

USCMS Collaboration Meeting

The Art of the Public Lecture

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Fermilab

BAD PRESENTATION BINGO

Text-heavy slides	Confusing graphics, charts	Zips thru too many slides	Use of jargon	Reads slides out loud
Facing screen, not audience	Introduction of introducers	Reads a written talk	Excessive laser pointing	Glued to podium, stiff as a corpse
Struggles with technology	Excessive thank yous	 FREE	Runs long; no time for Q&A	Long tangents
Disorganized rambling	No eye contact with audience	Cheesy PowerPoint graphics/templates	Starting late	Talking at slides with the pointer
No plot, characters or storyline	Lacks enthusiasm	Speaks too softly; no mic	Monotone voice	Small fonts (<20pt)

Bad Presentation Bingo is an effort by the Illinois Science Council to encourage scientists to be considerate of their audiences (especially public audiences) by paying attention to their presentation's style and format as much as to its content.



Comments and feedback are welcomed.
Please email Monica Metzler at MMetzler@IllinoisScience.org.
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Start at the *End*

Why are you doing this?

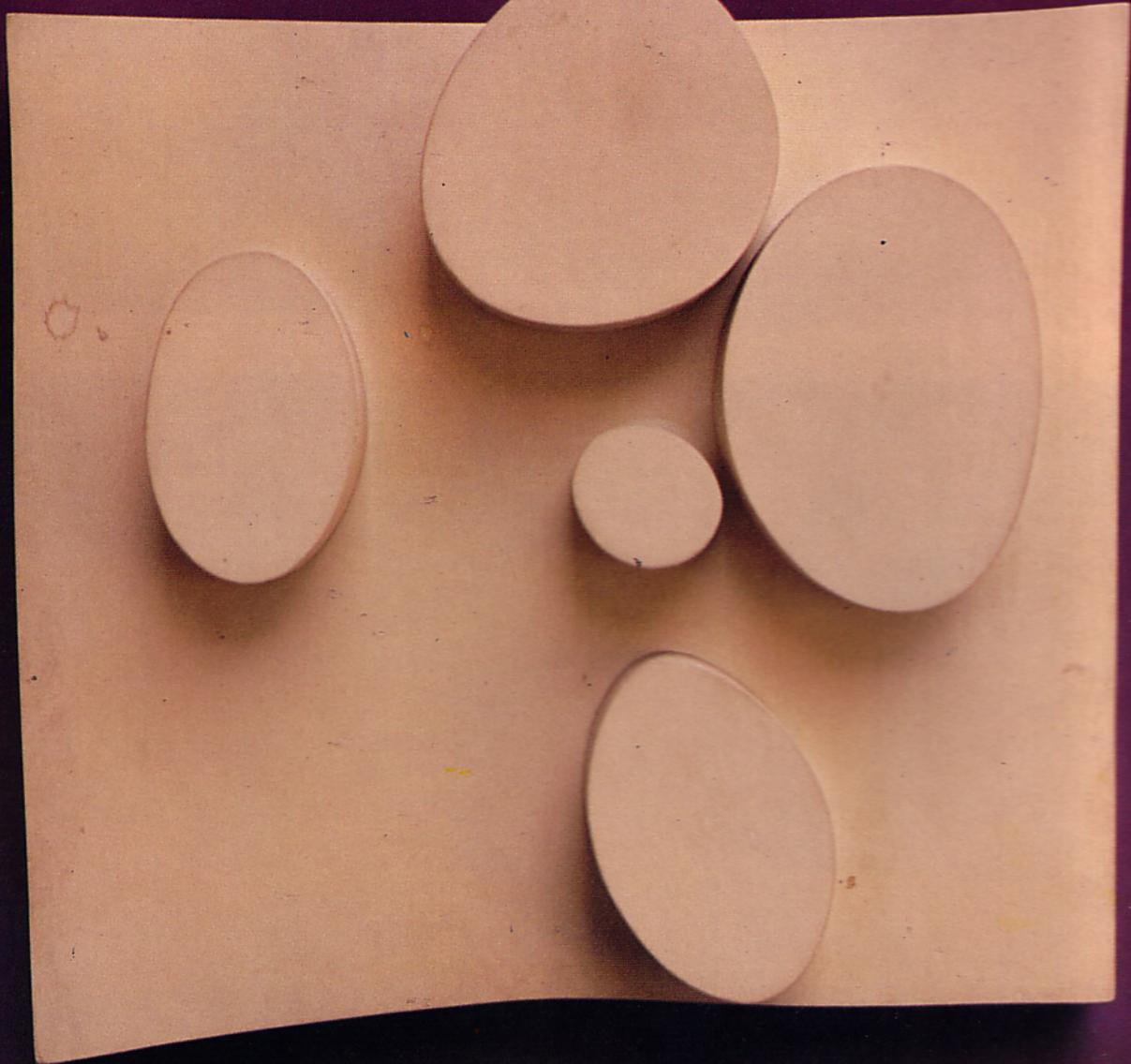
Start at the *End*

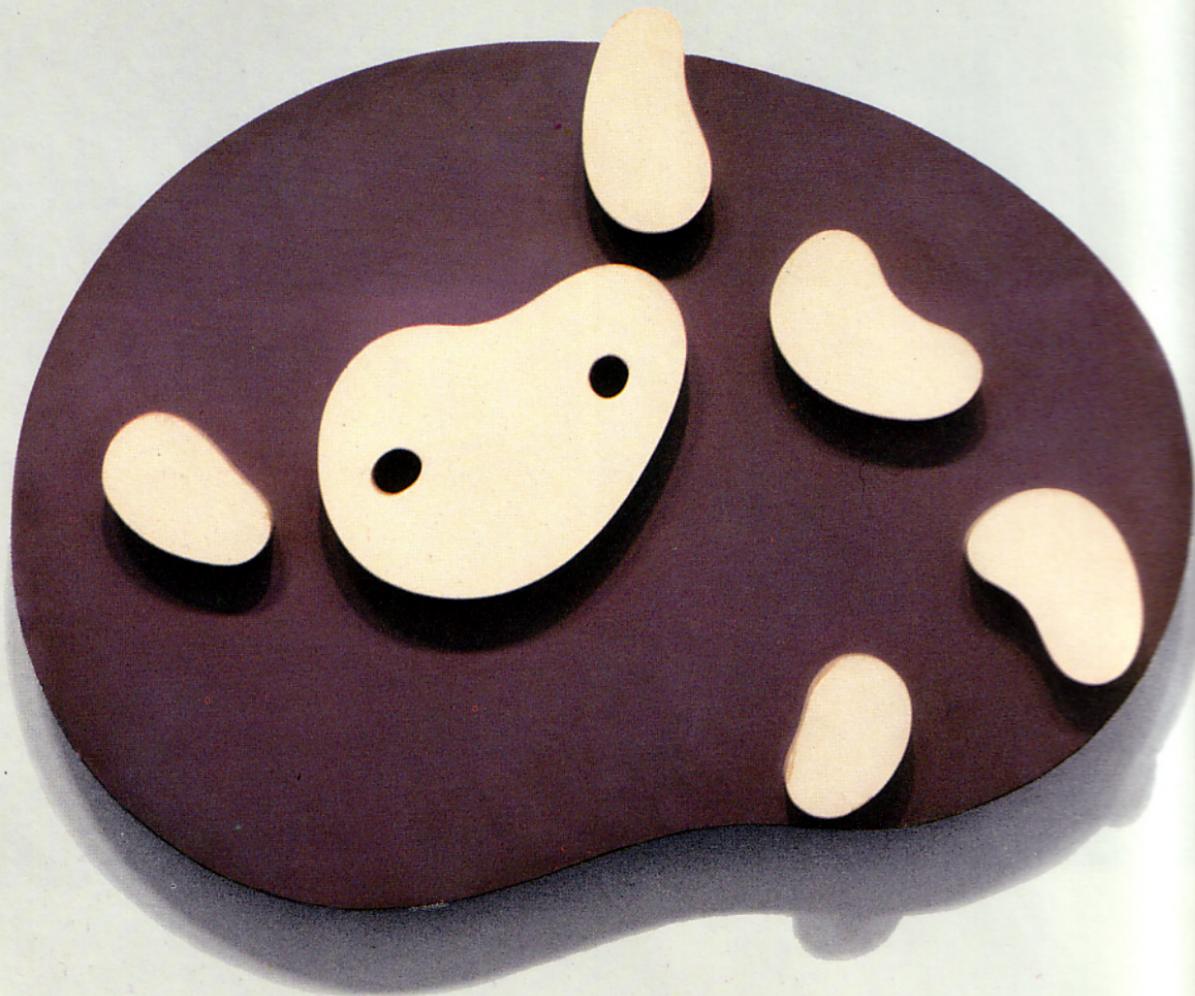
What is your punch line?

Frame your subject









Conversation

Performance

Acting is merely the art of
keeping a large group of
people from coughing.

Sir Ralph Richardson

Attract an audience

Prepare the scene

Eliminate barriers

Engage
your audience

The minute particular

Particular



General



Particular

How little can I say?

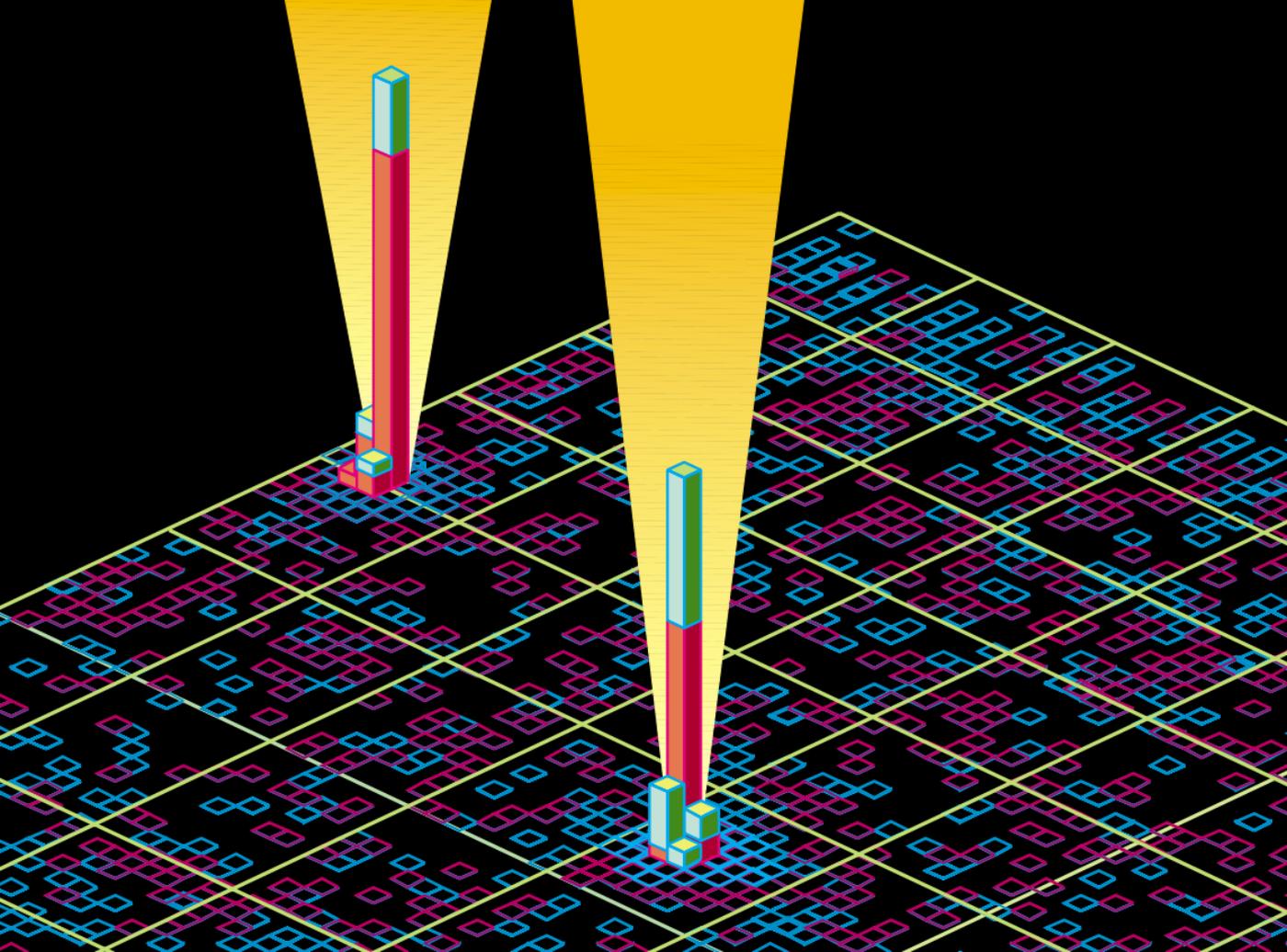
What should I leave out?

Never tell a lie!

Specimens

Artifacts

Souvenirs



Media

Images

Edward Tufte advocates a high-resolution presentation on paper, in the hands of your audience.

His books are classics:

The Visual Display of Quantitative Information

Envisioning Information

Visual Explanations

Study them!

www.edwardtufte.com

High Resolution

Clear

Rich in Content

Tension

Resolution

Surprise

Drama

Comic relief



Experiments

Demonstrations

Tension

Resolution

Character(s)!

**Engage (with)
your audience**

Show yourself

Show your passion

Time: Meet your
audience's expectations

Plan an end for your talk