Giving Effective Academic Presentations
A Workshop in Toronto May 2016

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Context

- Academic Conferences vv Business Conferences?
- Do academics communicate well?
- Can we do better?
Objectives

- Examples of bad and Ok
- Developing the Story
- Telling the Story
Learning Analytics can be of great value in helping academics to evaluate the impact of different pedagogic choices. It should, therefore, be considered a standard part of academic continuous professional development practice, an aid to reflection, a guide to the continuous development of teaching practice and materials. If this is to be the case, then it is vital that the analytics techniques and tools and data employed do not impose an unnecessary burden on the practitioners themselves.

This chapter uses a case study evaluation of the author’s recent practice to demonstrate how changes to pedagogy have been shown to have unexpected and powerful consequences in terms of student achievement using very simple forms of analysis and data collection which imposed minimal workload on the author.
What can Learning Analytics contribute?
- Low overhead?

- My Story

- Consequences
### Variable: Mark (Mark)

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<th>Std Dev</th>
<th>Std Err</th>
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#### Equality of Variances

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Better #2

6% difference in arithmetic means
Some Thoughts And Questions

Improving Our Presentations
Preparation

- The 4 keys
  - What do I want / need to say?
  - Why do I want / need to say it?
  - Who do I want / need to say it to?
  - How much time do I have / need to say it?

- Use the next four slides
What do I want / need to say?

- Identifying what you will say.
  - Can give you the overall outline of contents?
  - Questions
    - Is this an “Inform” or “Persuade” presentation?
    - What do I want to say?
    - Do I need to say it all?
    - Can I cut it down? Give more focus?
Why do I want / need to say it?

- Identifying your reasons.
  - Identify your key Aim for the presentation
  - Use questions
    - Why do I want to say it?
    - Why do I need to say it?

to focus your contents from the last slide
Who do I want / need to say it to?

- Identifying your audience.
  - What do the audience already know?
    - Summarise it?
    - Ignore it?
  - What key terms need to be defined?
How much time do I have / need to say it?

- 6 - 8 slides
  - 2 - 5 minutes per slide
  - Remember to leave some time for questions
Slide Structure

- Slides are signpost to your talk
- Keep the slides simple
  - 4 – 5 bullet points per slide
  - One line per idea (28 - 32 point font)
  - Audience need to read fast
    - Framework for next five minutes
Multi-Disciplinary Conference

IJAS
What is Your Story?

- Three ideas only
  - Why is it interesting?
  - What is its impact
  - What is it?
- Plan your Story
- Tell your story!
Talk to the Audience

- Control the audience
- Use eye contact
- Animate your voice
- Animate your body