



# CHAT, SPEECH or TALK

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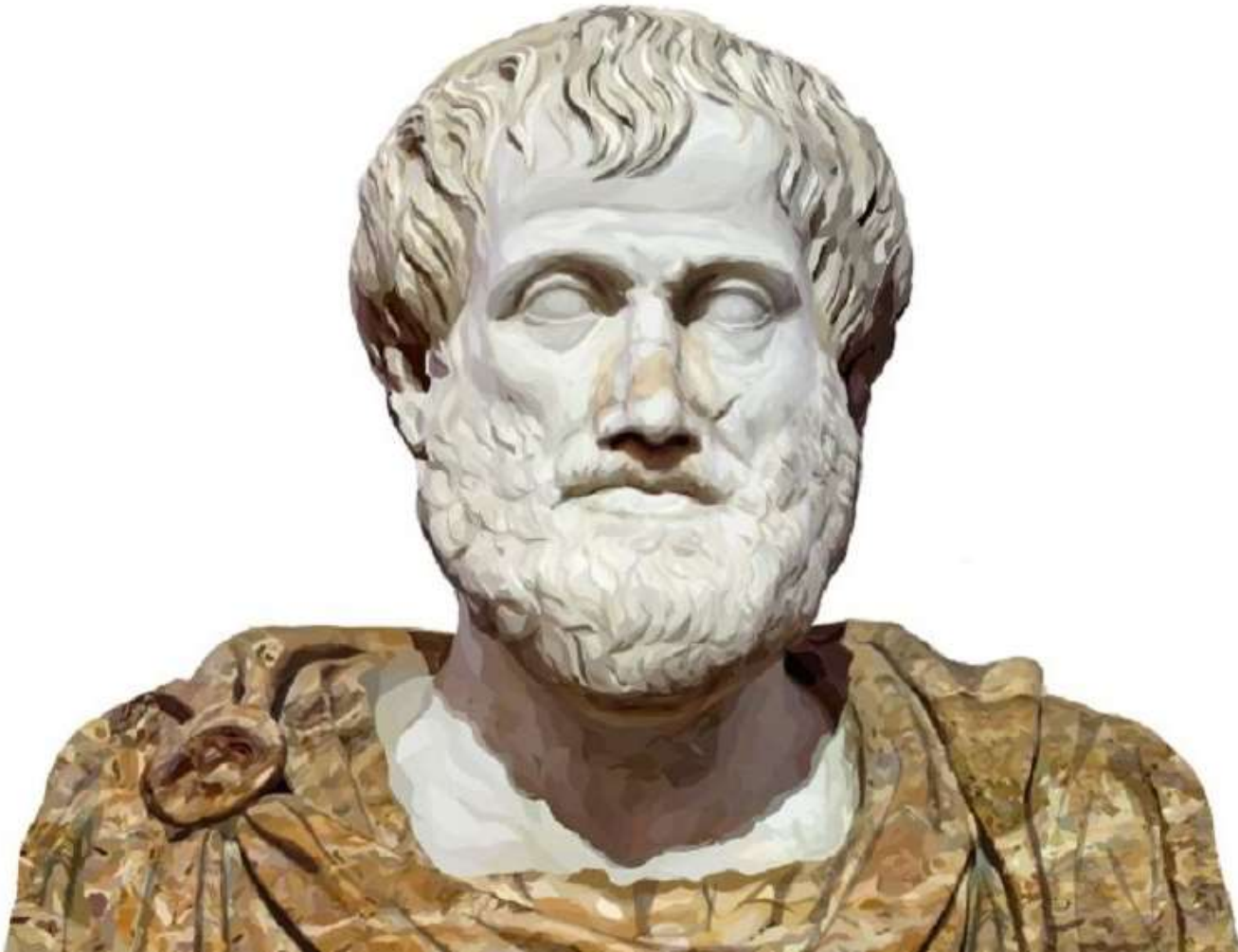
Institute of Applied Sciences  
and Intelligent Systems  
"Eduardo Caianiello"

**12 December 2022**

# ARISTOTLE

## RHETORICS

**The faculty to discover  
the possible means of persuasion  
regarding each subject**





# TALK



# CONFERENCE TALKS



## BEGINNER (12-15 minutes)

- typical for a first presentation;
- suitable for PhD students;
- usually 12+3 min (talk + questions)



## REGULAR (20-30 minutes)

- ordinary presentation;
- suitable for PhD senior students, post Doc;
- usually 25+5 min (talk + questions)



## INVITED (45-60 minutes)

- prestigious presentation;
- suitable for senior post Doc, PI;
- usually 45+15 min (talk + questions)



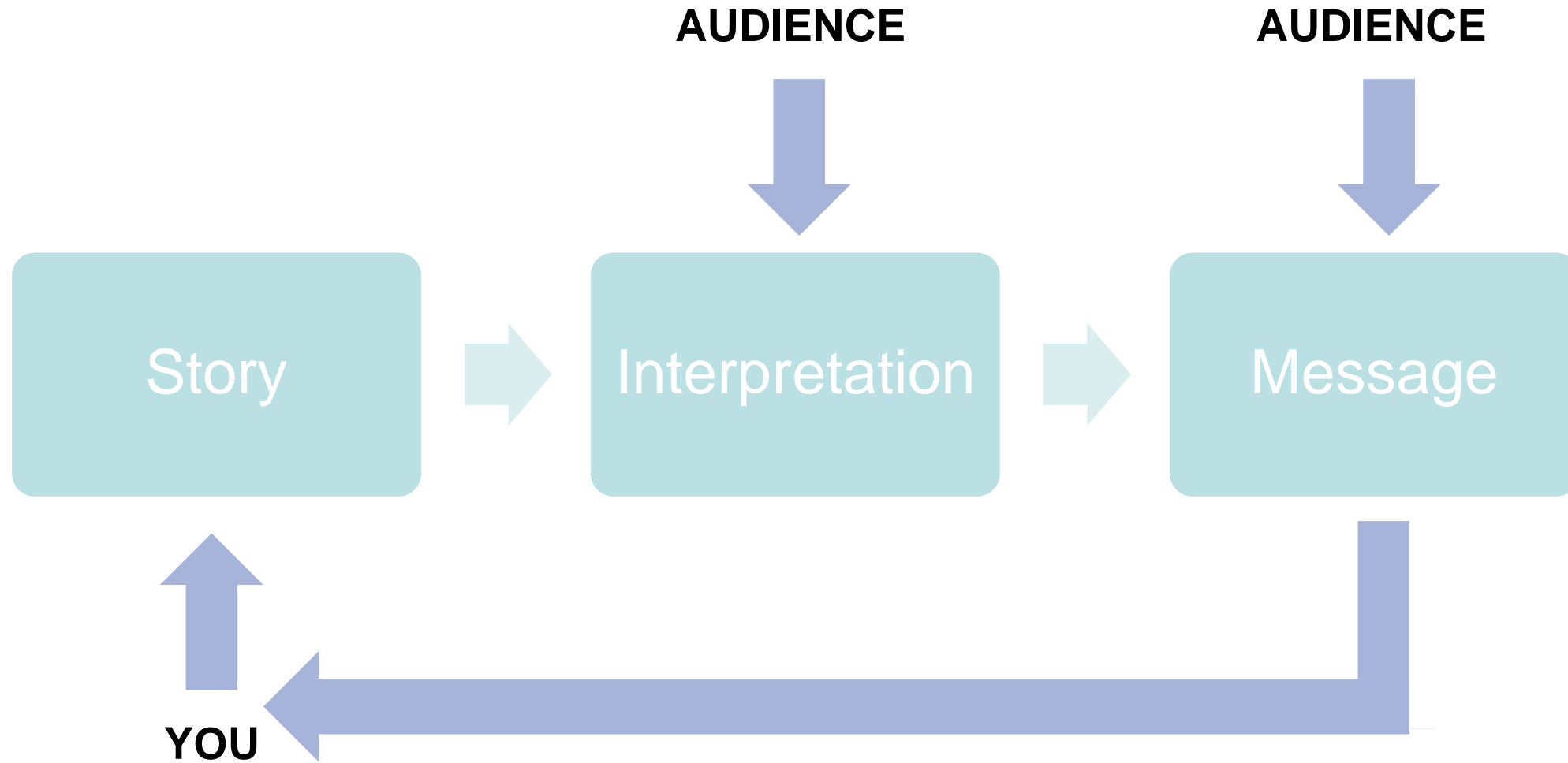
# Why give a conference presentation?

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- You have done good research, spread the word and share it with your professional network
- Explain research to peers: get feedback
- Portray your enthusiasm for the work
- Good way to start collaborations

# You need your presentation to act like a story



# It is all about the audience

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- Remember: presentations aren't about you
- They are about the audience, who are they?
- Audiences typically have lower attention spans than readers
- Keep the content **simple and straightforward**



THE KISS PRINCIPLE

**KEEP**

**IT**

**SIMPLE,**

**STUPID**

**STRAIGHTFORWARD**

# Preparing for the presentation

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- **Focus your presentation**

- Define **one** main over-arching theme and main points (e.g. three) that back-up your main theme

**Ultra-short optical pulses generation**

1. The scientific impact
2. Brief history
3. The future

- **Less is more**

- Pick the best supporting information for your presentation.

- **Slides**

- Think about your slides carefully.
- Content should enhance your words



**GOLDEN RULE I**  
**keep it (presentation) simple**



# Font

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- **Arial, Helvetica and Calibri**
- **Body text: 20-32 point size**
- **Headings:**
  - What font size is this? 10pt
  - What font size is this? *What font size is this?* 20 pt
  - What font size is this? *What font size is this?* 28pt
- **Contrast: black on white/off-white or yellow**

# Preparation: general thoughts

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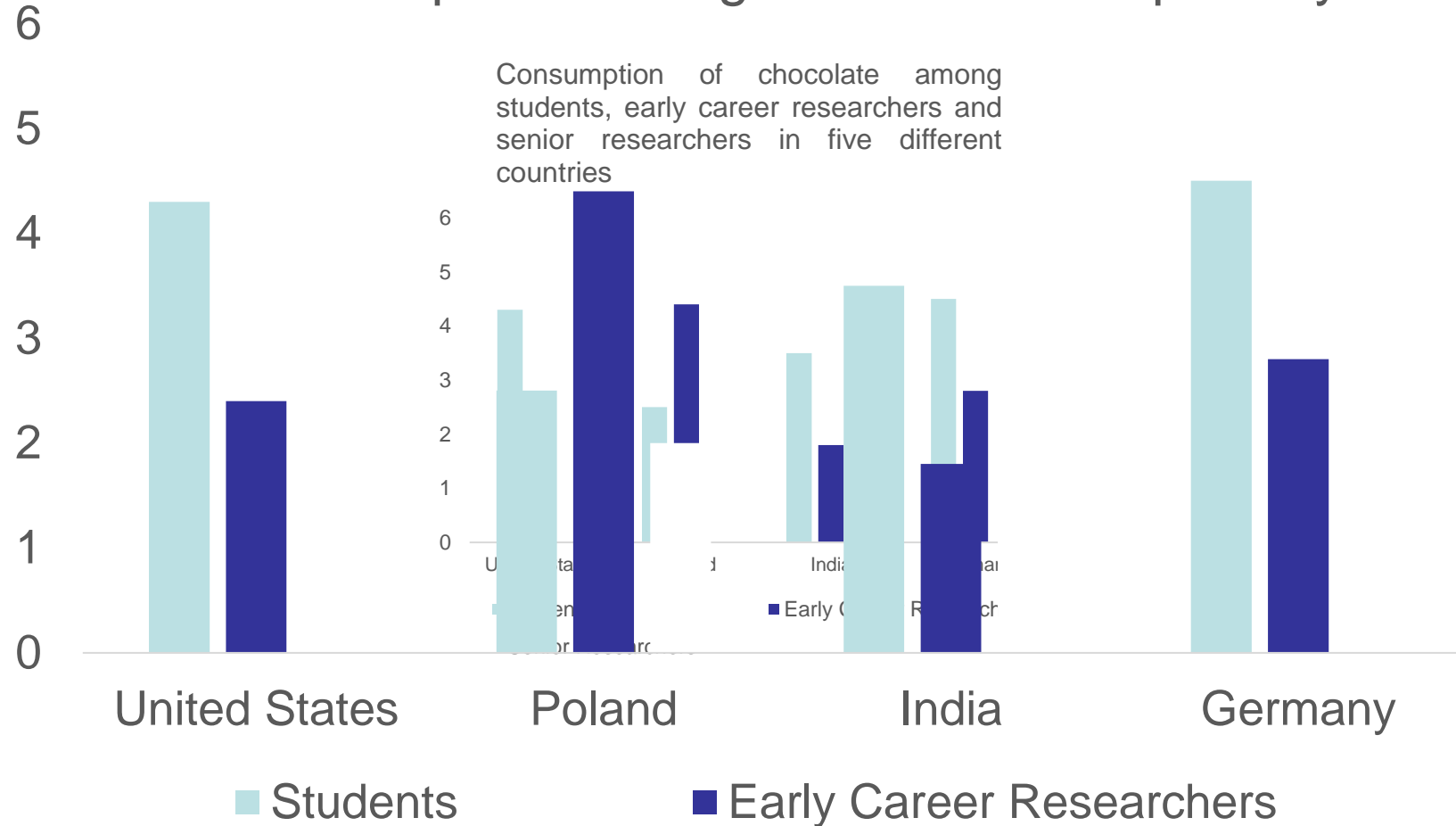


- **Create slides that make sense on their own**
- **Use short, clear bullet points**
- **Never include anything that cannot be read**
- **Tables and graphs must be simple**
- **Do not fill up your slides with text and figures**
- **Use animations effectively**

# Figure sizing



## Consumption of 50-g chocolate bars per day





**GOLDEN RULE II**  
**1 slide per minute**



# Structuring your presentation

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- **Opening/Title Slide**
  - Tell them who you are and what you are going to tell them (1-2 slides)
- **Body**
  - Background (1-2 slides)
  - Your method (3-4 slides)
  - Results (3-4 slides)
- **Summary**
  - Conclusions and future work (1 slide)
  - Acknowledgments (1 slide)



# Strong opening

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- **Opening/Title Slide**

- **Tell them who you are and what you are going to tell them (1-2 slides)**

**Start with a strong beginning**



**Introduce the problem**

- **The purpose / aim**

- **Take-home message**

# Body: background

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- **Body**
  - **Background** (1-2 slides)

**What did others do?**

**Illustrate with clear examples**

**Reference other work**

# Body: method

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- **Body**
  - Background (1-2 slides)
  - Your **method** (3-4 slides)

**Clearly describe your methodology**

**Explain each component**

**Present logically not chronologically**

# Body: results

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- **Body**
  - **Background (1-2 slides)**
  - **Your method (3-4 slides)**
  - **Results (3-4 slides)**

**Present all the relevant results**

**Resist the temptation to present everything**

**Clear figures, important findings highlighted**

# Structuring your presentation

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- **Summary**
  - **Conclusions and future work (1 slide)**
  - **Acknowledgments (1 slide)**

# Summary

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- **Summary**
  - **Conclusions and future work (1 slide)**
  - **Acknowledgments (1 slide)**

**Brief and simple summary of main points**

**Repeat the main message**

**Put it into context of the “big picture”**

**What next?**

# How can you get there?

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- Practise your talk with your colleagues and your supervisor
- Learn from others who give effective talk
- **Language barrier**
  - Don't agonize about accents, but slow down
  - Pause
  - Well-structured presentation with visual content

# Practising and delivering

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## → Memorizing the speech

- Keep eye contact
- Little improvising

## → Winging the speech

- Sounds natural
- Room for error

## → Speaking from slides

- Assures organization
- No eye-contact
- No improvising



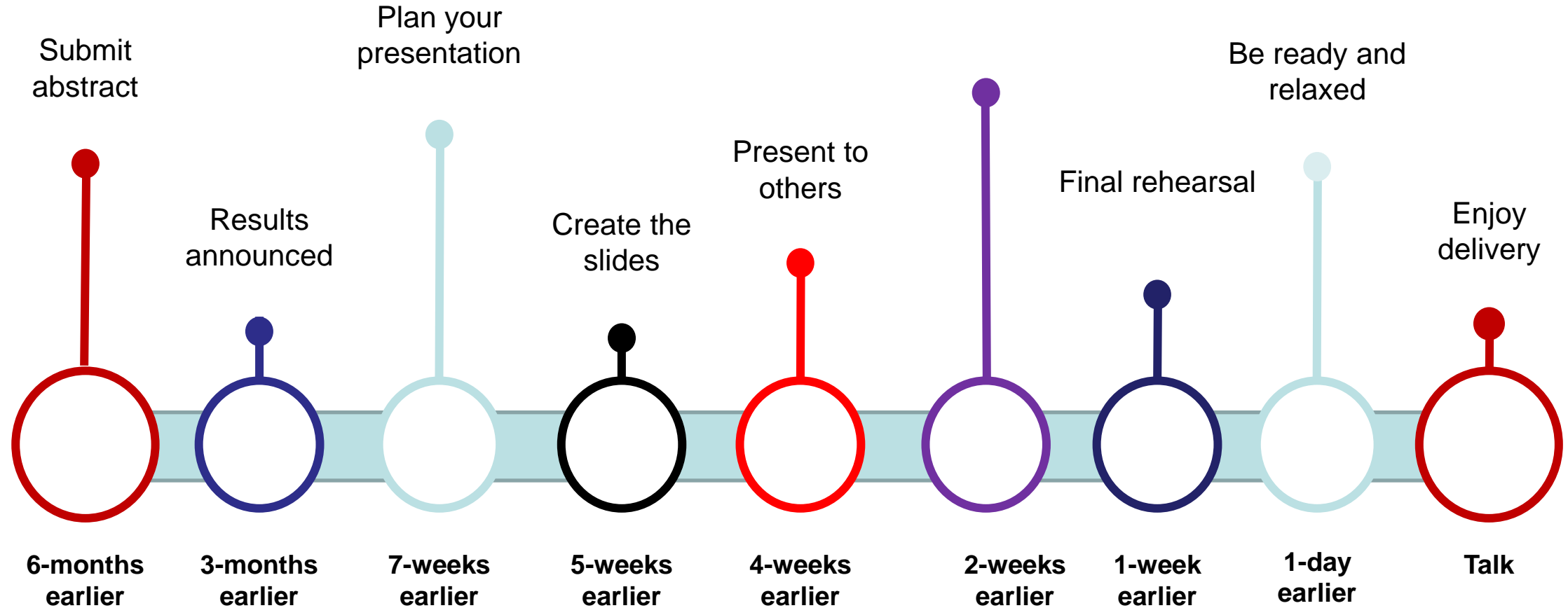
**GOLDEN RULE III**  
**Talk, do not read!**



# Timeline: plan ahead and allocate sufficient time



Correct  $\Leftrightarrow$  practice so long  
as you and your  
supervisor are satisfied



# While presenting: body language

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**Show your passion and connect with your audience**

**Smile**

**Enthusiastic**

**Make eye-contact**

**No unnecessary movements: motion for emphasis**

**Do not have your back to the audience**

# PROXEMICS & POSTURE

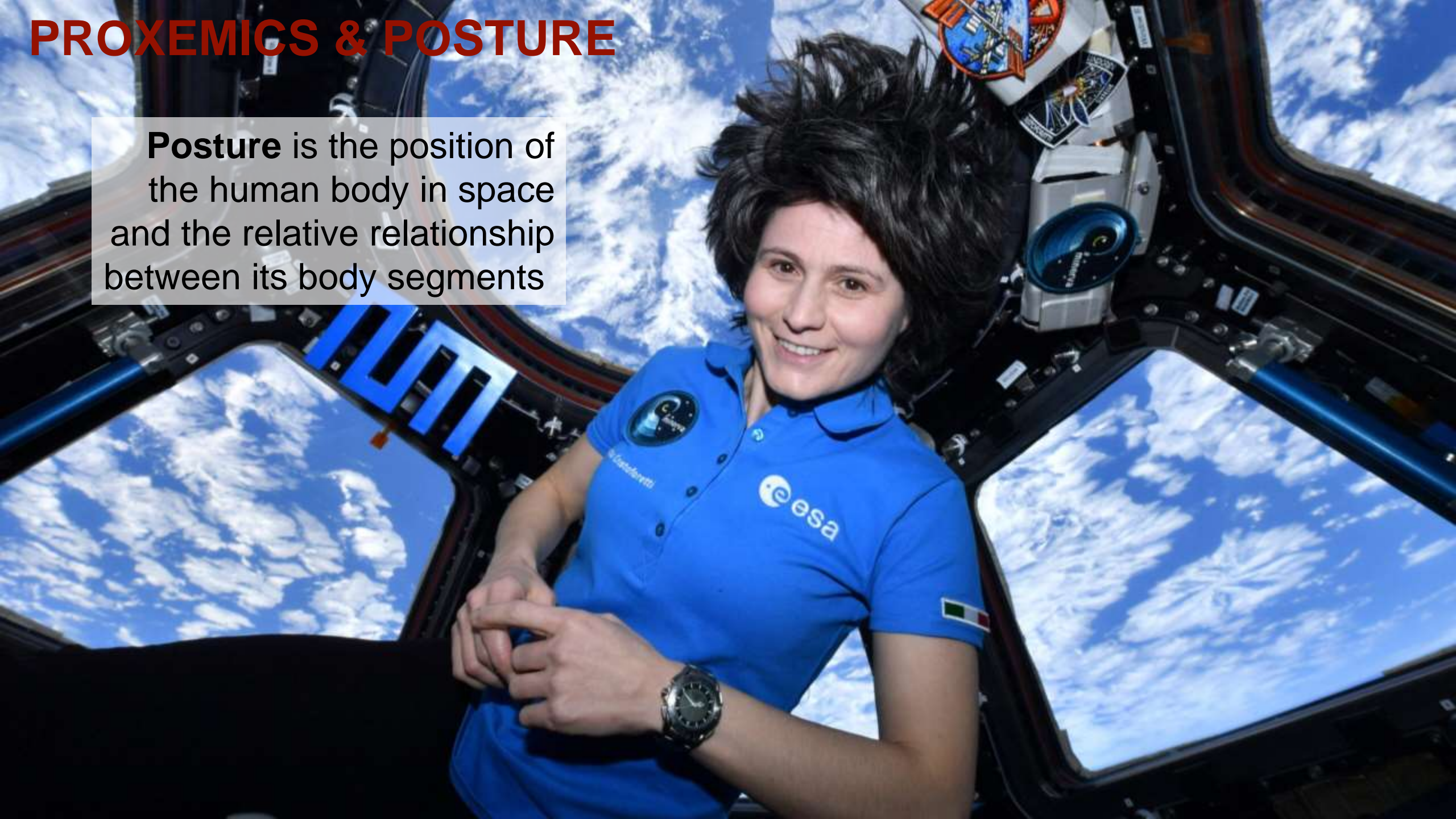
**Proxemics** is the semiological discipline that studies gestures, behavior, space and distances within a communication, both verbal and non-verbal





# PROXEMICS & POSTURE

**Posture** is the position of the human body in space and the relative relationship between its body segments



# While presenting: the voice

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## **Your voice is your best ally!**

### **Talk clearly, loudly and energetically**

- Too slow: bore them
- Too fast: annoy them

### **Do not be flat in your tone**

- Excitement for a good result
- Intrigue at a challenge
- Disappointment at a null experiment



## **GOLDEN RULE IV**

**Learn to value silence  
(instead of using “um” or “uh”)**



# Answering questions

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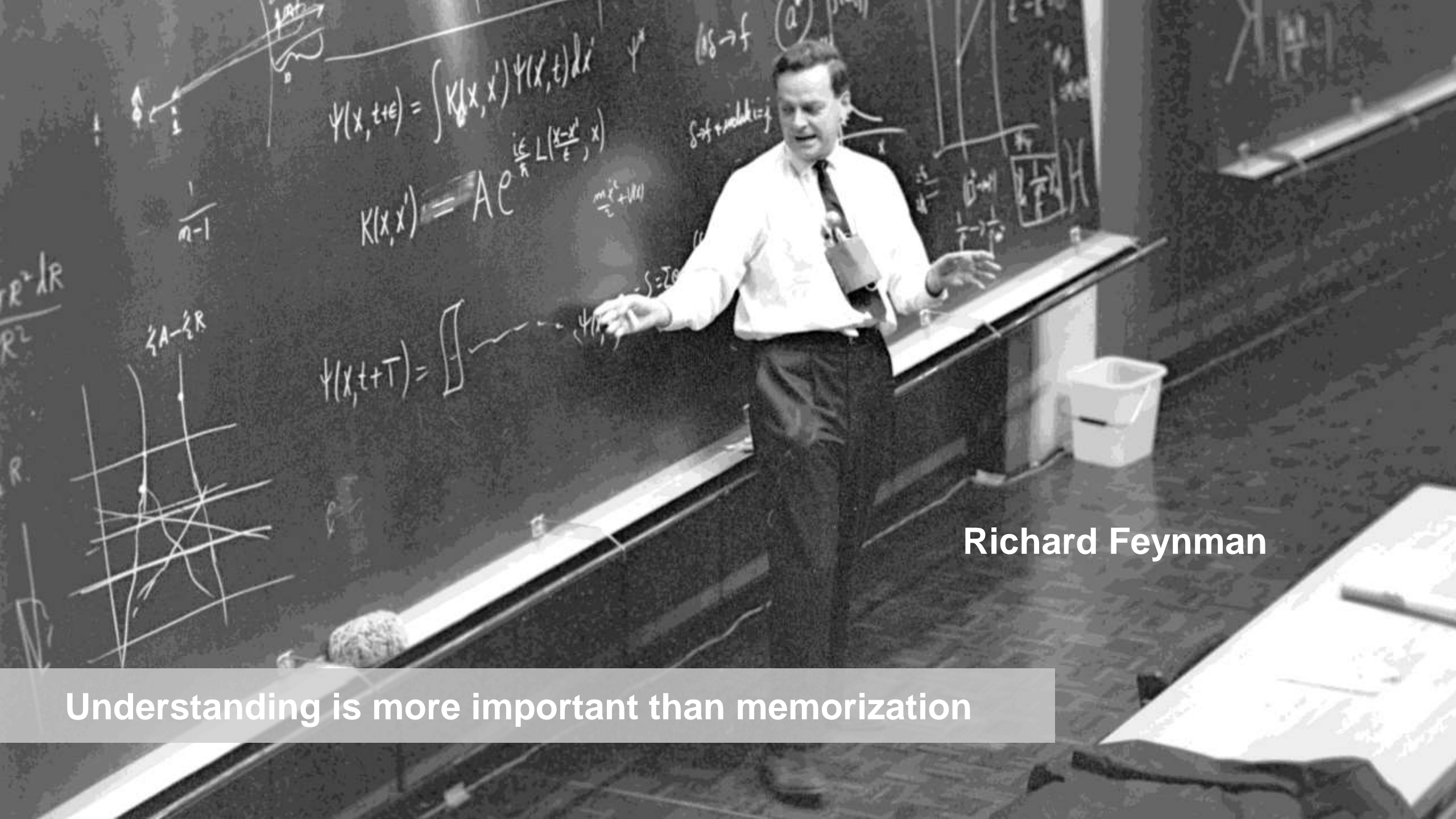
**Prepare for some potential questions**

**Repeat the question:**

- Be sure that you have understood
- Audience hears it

**Be calm**

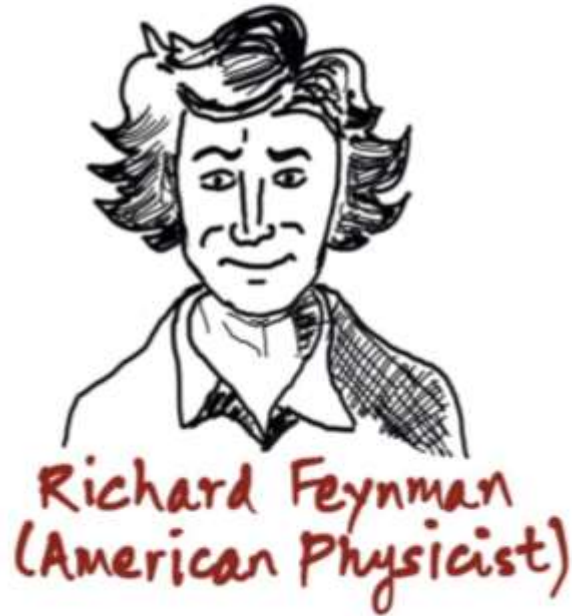




Richard Feynman

Understanding is more important than memorization

# THE FEYNMAN TECHNIQUE



**STEP 1** - Pick and study  
a topic

**STEP 2** - Explain the topic to  
someone, like a child,  
who is unfamiliar with  
the topic... and at their  
level of understanding.  
Use simple language.

**STEP 3** - Identify any gaps in  
your understanding

**STEP 4** - Return to the literature  
to understand better



A close-up shot of Leonardo DiCaprio from the movie 'Inception'. He is wearing a black tuxedo with a white shirt and a black bow tie. He has a slight, knowing smile and is looking directly at the camera. He is holding a martini glass filled with a clear liquid and a green olive. The background is dark and out of focus, showing a crowd of people and some blue light streaks, suggesting a party or a high-stakes event.

**Giving talks is important, it is also fun.**

**Try to enjoy it!**



**Making a presentation is a way of communicating  
your thoughts and ideas to an audience**



# Challenges

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- **Fear of public speaking**
  - Be well-prepared
  - Rehearse with friends
  - Well-structured presentation
- **Language barrier**
  - Remember you are the expert in your topic



## **GOLDEN RULE V**

**They have to look the presentation  
and listen to you**



# **GOLDEN RULES FOR CONFERENCES**

**Keep it (presentation) simple**

**1 slide per minute**

**Talk, do not read!**

**Learn to value silence**

**Look the presentation and listen to you**



# GRAPHICS ARE A VISUAL TOOL



Thinking in words

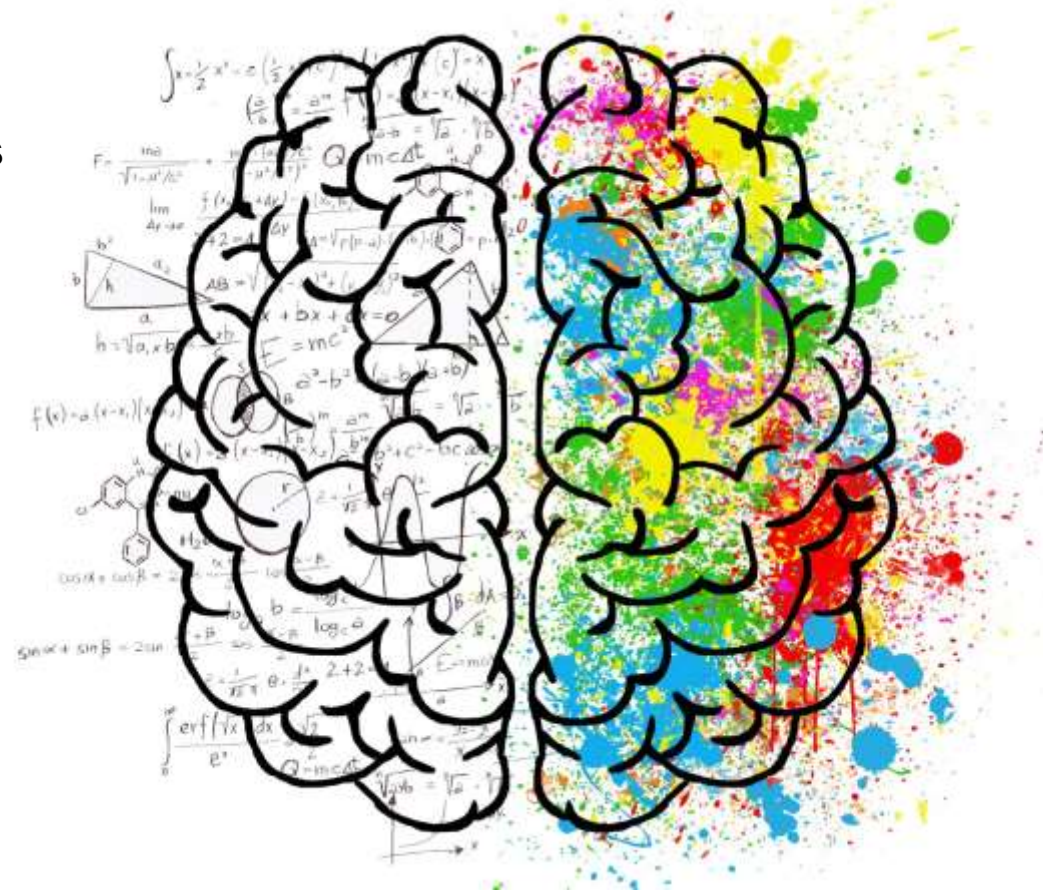
Sequencing

Linear thinking

Mathematics

Facts

Logic



Visualization

Imagination

Intuition

Rhythm

Arts

Holistic thinking

**It is important that text, images and your voice enhance each other**



**People remember  
10% of what  
they hear**



**But 65% of what  
they see and hear**



# 1 MINUTE PER POSTER

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# 5 SLIDES IN 5 MINUTES



OPENING

BACKGROUND

METHOD

RESULTS

CONCLUSION

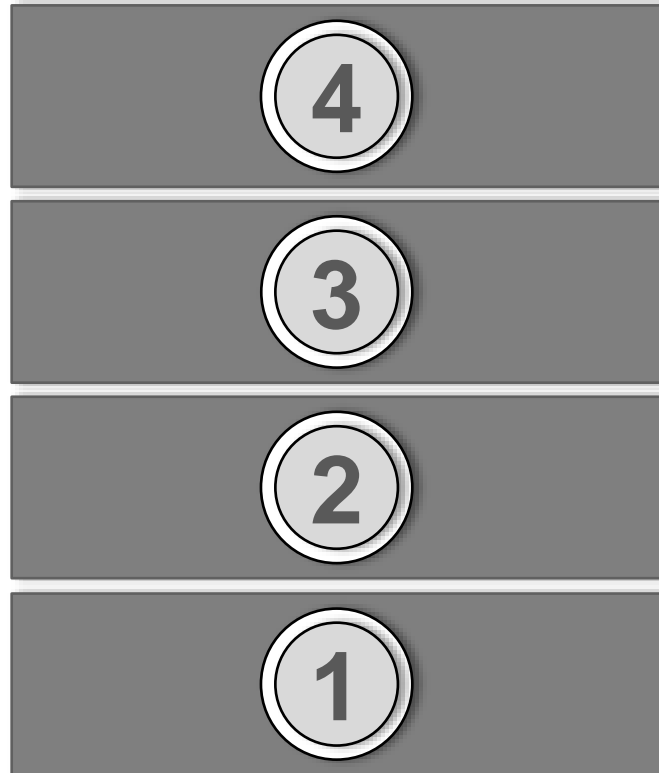


# elevator pitch





# 4 STEP ELEVATOR PITCH



50-60 seconds

Repeat the **strong point of your idea** and leave **the door open for another meeting.**

35-50 seconds

Specify **what sets you apart from others** and explain with your idea is guaranteed to succeed.

15-35 seconds

Expand your idea with information on **the problem it solves or the need it meets.**

0-15 seconds

**Introduce yourself and your idea in a few words.**  
Try to create an impact in the first few seconds to capture your audience's attention.

**30-120 seconds**

Often used by PhD students to convince his/her mentor of something while telling him/her "I'm late, take me to class"

# BE READY

To speak for hours  
if in Naples Physics Department







TED X





**Fame**

**TALKING**



10  
10  
10  
10  
10

Tips.



**1. Know your audience.**

Knowing whom you are speaking to will help you tailor the talk and will help keep the audience engaged.





**2. Keep it simple, especially if you're going to give a talk to a general audience.**

People have a tendency to give presentations the audience doesn't understand.

**3. Emphasize connection over content.**

Be clear about what you want the audience to walk away with when they leave.

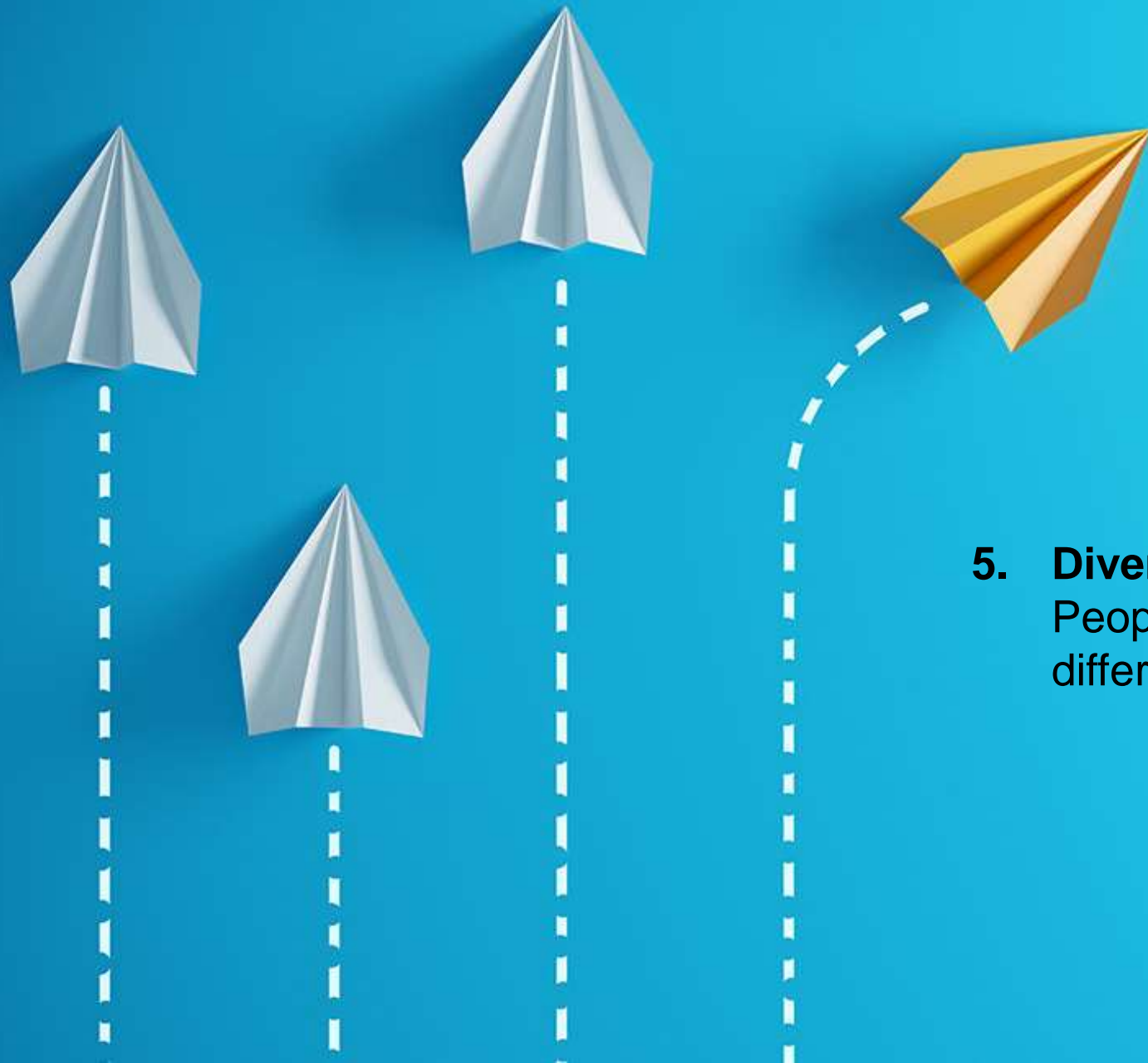




**4. Be authentic.**

Some speakers may try to sound like someone they admire instead of being themselves.





- 5. Diversify your delivery.**  
People don't learn just by listening -  
different people learn in different ways.



**6. Shake it up.**

Another reason to use different media in your talk is to make it more dynamic and compelling. Using mixed media creates energy and vibrancy.



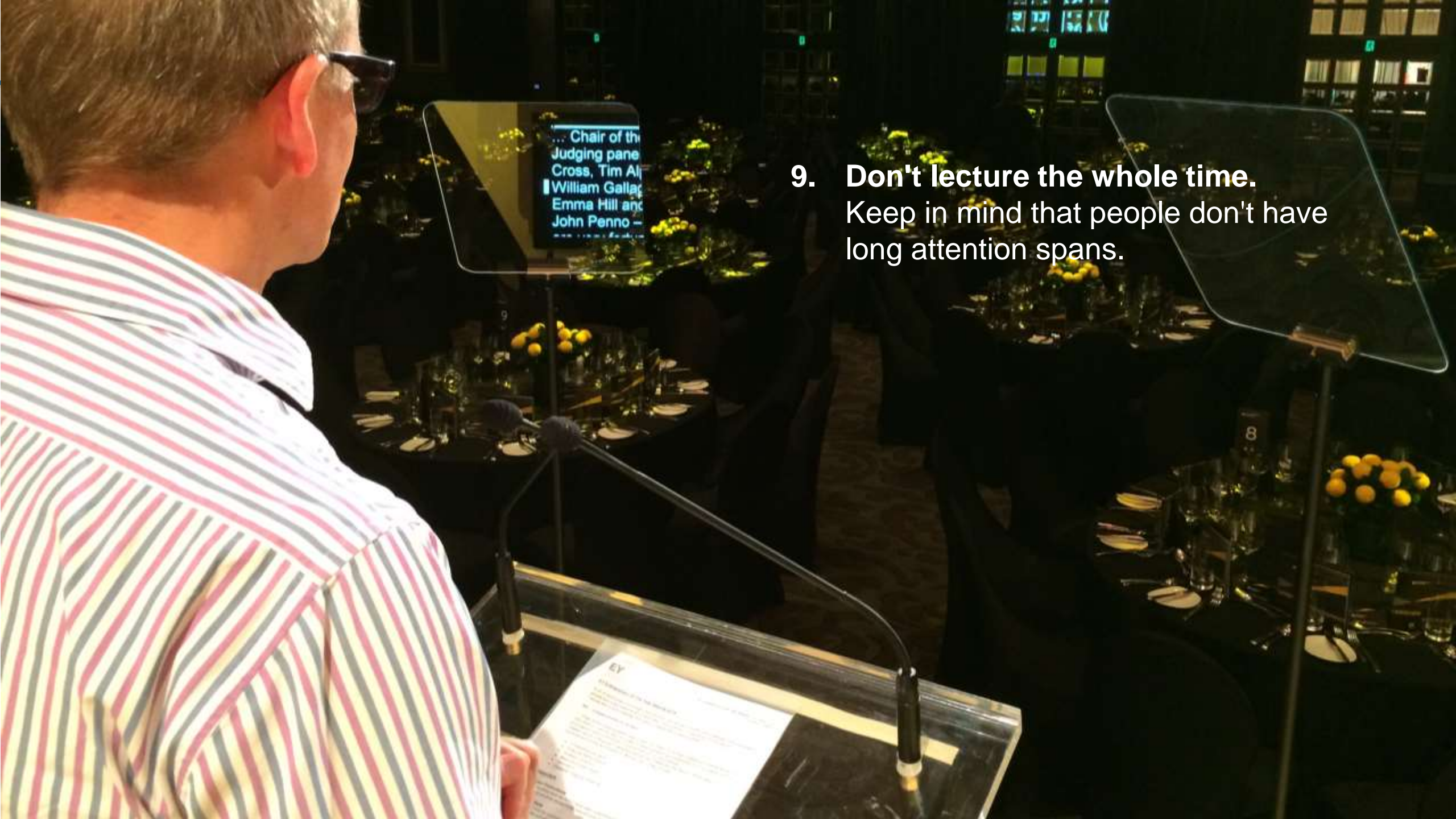
**7. Stick to your points.**

Before you talk, determine your main points and outline them. Slides should be used for emphasis.



**8. Know the setup.**

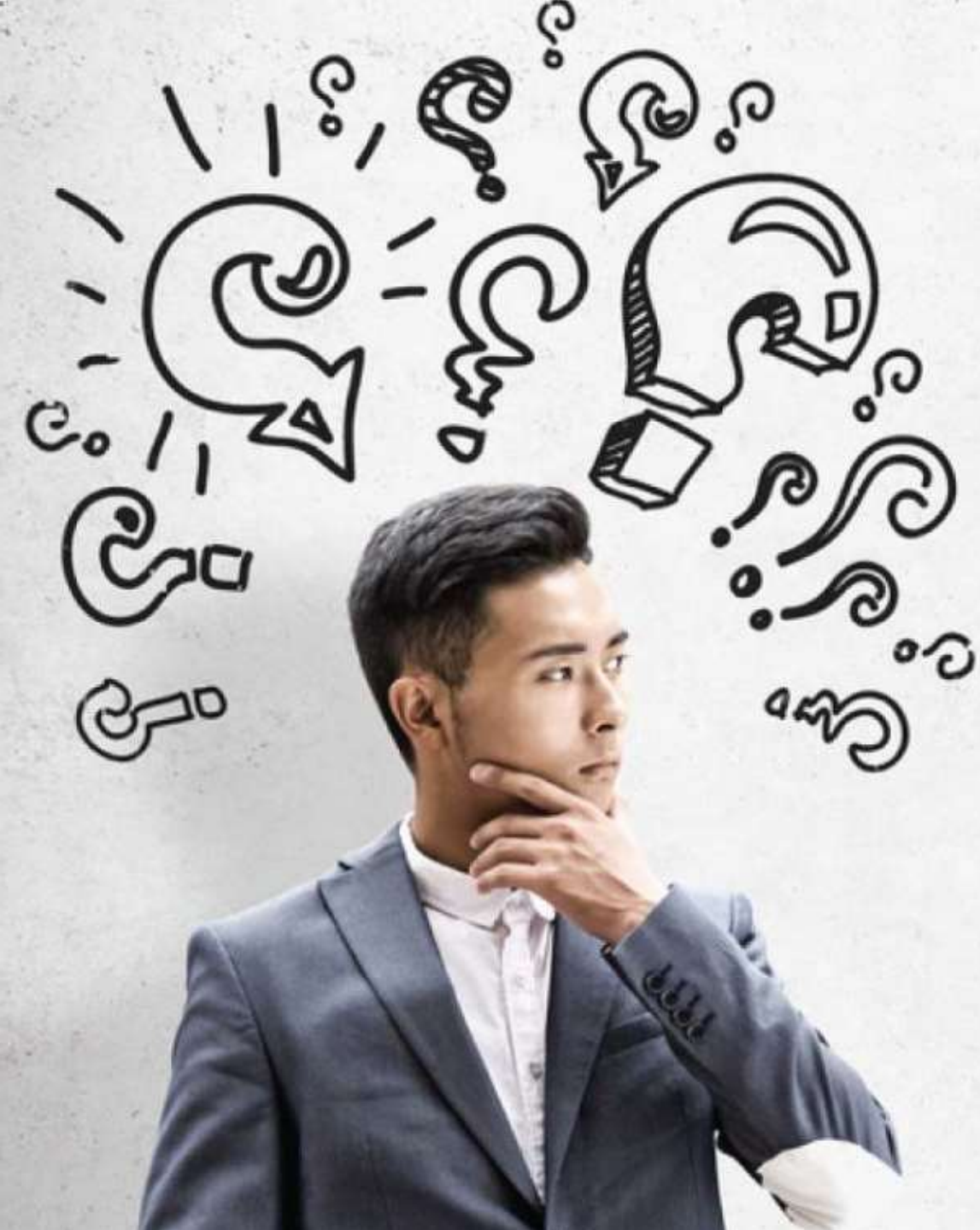
Have a run-through in the space you'll be speaking at if possible. Test the tech system during that practice run to troubleshoot possible problems in advance.



... Chair of the  
Judging panel  
Cross, Tim All  
William Gallag  
Emma Hill and  
John Penno -

**9. Don't lecture the whole time.**  
Keep in mind that people don't have long attention spans.





- 10. Leave time for questions.**  
Talking until the last minute is a common mistake many speakers make.



# ANTIGONE MARINO

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