

CONTENTS

Preface	v
Part I: Content Selection	1
Chapter 1: Paper and Oral Presentation: The Difference	3
• The Spoken Word vs. The Written Word	4
• Collective Audience but Individual Expectations	7
• Captive Audience Trapped in Time and Space	14
• Imposed Pace and Rigid Slide Sequence	17
• You, Personality, Face, and Voice	19
Chapter 2: Content Filtering Criteria	24
• The Audience Expects the Presentation to be About Its Title	27
• All Contributors Expect to be Acknowledged	31
• Novelty, Applicability, and Time to Explain are the Main Content Filters	33
Part II: Audience Expectations	37
Chapter 3: General Audience Expectations	39
• No Disconnect	39
• No Strain	42
• No Boredom	49
• No Disregard	50

Chapter 4: Scientific Audience Expectations	53
• Digestible Scientific Content	53
• Believable Content and Credible Scientist	56
• Useful Scientific Content	62
Part III: The Slides	65
Chapter 5: Five Slide Types, Five Roles	67
• Title Slide — The Name Card	68
• Hook Slide — The Attention Grabber	73
• Map Slide — The Head’s Up Option	79
• Story Slides — The Proven Claims	83
• Conclusion Slide — The Promised Items	91
Chapter 6: Slide Design	97
• Design for Slide Legibility	97
• Design for Audience Attention	124
• Design for Presenter Flexibility	135
• Design for Persuasion	144
Part IV: The Presenter	149
Chapter 7: The Master of Tools	151
• Screen, Pointers, Mikes, and Lectern	151
• Audio and Light Control	164
• Presentation Software (Keynote and PowerPoint)	164
Chapter 8: Scientist and Perfect Host	169
• The Attentive Host	171
• The Visible Host (and the Co-Host)	173
• The Hospitable Scientist	179
Chapter 9: The Grabbing Voice	182
• Speak with Confidence	182
• Speak for Intelligibility	187
• Speak for Attention	194
• Speak for Persuasion	196

Chapter 10: The Answerable Scientist	200
• The Process of Answering Questions	204
• Three Troublesome Questioning Styles and How to Deal with Them	217
• Difficult and Dangerous Questions	222
• Typical Questions from Specific Groups	237
• Techniques for Fast Answer Support	239
Appendix	245
Index	249