How to Give a Video Presentation

Thinking Matters
Spring 2020
Agenda

➔ Speech Patterns
➔ Rhetorical Strategies
➔ Visual Aids
➔ Presentation Structure
Agenda

→ Speech Patterns
→ Rhetorical Strategies
→ Visual Aids
→ Presentation Structure
Speech Patterns

Volume
Pace
Tone
Projection

Practice &
get input!

When to change your speed

SLOW
- Importance,
- Sadness,
- confusion,
- the introduction of new ideas

FAST
- indication of urgency
- excitement
- passion
- emotion.

speakerhub
Agenda

➡ Speech Patterns

➡ Rhetorical Strategies

➡ Visual Aids

➡ Presentation Structure
Rhetorical Strategies

Repetition

"We shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills, we shall never surrender." (Winston Churchill)
Rhetorical Strategies

Rule of Three

“Friends, Romans, countrymen. Lend me your ears.” (Shakespeare)

“Government of the people, by the people, for the people” (Abraham Lincoln)

“Be sincere, be brief, be seated.” (FDR’s advice for public speakers)
Rhetorical Strategies

New & Shiny

Emphasize what is new about your work

- Applying something old in a new way
- In a new location
- To a new audience
Rhetorical Strategies

Analogy

Compare difficult concept to something familiar

“Using antibiotics for viruses is like using a large net to catch minnows. They just go through the holes.” (Helen Osborne, Health Literacy)
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Visual Aids

Less is more!

One slide per minute

Simple & uncluttered

Avoid animation, sound effects, clashing colors, etc
The Impact of Web Performance on Page Abandonment

As pages speed up...

<table>
<thead>
<tr>
<th>Performance improvement (seconds)</th>
<th>Percentage change in page abandonment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 secs</td>
<td>-8</td>
</tr>
<tr>
<td>4 secs</td>
<td>-25</td>
</tr>
<tr>
<td>6 secs</td>
<td>-33</td>
</tr>
<tr>
<td>8 secs</td>
<td>-38</td>
</tr>
</tbody>
</table>

...abandonment decreases

Source: Gomez 2010 Study of 500 Million End-User Interactions Across 200+ Web Sites
Visual Aids

This is 12 point font
This is 18 point font
This is 24 point font
This is 30 point font
This is 36 point font
This is 48 point font
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Presentation Structure

Introduction

Grab their interest

• Funny story
• Interesting fact
• Question to ponder
Presentation Structure

Agenda

• Tell them what you’re going to tell them
• Repeat throughout if necessary

You can get fancy, but not too fancy
Presentation Structure

Content & Timing

• No more than 5 key points
• Avoid overloading
• Think of examples in advance
• Logical order
Presentation Structure

Conclusion

• Tell them what you told them
• End on a positive note
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