

**PROBE,
PRESENT,**



& PRESCRIBE!

Preparing Your Research Presentation

e-book

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RESEARCH...The “Other” Doctor’s Prescription

When one seeks the advice of a medical doctor, there’s a good chance that the doctor’s advice will be scribbled on a prescription pad.



When one seeks the advice of an academic doctor like us, the prescription pad comes in the form of research recommendations.

The way we relay this research will greatly impact how it’s received, and if it’s put into practice.

The CSI's conferences are an opportunity for all education, business, and behavioral science professionals (serving at any level) to share and explore new research.

One of the many things that distinguishes the CSI from similar organizations is our high standard for excellence.



The CSI team works hard to couple this standard with both an unpretentious, and collegial atmosphere and a focus on usable and applicable research findings.

In this e-book, I will share pointers to help you prepare for a successful presentation. I will answer the following questions.

- ✓ WHAT'S AVAILABLE AND WHAT SHOULD I BRING?
- ✓ WHO'S MY AUDIENCE, WHAT ARE THEY EXPECTING, AND WHY ARE THEY HERE?
- ✓ WHAT KIND OF PHYSICAL SET-UP SHOULD I EXPECT?
- ✓ WHAT IS MY JOB?
- ✓ HOW CAN I BE ORGANIZED?
- ✓ WHAT WILL HELP ME REACH THE AUDIENCE?
- ✓ WHAT'S THE BEST WAY TO SHARE MY PRESENTATION?
- ✓ HOW DO I KEEP TRACK OF HOW MUCH TIME I HAVE?
- ✓ HOW SHOULD I WRAP IT UP?
- ✓ WHAT SHOULD I EXPECT FOR AUDIENCE QUESTIONS?



WHAT'S AVAILABLE AND WHAT SHOULD I BRING?

The CSI will have the following resources available for your use:

- ✓ LED Projector
- ✓ Projection Screen
- ✓ Speaker
- ✓ Wireless Internet Access



Be sure to bring:

- ✓ A **LAPTOP is required**. We no longer provide these.
- ✓ Handouts are not required.

WHO'S MY AUDIENCE, WHAT ARE THEY EXPECTING, AND WHY ARE THEY HERE?



- ✓ **WHO?** CSI hosts multidisciplinary conferences in the areas of business, behavioral sciences, and education. Although we highlight the main audiences for a given presentation, we encourage our attendees to explore the various sessions. So, you may want to prepare your presentation for cross-disciplinary application.
- ✓ **WHAT?** The CSI's audience values and expects presentations that are *credible, interesting, concise, and applicable*. To accomplish this, be sure to include a healthy balance of the following: an introduction of the topic, and an overview of the methods, results, conclusions, and implications. Additionally, try to share usable information, such as emerging strategies

and approaches, for the field(s). **IMPORTANT:** providing applicability for your research is key. This gives the audience a tool to implement in their work or academic settings. Finally, the CSI encourages interactive sessions with discussion, and questions.

- ✓ **WHY?** It is important to know why your audience is attending. Your audience could be here for a couple of reasons. Perhaps they, like me, are super geeks who *love* research. They could also be here for professional development and/or professional service that may assist with the higher education promotional process. It can be very different presenting to a room full of people that are attending by choice versus an audience that is there because of an outside mandate. The latter group can sometimes be a harder audience to engage. Although, most people will fall into one of these categories; you could have attendees that fall into both.



WHAT KIND OF PHYSICAL SET-UP SHOULD I EXPECT?



- ✓ For the CSI presentations, attendees will be sitting at tables.
- ✓ You will have a table up front for YOUR LAPTOP, the projection system, and your materials. There will not be a podium.
- ✓ Generally, there is no need for a microphone, so we do not supply one. Be sure to check if your audience can hear you.
- ✓ If you need to have the lights turned down during a part of your presentation such as for a video clip, please ask the room facilitator.
- ✓ Due to possible technology glitches, we highly discourage video clips within your presentation.

WHAT IS MY JOB?

Overall, be sure to include the following:

- ✓ Be sure to make your attendees aware of your topic and your research question.
- ✓ Tell them what you're going to be telling them. Identify the key points of what you're going to cover.
- ✓ Be sure to let the attendees know the important questions you will answer.



HOW CAN I BE ORGANIZED?

The best way to organize yourself for your presentation is to *practice, practice, practice*. Practice in front of the mirror, in front of your colleagues, and/or in front of your spouse or significant other.

When practicing, be sure to pay close attention to the following:

- ✓ Maintaining appropriate eye contact.
- ✓ Using appropriate gestures with hands or face appropriately.
- ✓ Sustaining appropriate volume and rate of speech.
- ✓ Having notes organized, and at hand.



WHAT WILL HELP ME REACH THE AUDIENCE?

To be sure you are reaching your attendees,
you will want to make a connection with them.

You can accomplish this in several ways:

- ✓ Think about how you want to introduce yourself. What do you want the attendees to know about you?
- ✓ You want to make a good first impression. Be sure to start out with something catchy...perhaps you could begin with humor, a good personal story, or a poem.
- ✓ Think about how you can build a rapport with the attendees. Is there a way you can bring out something you have in common? Do you all teach in higher education?



WHAT'S THE BEST WAY TO SHARE MY PRESENTATION?

There are many ways to visually share your presentation. You will want to think about what you want to share, why you want to share it, and finally, how you will share it.



- ✓ Do you want to share your entire presentation or do you want to just share highlights like graphs?
- ✓ Why do you want to share the information? Do you want it to help guide your presentation? Do you want it to summarize key points?
- ✓ What method will you use? Our method of choice is PowerPoint but you may choose something else or perhaps you won't need to use a visual at all.
- ✓ Whatever you choose, be sure to evaluate it. You will want to pay careful attention to things such as:
 - font size,

- where you will place it so it is easily accessible,
 - is it large enough for the room,
 - is it loud enough for the room,
 - will the colors add or take away from the presentation.
- ✓ Again, we highly discourage including video clips within your presentation. Any time you need to play video and/or access the internet, it increases your chances of a technology glitch.
- ✓ Keep in mind that some visuals can take away from a presentation. Remember, it is not mandatory to visually share your presentation.



HOW DO I KEEP TRACK OF HOW MUCH TIME I HAVE?



One of the most difficult parts of giving a presentation is keeping track of how much time remains.

We will have a facilitator in each room. He or she will let you know when there are ten minutes, and then five minutes remaining. Please use the last five minutes to transition into audience questions. Here are a few additional ideas to help you:

- ✓ Pace yourself using a guide. This guide should outline your presentation with an allotted amount of time for each section.
- ✓ During your presentation, keep a copy of your guide where you can easily access it. Be sure the font is large enough to see with ease.

HOW SHOULD I WRAP IT UP?

There are several important parts with your presentation. When nearing the end, presenters sometimes get excited about being close to finishing and can begin to let quality slide. The end should be when you stay strong. Sometimes the very end of a presentation is when your audience can learn the most. When you conclude your presentation, please remember to do the following:

- ✓ Identify the main points,
- ✓ Reaffirm the connection between you and the attendees,
- ✓ Remind them of the “takeaways.” These are the practical and applicable things the attendees can *take away* and immediately implement into their practice.



WHAT SHOULD I EXPECT FOR AUDIENCE QUESTIONS?

Some presenters are intimidated by audience questions, and avoid them at all costs. I am a firm believer that audience questions provide a time for clarification and growth. The questions that are raised by attendees can be informative and clarifying for the person asking, others in the audience, as well as you, the presenter. Each time a question is asked, it will make your presentation stronger. For the presenter, the scariest part of questions is not knowing the answers. There is nothing wrong with not knowing an answer. So what do you do? If you are asked a question to which you don't have an answer, I have two perfect and fail-safe strategies. First, you can tell them you are not sure of the answer and then ask if anyone in the audience can help you out. This redirection of the question establishes rapport with the attendees and builds your credibility. Second, if no audience member knows the answer or if an answer seems incomplete, tell the attendees you will find the answer. Follow up by



saying, “If you are interested in the answer, please leave me your business card, and I will email you when I have an answer.”



MY PRESENTATION IS DONE,
AND I'M READY TO PRESENT.
NOW WHAT?



Sit back and relax!

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