



European Conference on Severe Storms

Helsinki, 3 - 7 June, 2013

Guidelines for oral presentations

1. Practical Information

Presentation time

The time allocated to each oral presentation is maximally 12 minutes + 3 minutes questions (25 minutes in keynote presentations + 5 minutes question). Please take into account the presentation time when preparing your presentation.

Presentation environment and available programs

All presenters should use the computers provided by the organizers. The computers' operating system is Microsoft Windows 7. The following programs will be installed for the presentations: Microsoft Office 2010 (which includes Powerpoint), Adobe Acrobat Reader and VLC Media Player.

Test your presentation

We encourage you to quickly test your presentation with the presentation computer, especially if you have included some special features, such as animations. If animations or video clips are not embedded in your presentation file, please remember to bring them with you.

Mac-users and other software packages

If you prepared your presentation with Mac, please check in advance that it works properly in a Windows-based system. Likewise, please test your presentation if it was created using other software than Microsoft Office (e.g. OpenOffice, LibreOffice)

Uploading your presentation

The presentations can be uploaded to the presentation computer using a USB-drive. Please upload the presentation well before the session and at least 15 minutes before the start of the session. Presentations can be uploaded Mon-Fri 8:00-18:30 and someone will be available to help you. The presentations will be synchronized automatically among two conference computers through a cloud service (Dropbox or similar).

2. Tips for speakers

In order to help you as a speaker at the European Conference on Severe Storms to make most out of the presentation, we take the liberty to present you some tips:

Imagine to be the listener

The goal of a scientific presentation is to communicate new insights into a particular science problem the presenter has worked on. For communication, both the sender and receiver of a message are important. It is useful to imagine yourself being an interested intelligent person in the audience, but not an expert in your field of expertise. Go through your presentation and make sure that such a person is able to follow it.

Also verify that you are yourself aware what the main message is you want the audience to "take home", and organize your presentation in such a way that listeners will be able to distill this message from your talk and remember it. It is often true that "less is more" and sacrificing some details will make the main point stand out more clearly.

Stress the take-home message

- Try to put a stress on the main point (the take-home-message) of your talk, for example by reducing speed when presenting it, or saying it in two different ways. Make sure it follows logically from what you have shown on the slides before. If the main point is presented before the end of the presentation, you may want to stress it once more at the very end.

Be careful with tables

- Make sure that you put no more information on any slide than the listener can digest. In particular: do not put tables with many numbers on a slide, unless you will discuss each number. Consider using a graph or diagram to summarize the information that such numbers contain.

Be careful with text, too

- In addition, be careful with putting too much text on the slides. People who are reading tend to miss what you are saying. Full sentences, especially long ones, are particularly hard to read when listening at the same time. It is not recommended to put entire paragraphs on a slide. Instead, use keywords and short phrases and make use of lists and bullet points to provide structure.

Images and graphs

- When showing graphics, make sure it is clear what is being shown. What quantity, what units are displayed and to what time, place or case-study the data refer. Reserve enough time to explain this when showing it. Do label the axes of any graphs and provide a title. Make sure **all** numbers, characters and graphs are easily readable from a large distance. Putting a large number of graphs on one slide is usually a bad idea.

Language

- Those who are not so proficient at English usually have an accent. Speaking slowly (but not too slow) helps a lot to make yourself nevertheless understood. Conversely, native speakers of English often speak too quickly for non-native speakers in the audience. Slowing down truly helps a lot.

Timing

- Make sure you have a realistic number of slides to present. 1 per minute is a good guideline, i.e. 12 slides for a standard ECSS talk will do. You may well leave out the usually uninteresting slide showing the "outline" of your talk for a 12 minute presentation.

Practice

- Makes perfect.