Public Presentation Guidelines for Group and Eco-E Projects

Satie Airamé
Bren School, Assistant Dean for Academic Programs

March 10, 2014
# Final Presentations Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Apr 7</strong></td>
<td>Pdf of poster due to Academic Programs Coordinator Casey Hankey; hard copy poster must be printed</td>
</tr>
<tr>
<td><strong>Apr 7-10</strong></td>
<td>Practice public presentations; MSI 1302 and Bren 4016 reserved for Apr 10 for practice</td>
</tr>
<tr>
<td><strong>Apr 11,</strong> 10 am</td>
<td>Hang poster</td>
</tr>
<tr>
<td><strong>Apr 11,</strong> 10:30 am</td>
<td>Class photo, Engineering Bldg steps</td>
</tr>
<tr>
<td><strong>Apr 11,</strong> 11 am – 12:45 pm</td>
<td>Load presentation on computer, sound check, confirm number of chairs</td>
</tr>
<tr>
<td><strong>Apr 11,</strong> 1 – 5:05 pm</td>
<td>Public presentations</td>
</tr>
<tr>
<td><strong>Apr 11,</strong> 5:05 pm</td>
<td>Poster session and reception</td>
</tr>
<tr>
<td><strong>Apr 11,</strong> 6:30 pm</td>
<td>After poster session, give hard copy of poster to Academic Programs Coordinator Casey Hankey</td>
</tr>
</tbody>
</table>
Dress and Parking

**Dress:**
- Business attire
- Plan to dress before you arrive on campus
- Don’t bring your clothes to change later

**Parking:**
- 150 parking spaces are reserved on the top of Parking Lot 10; these are intended for families and guests, not students
- If you need to park in the reserved spaces in Lot 10, please carpool with other students
Poster Session

• Hang posters on **Fri, Apr 11 at 10:00 am**
• Each group will have a small, round cocktail table for briefs and business cards (not cocktails)
• If you need more space or an electrical outlet, contact bj danetra (**bjdanetra@bren.ucsb.edu**)
• Poster session begins **at 5 pm**
• During the poster session, have your business cards and resumes on hand, in case you meet a potential future employer.
Presentations

• **Laptops:**
  - Arrange for a back-up laptop in case the primary computer does not work. Bring the laptop with your presentation on it.
  - If you are planning to use a Mac laptop, practice setting up and running the presentation. Bring all hardware you need to connect the Mac laptop. Arrange for a backup Mac laptop.

• **Other Equipment:**
  - Each room will have a microphone, laser pointer and remote control to advance slides.
  - Practice with the equipment, if you plan to use it.
  - Don’t use the laser pointer unless you really need it.
Project Briefs

- Place project briefs at the back of the room during your presentation.
- Place project briefs on the table beside your poster during the poster session.
Speakers

• Introduce the members of your group.
• Speak slowly and clearly.
• Avoid jargon.
  – If you use it, define it and periodically remind your audience of what it means.
• Avoid fillers: “um,” “like,” “kind of,” “sort of”
• Practice smooth transitions between speakers.
• Designate a back-up speaker for every speaker who plans to present.
  – If the primary speaker is sick or has an emergency, the back-up speaker should be ready to present.
Panelists

• Sit up straight and look alert.
• Direct your enthusiastic gaze to the speaker (best) or audience.
• Do not talk to each other.
• Do not wave at or otherwise communicate with people in the audience.
• Turn off cell phones and other disruptive devices.
• Be engaged in Q + A.
• Clear your table of glasses, cups, papers, pens, etc., when you leave.
### Public Presentation Schedule

<table>
<thead>
<tr>
<th>Time on Apr 11</th>
<th>Group</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>*1:00 – 1:50 pm</td>
<td>Galapagos</td>
<td>Bren 1414</td>
</tr>
<tr>
<td>*1:00 – 1:50 pm</td>
<td>Beavers</td>
<td>Bren 1424</td>
</tr>
<tr>
<td>*1:00 – 1:50 pm</td>
<td>CalWind</td>
<td>MSI 1302</td>
</tr>
<tr>
<td>2:00 – 2:35 pm</td>
<td>TURFs</td>
<td>Bren 1414</td>
</tr>
<tr>
<td>2:00 – 2:35 pm</td>
<td>Black River</td>
<td>Bren 1424</td>
</tr>
<tr>
<td>2:00 – 2:35 pm</td>
<td>Simple Cycle</td>
<td>MSI 1302</td>
</tr>
<tr>
<td>2:45 – 3:20 pm</td>
<td>Catarina Scallop</td>
<td>Bren 1414</td>
</tr>
<tr>
<td>2:45 – 3:20 pm</td>
<td>Tejon Pigs</td>
<td>Bren 1424</td>
</tr>
<tr>
<td>2:45 – 3:20 pm</td>
<td>CAPS</td>
<td>MSI 1302</td>
</tr>
<tr>
<td>2:45 – 3:20 pm</td>
<td>Ecolodgical</td>
<td>Bren 4016</td>
</tr>
<tr>
<td>3:45 – 4:20 pm</td>
<td>Fishmeal</td>
<td>Bren 1414</td>
</tr>
<tr>
<td>3:45 – 4:20 pm</td>
<td>SBMNH</td>
<td>Bren 1424</td>
</tr>
<tr>
<td>3:45 – 4:20 pm</td>
<td>LA Plastics</td>
<td>MSI 1302</td>
</tr>
<tr>
<td>3:45 – 4:20 pm</td>
<td>Re:Think</td>
<td>Bren 4016</td>
</tr>
</tbody>
</table>

*Welcome remarks by room hosts at 1-1:15 pm*
# Public Presentation Schedule

<table>
<thead>
<tr>
<th>Time on Apr 11</th>
<th>Group</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30 – 5:05 pm</td>
<td>Google</td>
<td>Bren 1414</td>
</tr>
<tr>
<td>4:30 – 5:05 pm</td>
<td>Charborn</td>
<td>Bren 1424</td>
</tr>
<tr>
<td>4:30 – 5:05 pm</td>
<td>Bermuda</td>
<td>MSI 1302</td>
</tr>
<tr>
<td>4:30 – 5:05 pm</td>
<td>Patagonia</td>
<td>Bren 4016</td>
</tr>
<tr>
<td>5:05 – 6:30 pm</td>
<td>Poster Session and Reception</td>
<td>Courtyard</td>
</tr>
</tbody>
</table>
Goal and Audience

- **Goal**: Present key findings of group project to a public audience in a meaningful way.

- **Audience:**
  - Bren School and other UCSB faculty, students and staff
  - Parents, siblings, and friends
  - Potential employers

- If you would like your external advisory committee to attend, you should invite them.
Scientists Vs. Everyone Else

- Background
- Supporting Details
- Results/Conclusions

- Bottom-line
- So What?
- Supporting Information
Focus

• Focus on key findings and why these matter to your audience

• Important elements to communicate:
  – What is the problem or question?
  – Why should your audience care about it?
  – What is the solution to your problem or question?
  – What are the benefits or risks for your audience of implementing the solutions you propose?

• Avoid flashy animations
Planning Your Public Presentation

• 35 minutes total
  – For presentation and questions
• 20-25 minutes of presentation
  – 2 speakers, preferred
  – 3 speakers, practice seamless transitions
• 10-15 minutes of questions
  – From audience
  – Targeted to entire group
# Public Presentation Elements

<table>
<thead>
<tr>
<th>Topic</th>
<th>*Approx. # of slides</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title slide <em>(must display a photo of your group)</em></td>
<td>1</td>
</tr>
<tr>
<td>Problem and/or questions</td>
<td>3</td>
</tr>
<tr>
<td>Why should your audience care?</td>
<td>2+</td>
</tr>
<tr>
<td>Solutions or findings</td>
<td>5-7</td>
</tr>
<tr>
<td>Benefits and risks of implementing the solutions</td>
<td>3+</td>
</tr>
<tr>
<td>Conclusions and/or recommendations</td>
<td>3</td>
</tr>
<tr>
<td>Acknowledgments</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>20-25</strong></td>
</tr>
</tbody>
</table>

*Actual number of slides may vary, depending on the project!
Project title

Picture of group members here
(you also may include your advisor)

Group or Eco-E project members
Advisor

Final Presentation
Bren School of Environmental Science & Management
April 11, 2014
Introduction

• **Problems/Questions:**
  - Clearly state problem and/or questions
  - Include sufficient background to motivate the need for your project
  - Do not give a comprehensive description of the context

• **Who cares?**
  - Describe who cares about the problems or questions
  - Include reasons why your audience should care
Findings/Solutions

• Present findings or solutions to your questions or problems
• Include graphics that illustrate your key findings in a way that will connect with your audience
  – Avoid overly complicated tables and figures
  – Simplify quantitative information so that you convey the meaning
• Explain what your results mean
Conclusions

• **Benefits/Limitations:**
  - Describe benefits and limitations of your solutions or findings
  - If appropriate, provide recommendations based on your findings
  - Identify lingering or new questions and next steps

• **Acknowledgments:**
  - Thank your advisors, funders, and collaborators
Questions

• Identify potential questions in advance and discuss appropriate responses
• Divide topics such that each group member plans to cover topics with which s/he is most familiar
• Select a facilitator to manage questions
• The facilitator should
  – know topics that group members will address
  – repeat questions for the audience using the microphone
  – quickly select the group member(s) to respond to the question
Strategies for Q+A

• **Repeat** the question to clarify the question and give yourself and your group time to think about the response.
• **Directly and succinctly answer questions.**
• **If you don’t know the answer, say so.**
  – Provide other related information, if you have it.
  – Ask reviewers or audience if they have information to help answer the question.
  – Investigate the question further (after the defense), if the response has important implications for your project.
• **Do not fabricate responses to questions if you don’t know the answer!**