes
- To assess a method, apply it to data set and compare predicted location with actual location
- But need data sets with known location of disease gene ... not many of these
- Use simulated data sets

Slides: An Exercise

Why is simulating genetic data challenging?

- Real genetic data is not a random set of 0 and 1s
- There are complex correlation structures due to thousands of years of evolution
- Realistic simulated data should contain these structures