

CJVA2M

PRESENTING 2

A) Specifics of a Poster Presentation

Exercise 1. Watch the video and concentrate on what makes poster presentations unique.

Video

<https://www.youtube.com/watch?v=0ozwCEeaVWE>

<https://www.youtube.com/watch?v=4TUXyRA9f-8>

Exercise 2. Compare posters and PowerPoint presentations. Note down any differences or similarities into the table below.

	poster	presentation
environment		
audience		
contact with audience		
language		
visuals		

content		
---------	--	--

Exercise 3. Fill in the gaps with appropriate words.

PAPER OVERWHELM PRECISE COMPLEX POSTER
SMARTER LONG CONCISE SIMPLIFY AVOID
STRAIGHTFORWARD

How will the writing style on my poster be different from the writing style in my research paper?

In general, you will need to 1)_____ your wording. 2)_____, 3)_____ sentences are difficult for viewers to absorb and may 4)_____ them so much that they give up and move on to the next poster. Writing for posters must be 5)_____, 6)_____, and 7)_____. And it must 8)_____ jargon (the use of big words or field-specific terms in order to make your writing sound “9)_____”).

Here is an example:

Wording in a 10)_____:

This project sought to establish the ideal specifications for clinically useful wheelchair pressure mapping systems, and to use these specifications to influence the design of an innovative wheelchair pressure mapping system.

Wording on a 11)_____:

Aims of study:

- Define the ideal wheelchair pressure mapping system
- Design a new system to meet these specifications

(taken from https://writing.wisc.edu/Handbook/presentations_poster.html#style , The University of Wisconsin)

B) What a Good Poster Should Look Like

Exercise 1. Have a look at the pictures of various posters. Identify the good ones and explain what makes you think so.



A



B



C

(taken from <http://dmst.aueb.gr/dds/rese/poster/indexw.htm>)



D

Exercise 2. Have a look at the picture of a winning poster, created by PhD. student Leslie Todd. Try to identify key elements that make a great poster.

<http://arts.ufl.edu/site/assets/files/45228/leslietodd.jpg>

C) Useful Expressions for Presenting a Poster

Exercise 1. Bear in mind that the flow and dynamics of conversation when presenting a poster is different from the usual power point presentation. Have a look at the categories below and think of suitable phrases.

Starting interaction with a viewer:

Using visuals:

Ending interaction with a viewer:

Exercise 2. Presenting a poster is often compared to telling a story. Write down as many sequencing words as you can think of (e.g. first, then, finally)

Beginning: e.g. first,

Middle: e.g. then,

Ending: e.g. finally

D) Body Language

Video

Make Body Language Your Superpower (play it till 10:30)

<https://www.youtube.com/watch?v=cFLjudWTuGQ>

Exercise 1. After having watched the video, answer the following questions.

1. Why is body language so important for a presenter?
2. Which aspects of body language were covered by the presenters?
3. Which aspects of body language were not covered by the presenters?

Exercise 2. Watch the video again. Then answer the following questions.

1. What mistakes are shown on Michael Bay's example?
2. Why should not a presenter stand next to a window?

3. How should not a presenter stand?
4. Why are gestures so crucial for a presenter?
5. What to be careful about when using gestures?
6. Why is not pointing fingers at your audience recommended?
7. What are T-Rex gestures?

Exercise 3. Fill in the gaps with suitable words.

Eye contact

Eye contact is part of everyday communication and an 1)_____ can feel uncomfortable if they are denied it. Making eye contact with 2)_____ gives them a sense of involvement in your presentation and 3)_____ to convey your objectives on a personal 4)_____. Make sure that you share eye contact with all 5)_____ of a small audience and all 6)_____ of a large audience. Regularly shift your focus 7)_____ the room, not so that you look nervous, but to help involve as many people as 8)_____ in your talk.

Exercise 4. Fill in the gaps with appropriate words.

PITCH VOICE VOLUME PACE

Your 1)_____ is a very flexible and powerful tool. You can use it in many different ways by varying the: 2)_____; 3)_____; 4)_____.

5)_____

Make sure that your voice is loud enough for your audience to hear clearly. Speaking too loudly or too quietly can make it difficult for your audience to follow your presentation. Listen to people speaking in normal conversation. They tend to raise or lower their volume for emphasis. For example, they may speak loudly when giving an instruction but softly when apologising. To add energy to your presentation, use these colourful changes to your best advantage: a conspiratorial whisper can draw an audience in; a loudly spoken exclamation can make them sit up and listen.

6)_____

Make sure that the speed of your delivery is easy to follow. If you speak too quickly or too slowly your audience will have difficulty following your talk. To add life to your presentation, try changing the 6)_____ of your delivery. A slightly faster section might convey enthusiasm. A slightly slower one might add emphasis or caution.

7)_____

The **7)**_____ of your voice also varies in day to day conversation and it is important to pay on this when making a presentation. For example, your **7)**_____ will rise when asking a question; it will lower when you wish to sound severe.

(taken from <https://www2.le.ac.uk/projects/oer/oers/ssds/oers/presentation-skills/Presentation%20Skillscg.pdf> , University of Leicester)

Exercise 5. Humans are capable of 10,000 facial expressions. Brainstorm the basic ones and what message they convey.

Exercise 6. Make a simple poster about one of the following body language aspects. Present it in front of the class.

- Posture
- Gestures
- Tone of voice
- Eye contact + facial expressions

E) Recommended Materials for Further Studying

Ten Simple Rules for a Good Poster Presentation (US National Library of Medicine)
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1876493/>

Very detailed manual on how to present a poster (University of Leicester)
<https://www2.le.ac.uk/projects/oer/oers/ssds/oers/presentation-skills/Presentation%20Skillscg.pdf>

How to give successful oral and poster presentations (Eindhoven University of Technology)
http://eng.auth.gr/~chemtech/foititika/various/niemantsverdriet_2000_presentations_howto.pdf

practical hints about posters (font size recommended)

<https://nau.edu/undergraduate-research/poster-presentation-tips/>

extensive list of English phrases and vocabulary for presentations
<http://kella.edu.vn/sites/default/files/filedownload/useful-phrases-presentations.pdf>

video - How to Present an Academic Research Poster
<https://www.youtube.com/watch?v=0ozwCEeaVWE>

video - how not to present a poster
<https://www.youtube.com/watch?v=vMSaFUrk-FA>

video – practical tips on making posters (great tutorial made by students)

https://www.youtube.com/watch?v=qFq4GU_Y9FY