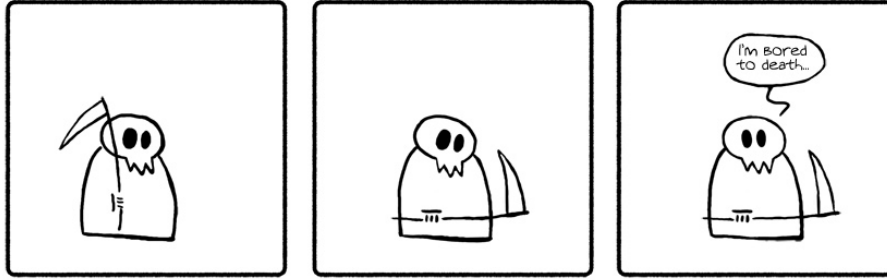


Educate and Entertain – A Guide for a Good Talk

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Why in English?

We decided to hold this proseminar in English for several reasons.

- The research papers and book chapters that you will read are written in English.
- Many notions that occur in the security and privacy literature do not have a German translation, for instance, there is no distinguished word in German that captures the intended meaning of “privacy-preserving systems” or “differential privacy”. So for a German talk you would necessarily have to invent new translations (unknown to everyone but you) or mostly speak in “Denglish”.
- The proseminar provides you with a safe space to practice your English. Speaking and writing in English will be required of you in most of your follow-up courses and seminars (if not all) and in your future career.
- English is fun! (<http://www.youtube.com/watch?v=guELpieYlFU>)

Don't worry, the TAs speak both German and English and will help you in case of problems.

0 Before Starting

You have been assigned a cool paper. After reading and understanding the paper, answer the following questions for yourself:

- What is interesting about the paper?
- What is the main idea?
- What are the weaknesses and strengths of the paper?
- Did the techniques presented in the paper have an impact and if so, where?
- How would I explain the idea to a friend?

1 How to Structure a Talk

Once you have answered these questions, you can start preparing your presentation. A talk is always intended to tell a story to your audience. This means that your talk should be

- *self-contained*, that is, the talk should be complete in itself and you should not assume any specific prior knowledge of the audience;
- *coherent* and *cohesive*, that is, each slide should be well connected to the next slide.

To develop the story, it is often helpful to construct the skeleton of your presentation, that is, the title of each slide (without content). Think of the titles as being your story. A typical structure could look like

1. a title slide,
2. a crisp motivation,
3. (optional but often not necessary) a short outline of your talk,
4. ... any content that you want to convey (your story) ... ,
5. a summary slide,
6. possible backup slides (references, (technical) details and further information that the audience might ask questions about, ...).

2 Tips and Tricks for Your Slides

Once you have the skeleton and the structure ready, you can start preparing the content of each slide. There are many tools available for constructing slide shows: commercial ones such as MS Powerpoint, Apple Keynote and non-commercial ones such as LibreOffice, OpenOffice, Prezi, L^AT_EX Beamer, etc. Choose your favorite one.

- Plan not more than **one slide per minute** (possibly even less). This does not include animation steps.
- Each slide should have a **take-home message** – a crisp and concise statement that summarizes the main message of the slide. If you cannot identify a take-home message of a particular slide, rethink the necessity of that slide.
- Animations can be helpful to illustrate a point but they can be really annoying if used too frequently or without purpose.
- Think about the style (colors, fonts, etc.) of your slides, choose wisely (for instance, more colorful is not necessarily better)!
- Do not overload your slides with text, they should only contain the core information of your statement. The audience should listen to your voice rather than reading your slides. The slides are meant for backing up your **talk** with helpful information and illustrations.

A good rule of thumb is the *rule-of-7*: at most seven lines per slide and seven words per line.

3 My Presentation Is Ready, What Next?

Practice, practice, practice ...! Practicing your talk several times will help you

- gain confidence in speaking,
- discover potential jumps and breaks in your talk (this means your structure is not coherent), and
- check whether your talk fits your allocated time slot.

Also, your audience will be thankful for your efforts since there is nothing worse than a speaker who does not know what to say or which slide comes next 😊.