

**CSci 780**  
**Advanced Software Engineering**

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**Effective Presentations**

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**Outline**

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- Types of Presentations
- Structure
- Presentation Technique
- Demo (time permitting)

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**Audience: Conference**

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- Goal: Convince listeners to read the paper
- 25 minutes with 5 minutes of questions
- No interruptions (except by session chair)
- Small room with 20 people, or large hall with 100-200 people
- Heterogeneous crowd

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**Audience: Class**

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- 50-75 minutes
- Need more examples, interaction via questions
- PowerPoint can be a detriment at times
- Lots of interruptions
- *Paper summaries*
  - Present the paper's problem, contribution, etc.
  - Gain perspective by reading other's thoughts
  - Pull in additional relevant material
  - Interrupt for clarification, but discuss after

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**Structure**

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**Title Slide**

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- Don't say the title and your name—the session chair will do it for you
- *Do* acknowledge co-authors and indicate if they are in the room

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## Outline

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- Key bullets of talk
- Consider using transition slides
- Mini-outline in the corner?

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## Main Slides

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- First make the problem and contribution clear
- Follows general paper structure, except:
  - You may need to explain more background
  - You will definitely need to summarize content
  - Use an example up front to make your work concrete
  - Diagrams can help a lot
  - Sometimes no time for related work
- Enough detail to convince them there's "meat"

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## Questions

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- *Always* repeat/rephrase the question
  - Lets others hear it
  - Allows time to think, or to "correct" the question
  - Ensures that you didn't misunderstand
- Don't be defensive
  - Turn a criticism into a positive statement
- Defer lengthy answers to a private meeting

*You will be judged on your presentation,  
but also how well you handle questions*

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## Presentation

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## Length and Content

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- Length
  - 1 minute/slide is *fast*
  - HASE: 20, ICSE 2000: 21, ICSE 2003: 24, ISSRE 2000: 27, PhD Defense: 30, Job talk: 38
- Verbosity
  - Shoot for 1 line bullets, with suitable whitespace
  - Avoid many levels, lots of noise, full sentences
  - These are your notes—You don't want people reading

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## Practice, Practice, Practice

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- Practice by yourself
  - Learn the right words, transitions
  - Learn timing
  - Do it until you don't need to look
- Practice in front of friends who are critical
  - Find unclear spots
  - Get suggestions
  - Learn common questions

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## Speaking

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- Be excited about what your work
  - Especially after practicing the talk 10 times
- Don't put your hands in your pockets
- Face the audience, not the screen
  - You've memorized it right? (Use the laptop display)
  - Don't block the screen
- Speak with confidence—no "um"s
- Avoid telling them too much detail
- Avoid reading the slides

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## At the Conference

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- Large Room Considerations
  - Be aware of your microphone
  - Make sure you have a pointer
  - Do you need a driver?
  - Repeat the question
- Use your own laptop whenever possible
- Use power supply; disable screensaver
- Otherwise check fonts, figures, etc.
- Always bring backup disk & plastic just in case

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## Miscellaneous

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- Number slides so people can refer to them
- Put a URL or the title slide at the end
- Use animations wisely
- Put extra slides at the end for common questions
- Bring something to drink

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**Demo?**

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