Announcements
- Competition is **THIS WEEK** in the lab
- ADTRAN @ IEEE meeting on Monday, Nov. 17, @ 5:40 PM in Broun 239

Competition Specifications
- 3 attempts allowed
- no touching vehicle after start
- judge will call scratches for disabled vehicles
- voltage output will be checked just before each run – voltage regulator needs to be accessible or have wires that run to it
- order of teams will be determined randomly
- have all batteries charged and backups
- white block on big block must go through gate
- 10-second penalty for touch opponent car during race
- 1 minute = grade of 75

Oral Communication
- There are three levels of formality in communication:
  » discussion
  » presentation
  » speech
- Engineers are frequently called upon to engage in all three.

Design Briefings
- Design briefings are a type of presentation.
- In most design settings, you would have at least two briefings:
  » preliminary design review
  » final design presentation

Most important -- preparation!
- Know your audience.
- Know the setting.
- Know the time.
- Know the purpose.
- Prepare your talk.
- Rehearse your talk.
Know Your Audience
- Who are they?
- What do they know?
- What do they want to know?
- What do they need to know?
- What do they not need to know?
- What shouldn’t you talk about?

Know the Setting
- How large is the room?
- Where will the audience be?
- What equipment will be needed?
  » Is it available?
  » Is it reliable?
- Minimize distractions for the audience in the meeting place.

Know the Time
- When is the presentation?
- How long is it?
- Shorter is better!
- Get up, speak up, shut up.

Know the Purpose
- To inform?
- To persuade or sell?
- To recommend?
- To arouse interest?
- To inspire?
- To gather & explore ideas?
- To entertain?

Prepare Your Talk
- Decide on mode of delivery.
- Determine content.
- Prepare visuals.

Mode of Delivery
- Impromptu -- off the cuff, little prep time
- Memorized -- difficult, possibly mechanical
- Reading -- only if high precision needed
- Extemporaneous -- most common for presentations
Content of Your Talk

- You must limit the amount of information you try to get across.
  "The way to be boring is to tell everything."
  -- Voltaire
- Concentrate on a few points.
- Consider your talk to be an “advertisement” for your written document.

Introduction

- The introduction should be proportional to the talk, no more than about 10% of total.
- You must accomplish several tasks:
  » Introduce yourself and your subject
  » Define your purpose and scope
  » Capture audience interest

Involving the Audience

- Give them a motivating example.
  “With current MRI spectroscopic imaging technology, a patient would be required to lie motionless in an MRI machine for 36 hours.”
- Offer a surprising or interesting fact.
  “One of the presidential candidates on the ballot in the most recent election put his name on the map by exploiting the issue of product safety.”

Body of the Talk

- Organize by:
  » chronology
  » analysis
  » comparison
  » device description
  » problem/solution
  » question/answer
  » others (journalist style/advertising/etc.)

Conclusion

- More important than in written report
- Will leave audience with final impression
- Great place to summarize and stress “selling points”
- Use a fitting and memorable close:
  » make recommendation
  » offer prediction
  » issue challenge
  » make a judgment

Use of Visual Aids -- Overheads

- Overheads engage your audience’s eyes as well as their ears.
- Do not crowd overheads. They are aids, not the entirety of your presentation.
- Do not merely read the overheads.
  » However, do not neglect to reference the overheads clearly.
Graphics

- Do you need a particular graphic?
  - Put yourself in the audience’s shoes.
  - If you find yourself drawing in the air, you need a graphic.
  - Provides a break from lots of bullets, equations, and tables.
  - Forces you to be concrete.

PowerPoint®

- PowerPoint is a great environment for producing presentation visuals.
- Complements the oral with the written and the visual.
- Makes presentation design easier.
- Guides you away from common errors.

PowerPoint for PowerPoint’s Sake

- Avoid this!

PowerPoint Style

- The bells and whistles should aid delivery of information, not distract from it.
- Style should be consistent throughout.
- Clip-art should be used only when relevant to the topic and sparingly at that.

Rehearsing

- Only a few extremely gifted individuals can get by without rehearsing.
- In the talk, you need to:
  - avoid reading
  - make eye contact
  - avoid “um’s” and other pauses
  - make sure thoughts flow logically
- The only solution is to rehearse!
Rehearsing is the best way to deal with nerves.
Don’t be stiff.
Don’t fidget.
Maintain eye contact.
Speak:
» with ordinary speed
» loudly enough
» clearly

Don’t picture the audience in their underwear!
Do consider the audience to be your friends.
Stop focusing on your ego. Think about how strongly you want your audience to appreciate what you have to share.
Take as many speaking opportunities as you can.
A little adrenalin is your friend.