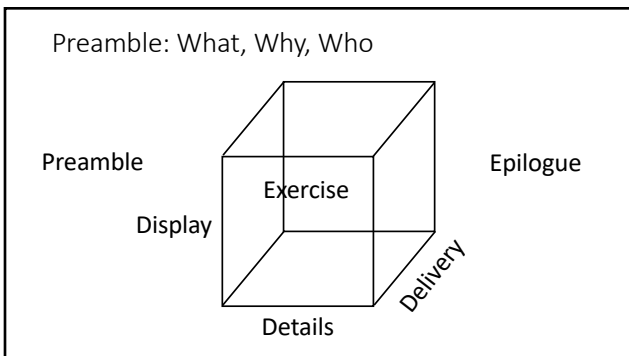# The 3 Ds of Technical Presentations:
The Display, Details and Delivery

by Duncan Jones, Assistant Professor
Institute for Management and
Innovation, UTM

1

Preamble: What, Why, Who

Preamble   Epilogue

Exercise

Display

Delivery

Details

2

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https://hexagoninnovating.weebly.com
/1/post/2022/03/3-ds-of-technical-
presentations.html

3

5 purposes of communication

To inform
To explain → Educate

To convince
To persuade → Inspire action
To get approval

To elicit feedback

https://www.slideshare.net/MarioArdi/secrets-worlds-greatest-communicators-seminar

4

Susan McConnell (Stanford) youtube:
"Designing effective scientific presentations"
https://www.youtube.com/watch?v=Hp7Id3Yb9XQ

5

World population representations

6

Guy Kawasaki 10-20-30

https://www.youtube.com/watch?v=vkbqhy4ReVY_ 2.5'
BONUS:
https://www.youtube.com/watch?v=nSGqp4-bZQY_ 8'
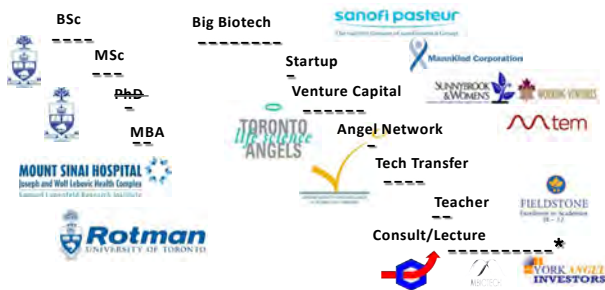
7

Duncan Jones

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Learn the rules like a pro,
so you can break them like an artist

Pablo Picasso 1881-1973

9

The Display
Visuals
Text

10

(PowerPoint) slides that reinforces your words

Therefore:
    Minimalist
    6 points or less/large font
    Visuals (figures & graphs)

11

A picture is worth a thousand words   Edward Tufte

Charles Joseph Minard 1869 – Napoleon's Russian Campaign 1812-1813

12

- No bullets
- NO CAPITALIZATION
- No logos or footers
- Consistent font type
  - Consistent size
    - No small fonts (24 pt)
- Less than 7 points
  - No irrelevant figures
    - Less than 9 points
      - Avoid serifs like these

Duncan Jones

2022 Tri-Campus IMI Big Data & Artificial Intelligence Competition

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The Details

Structuring
Inverted triangle
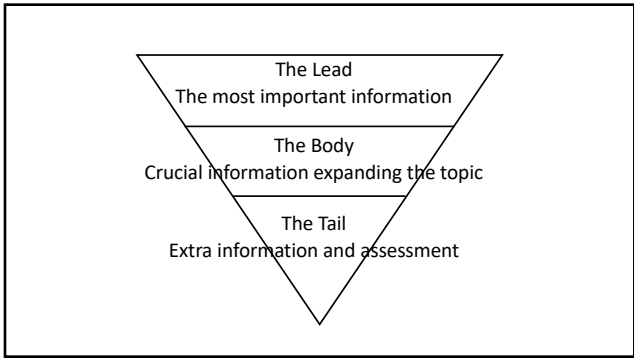Logical progression
Specifics
Rule of three
Think on your feet

14

Content is king

What's in it for me?
WIIFY

15

The Lead
The most important information

The Body
Crucial information expanding the topic

The Tail
Extra information and assessment

16

Logical Progression:

Hook and tagline
Problem and why
Solution and how
Details and stories
Insights, generalizations,
  next steps or the ask

17

World population growth drives economic, social and environmental decisions and outcomes.

Population growth on a country-by-country as well as on a regional basis is difficult to forecast as a result of the many input variables beyond simple demographics.
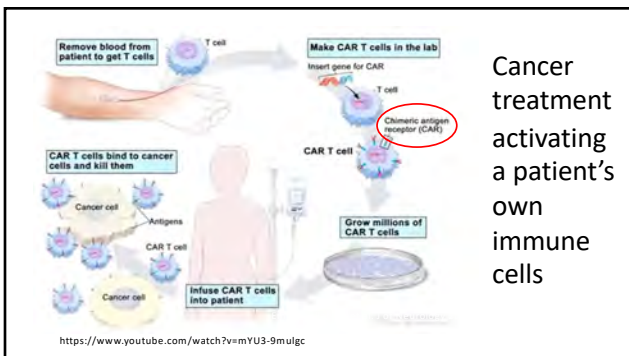
We have applied deep learning to generate such growth forecasts up to 25 years out leveraging in excess of 5×10^7 distinct pieces of data.

The data includes economic, demographic, health, land use, weather and trade data from 190 countries and numerous districts within these countries over 30 years.
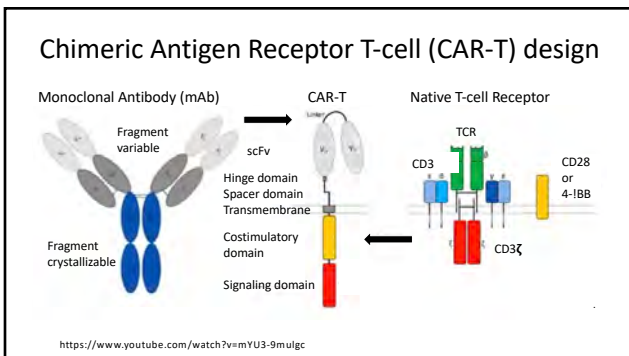
18

Clarity — General
    Know the audience — Technical
    Avoid jargon — Technical
Comprehensive — Specialized
    Layer higher level with specifics — General
    Build on a core concept — Technical
Supplemental slides — Specialized
Handout — Technical

19

Cancer treatment activating a patient's own immune cells

https://www.youtube.com/watch?v=mYU3-9mulgc

20

Chimeric Antigen Receptor T-cell (CAR-T) design

Monoclonal Antibody (mAb)   CAR-T   Native T-cell Receptor

Fragment variable
scFv
Hinge domain
Spacer domain
Transmembrane
Costimulatory domain
Signaling domain
Fragment crystallizable

TCR
CD3
CD28 or 4-!BB
CD3ζ

https://www.youtube.com/watch?v=mYU3-9mulgc

21

Strong responses to idecabtegene vicleucel

https://www.youtube.com/watch?v=mYU3-9mulgc

22

50% 1-year survival with ide-cel

https://www.youtube.com/watch?v=mYU3-9mulgc

23

Layering types of information

General/Model

Technical

Specialized
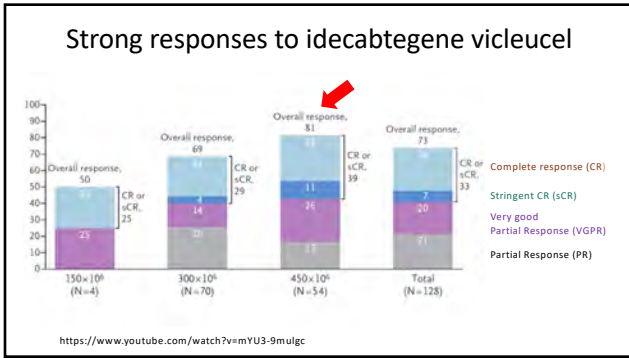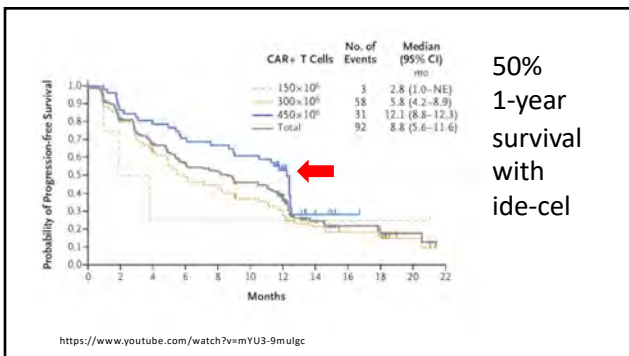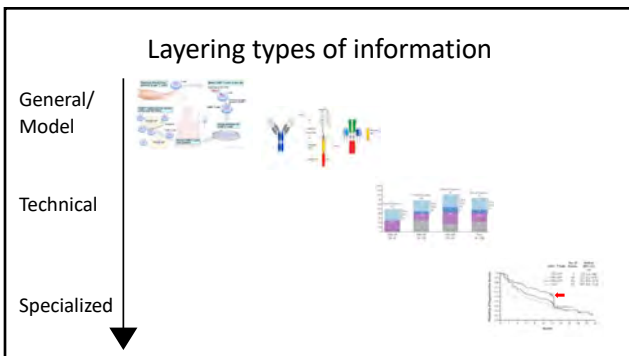

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less specialized

Enabling the audience to tune back in

Go into depth, but then use
your home slide to make transitions

Nontechnical

General
technical

Specialist

Not …
Go into depth,
and stay there

https://www.youtube.com/watch?v=Hp7Id3Yb9XQ

25

The rule of three:

26

www.Thinkonyourfeet.com:

Informative
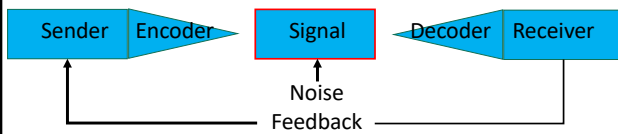
Assertive

Visual

Images
Cause/Effect

Opposites
Stories

27

The Delivery

Pausing
Leveraging figures
Audience interaction
Logistics
Practice

28

It's not what you send
but what the listener receives.

| Sender | Encoder | | Signal | | Decoder | Receiver |

Noise
Feedback

Schramm W. (1954) Procedures and Effects of Mass Communication,
in *Mass Media and Education*

29

Slowdown and pause
    130 words/minute (read at 1-2x that)
    Pause/breath –> exercise
Leverage and explain figures
    Axis, units, colours etc.
    Simplify which may require redrawing
For long text have participants read – like quotes

30

Encourage interactions/participation
   Questions, opinions, polls, exercises, gamification
Know your material cold
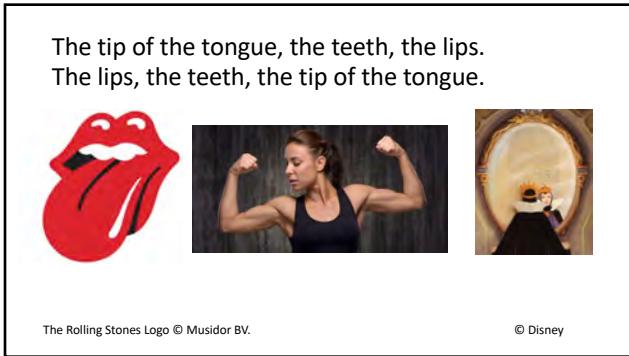   Stories help
   Key notes/statements

Kahoot!

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Logistics
  Equipment
    Room or Zoom
    Monitor
       Don't turn your back to read slides
    Power, connectors
     Water
  Queue videos
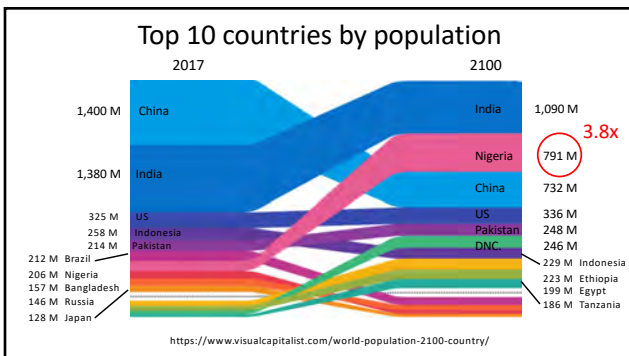 No pointers
    Arrows/circles/animation/multiple slides

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Practice/rehearse-rehearse-rehearse
   Draft a script but don't memorize
   Time/record/video yourself
      PowerPoint Rehearse
   Aloud to mirror
   Test audience
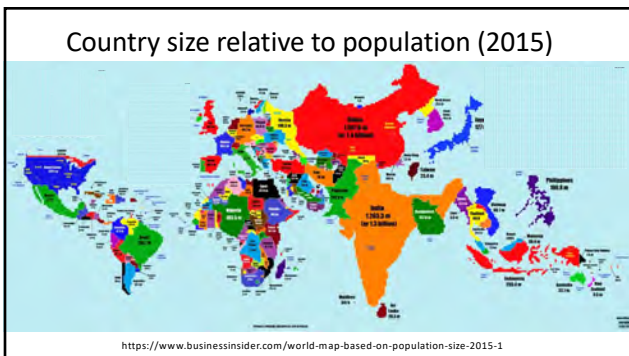Leverage other opportunities to speak

33

The tip of the tongue, the teeth, the lips.
The lips, the teeth, the tip of the tongue.

The Rolling Stones Logo © Musidor BV.   © Disney

34

Top 10 countries by population

https://www.visualcapitalist.com/world-population-2100-country/

35

Country size relative to population (2015)

https://www.businessinsider.com/world-map-based-on-population-size-2015-1

36

Epilogue:

Tell'em what I'm going to tell'em;
Tell'em;
Tell'em what I've told'em.

Anonymous 1908

37

To inform	-> Reminder
To explain	-> Understand

Educate = convey useful and re-usable idea

To convince	-> No more doubts
To persuade	-> Change opinion
To get approval	-> Approved
To elicit feedback	-> Improve

Inspire action

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Simple and visual slides
Rule of 3
Show your passion
Tell them stories
Prepare and practice
Don't read from notes

Steve Jobs 1955-2011

https://www.forbes.com/sites/carminegallo/2012/10/04/11-presentation-lessons-you-can-still-learn-from-steve-jobs/#5b24c9a2dde3
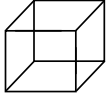
39

Learn and obey the rules very well
so you will know how to break them properly

Tenzin Gyatso, 14th Dalai Lama
(since 1940)

40

Display

Details

Delivery

Minimalistic
Visuals
Fonts

Purpose
Main point
Audience
Clarity
Comprehensive/layer

Pauses
Interactions
Logistics
Prepare/rehearse

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**Ensuring You
Put Your Best Foot Forward**

**& Propelling You To New Frontiers
Duncan Jones www.hexagon-innovating.com**

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