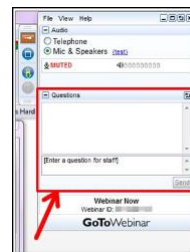
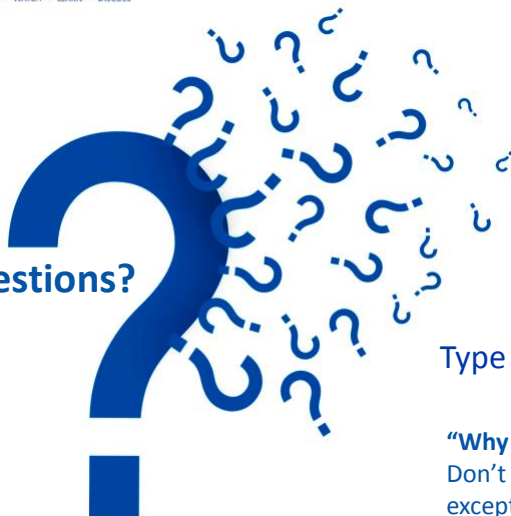


Have Questions?



Type them into questions box!

“Why am I muted?”

Don't worry. Everyone is muted except the presenter and host. Thank you and enjoy the show.

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John H. Hughes, MD, FACS
 Founding Member and Director,
 Nanotechnology Cluster of Arizona



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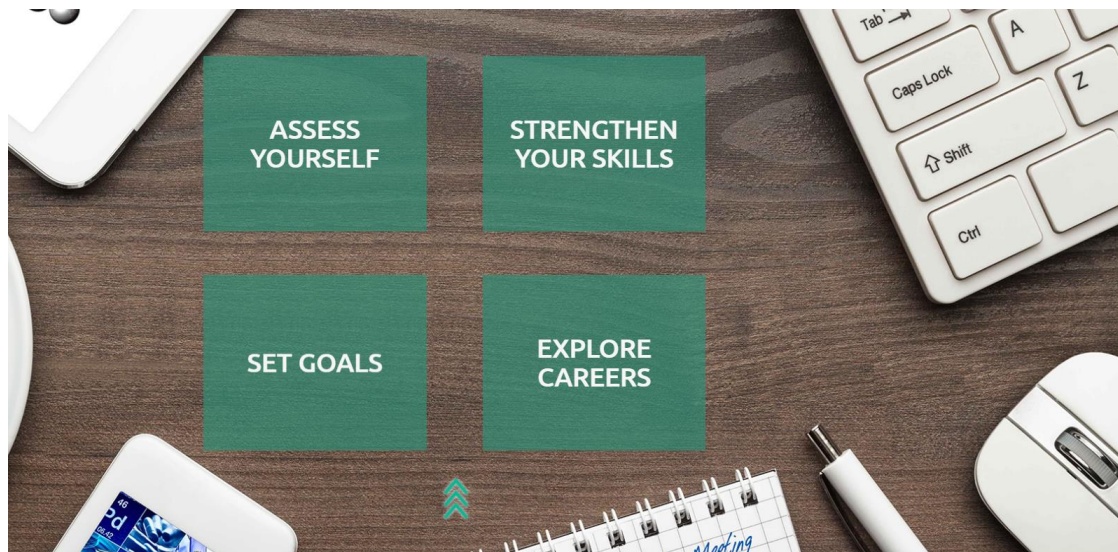
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Key Topics

Information

Who Should Attend

Agenda

Key Topics

- o Communicating science: The basics & beyond
- o Limiting jargon, using real world examples
- o Making your case to non-scientists
- o Role-playing exercises to communicate scientific work
- o Presenting "pop-up" talks
- o Adapting your message to various audiences

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Experts



Marianna Yanez
Arteta
AstraZeneca

Thursday, April 5, 2018



Creating New Models to Combat Neglected Disease Through, Industry, Government, and Public-Private Partnerships

Co-produced with the ACS Infectious Diseases

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Michael Pollastri
Northeastern
University



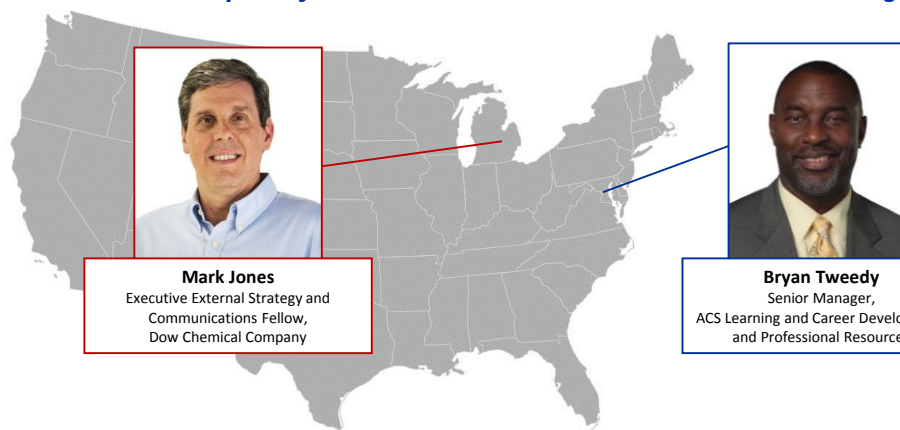
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“Exceptional Presentations In Spite of PowerPoint: How to Communicate in the Digital Age”



Mark Jones

Executive External Strategy and
Communications Fellow,
Dow Chemical Company

Bryan Tweedy

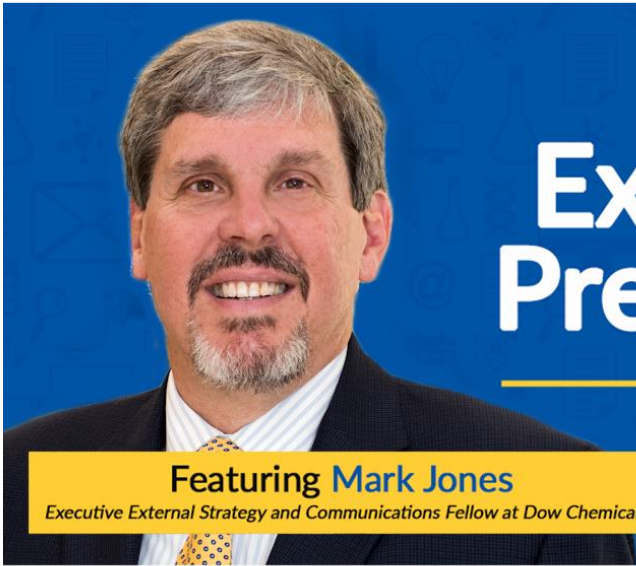
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Exceptional Presentations

in spite of
PowerPoint

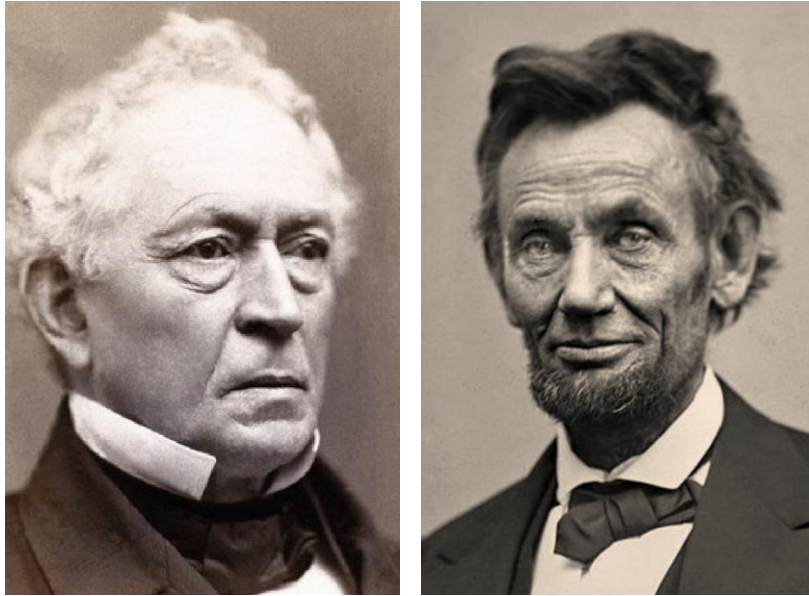
Featuring **Mark Jones**

Executive External Strategy and Communications Fellow at Dow Chemical



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15



*A presentation
succeeds because of what
you say, not because of
what you show.*



16



Why Use Visual Aids?

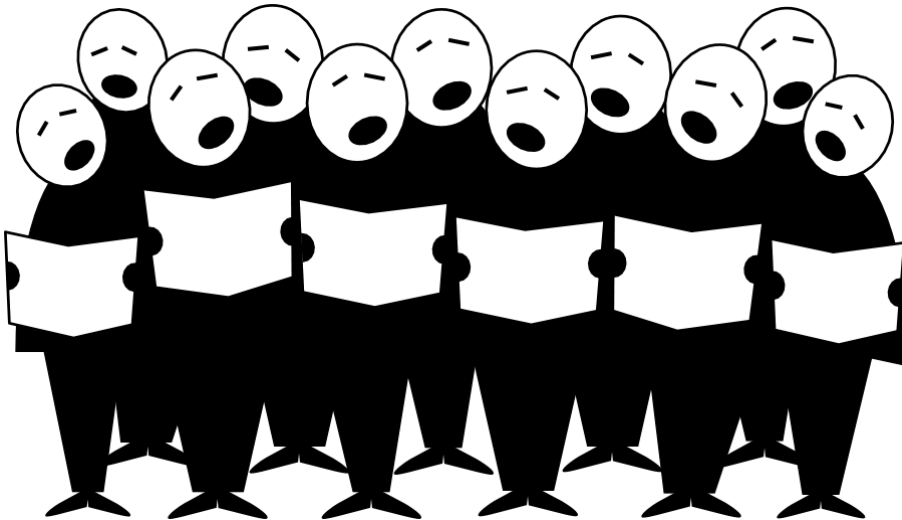
	Recall in 3 hrs	Recall in 3 days
Telling (alone)	70%	10%
Showing (alone)	72%	20%
Telling and Showing Together	85%	65%



Gene Anderson

17

Slides as Chorus



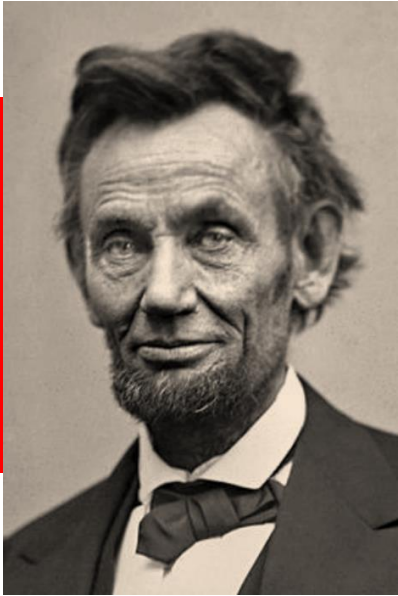
concept by Duarte

18



Nearly all men can stand adversity, but if you want to test a man's character, give him power.

^ point



Search Peter Norvig PowerPoint Gettysburg - fun stuff

Lincoln quote modified by Duarte



PowerPoint Poisoning Introduced



Dilbert by Scott Adams

Introduced the concept of PowerPoint Poisoning

<http://dilbert.com/stip/2000-08-16>

August 16, 2000



Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



PowerPoint is cited as a contributing factor in:

(multiple possible correct answers)

- The Watergate Scandal
- The Space Shuttle *Columbia* disaster
- The Space Shuttle *Challenger* disaster
- The 2008 Recession
- None of the above

21



The New York Times

April 26, 2010

We Have Met the Enemy and He Is PowerPoint

By ELISABETH BUMILLER

WASHINGTON — Gen. [Stanley A. McChrystal](#), the leader of American and NATO forces in Afghanistan, was shown a PowerPoint slide in Kabul last summer that was meant to portray the complexity of American military strategy, but looked more like a bowl of spaghetti.

“When we understand that slide, we’ll have won the war,” General McChrystal dryly remarked, one of his advisers recalled, as the room erupted in laughter.



22





“

**DESIGNING A PRESENTATION
WITHOUT AN AUDIENCE IN MIND IS
LIKE WRITING A LOVE LETTER AND
ADDRESSING IT 'TO WHOM IT MAY
CONCERN'.**

”

Ken Haemer
Presentation Research Manager, AT&T

in HBR Guide to Persuasive Presentations

23



**99.9999% of presentations are to
influence. Never fall into the trap of
thinking your job is only to *inform*.**



24





— Six Signals All Audiences Want to Hear



1. I will not waste your time
2. I know who you are
3. I am well organized
4. I know my subject
5. Here is my most important point
6. I am finished



Ed Wohlmut in The Overnight Guide to Public Speaking



25



26



Command the Room



from <http://genius.com>

27



Gene Anderson



Katy Kildee, Midland Daily News, 23 Feb 2018

28





Use your hands – they are great pointers
– but don't do anything with them that you
couldn't do while holding a book or tablet.



29

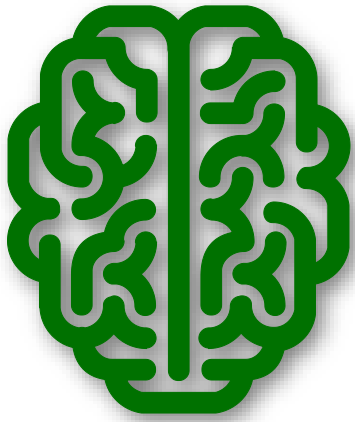


Use hyperlinks in the document to give yourself flexibility to
shorten or amplify topics



30

 Mind Ready



ready



31



The beginning is the most important part of the work.



Plato



32



“

No one can remember more than three points.

”

Phil Crosby



33

Memorable Is Good



Which is better for the environment?

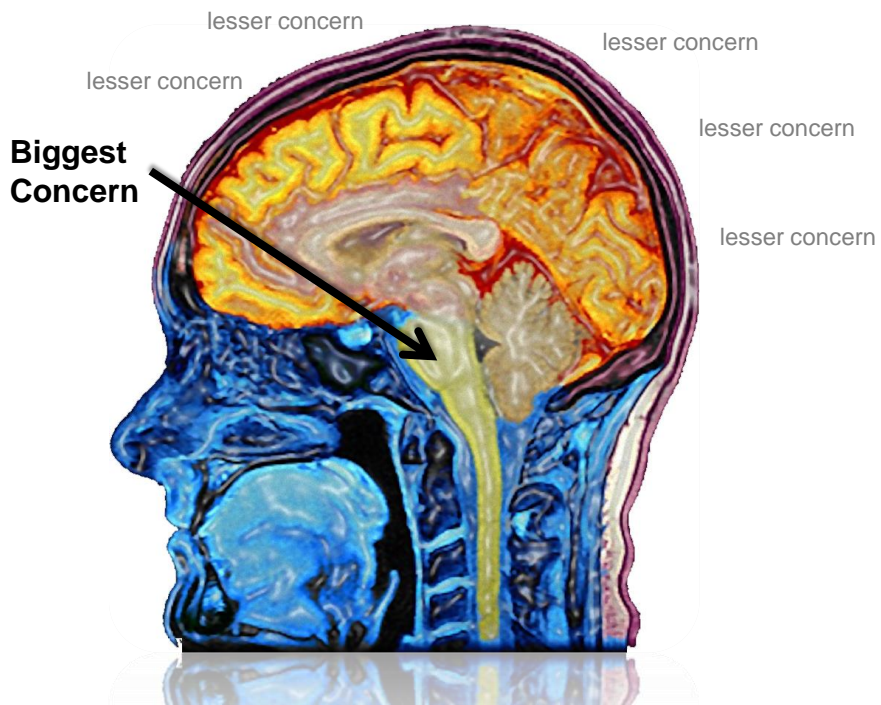
A MEAT-EATER IN A PRIUS



A VEGAN IN A HUMMER



34

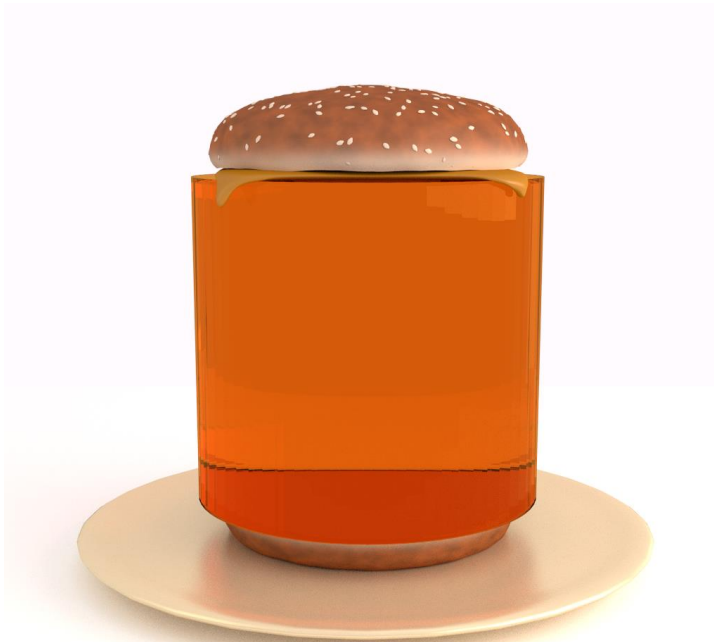


35

Embodied Fossil Energy



36



37



1991 Top 50 U.S. Chemical Companies



38



1991 Top 50 U.S. Chemical Companies TODAY



39

Audience Challenge Question

ANSWER THE QUESTION ON BLUE SCREEN IN ONE MOMENT



What number of slides is appropriate for a presentation:

- 42
- Approximately one for every two minutes of the presentation
- Approximately one every 5-6 seconds
- Approximately one per minute
- Approximately one every 5-6 minutes

40



Don't worry about slide count. Just make your slides **count**.



Nancy Duarte in HBR Guide



The Multi-slide Slide
Dreaded



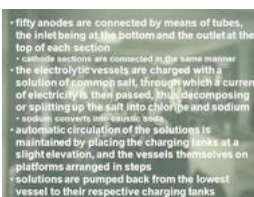
- decomposition of a solution of common salt by means of an electric current
- direct conversion into chlorine gas and caustic soda solution
- known for a long time by electro-chemists
- first found commercial use
- Mr. James Greenwood: after years of development
- perfected an electrolytic process for the direct production of caustic soda and chlorine,
- other chemical products, too
- plant at Phoenix Wharf Battersea, London
- funded by Chlorine Soda and Chlorine Syndicate, London
- uses ingenious method by which the electrolyzed products are separated, and their recombination rendered impossible.



- uses a specially constructed diaphragm
- composed of a series of V-shaped glass troughs
- filled in a figure-eight and so on with a small space between them
- tightly packed with asbestos that
- uses a compound diaphragm
- carbon plates with a metal core to decrease the conductivity
- intended to render it non-porous and impervious to attack by the nascent chlorine evolved on its surface
- first anode invented that is at all suitable for working on a large scale
- constitutes a marked advance in the apparatus used in electrolytic methods of production



- in operation for several months
- installation consists of five large electrolytic vessels
- each filled with five anodes and six cathodes arranged alternately
- anodes and cathodes separated by the special diaphragms
- each vessel is now filled into the hood or chlorine solution and all vessels of each of these sections
- anodes and cathodes in each vessel are connected up in parallel similar to an ordinary storage battery
- the anodes of vessels are connected up in series
- current is produced by an Elk-Parker dynamo
- electromotive force required to overcome the resistance of each vessel is about 4.4 volts
- current density of 10 amperes per square foot of electrode surface



- fifty anodes are connected by means of tubes, the inlet being at the bottom and the outlet at the top of each section
- the cathode sections are connected in the same manner
- the electrolytic vessels are charged with a solution of common salt, through which a current of electricity is then passed, thus decomposing or splitting up the salt into chlorine and sodium
- sodium converts into caustic soda
- automatic circulation of the solutions is maintained by placing the charging links at a slight elevation, and the vessels themselves on platforms arranged in steps
- solutions are pumped back from the lowest vessel to their respective charging links



- chlorine gas evolved is conveyed by means of main and branch tubes into several absorbers
- each of these, kept at a state of agitation, takes up the chlorine, thus making it into bleaching or chlorate liquor
- chlorine to be made into bleaching powder is conveyed into towers where it falls on lime in the usual manner
- caustic soda solution can be used as is
- if solid form, and dissolved when from salt is required
- then the caustic solution is transferred from the electrolytic vessels to evaporators, where it is concentrated to the residue, usually by evaporation and at the same time the salt remaining in the solution is eliminated by crystallization.





CHLORINE GAS AND SODA BY THE ELECTROLYTIC PROCESS.



Issue containing most boring prose (according to web)



43

Five Principles of Data Presentation



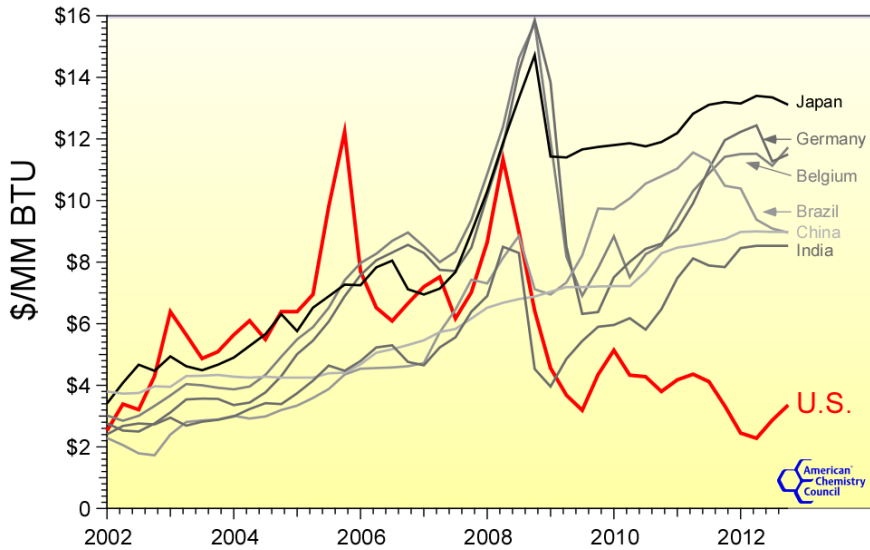
- Tell the truth
- Get to the point
- Pick the right tool
- Highlight what is important
- Keep it ~~simple~~

appropriate

Nancy Duarte in Slideology

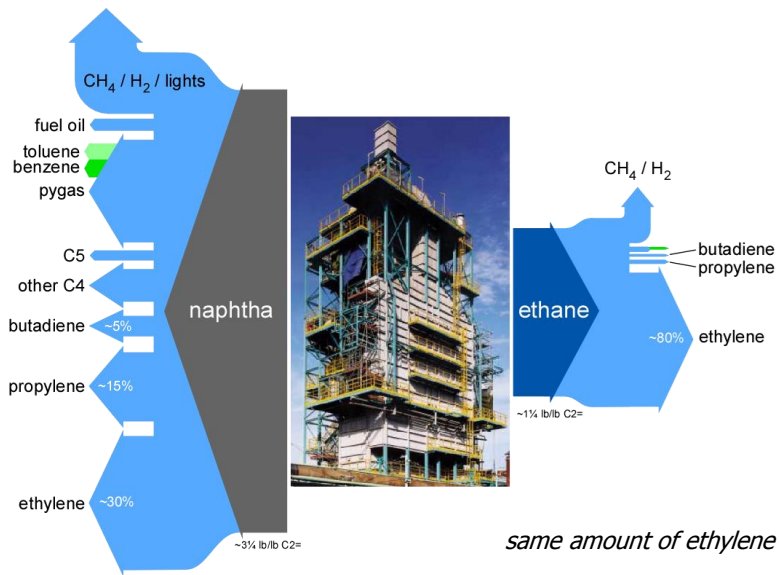


44



45

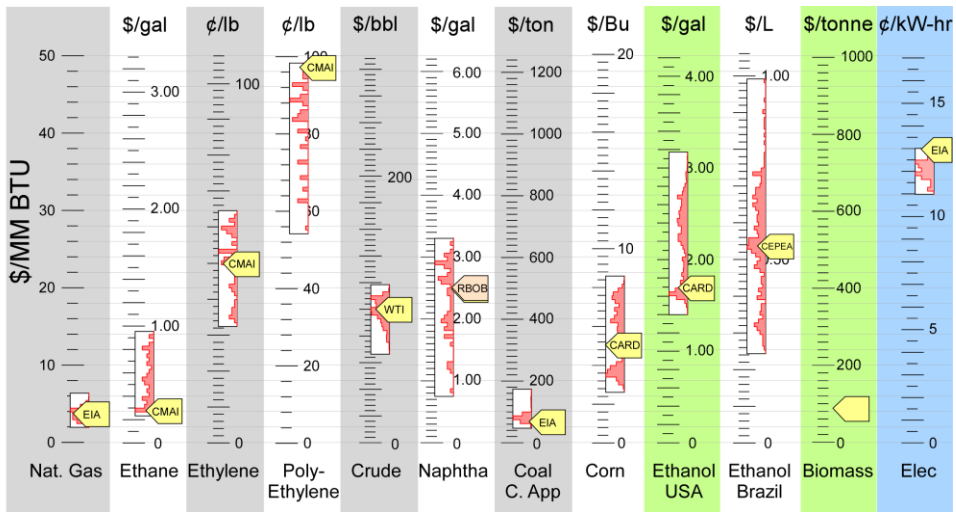
Naphtha / Ethane Cracking Comparison



46



Example of Data Rich Slide



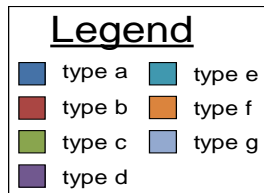
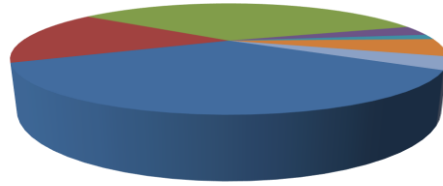
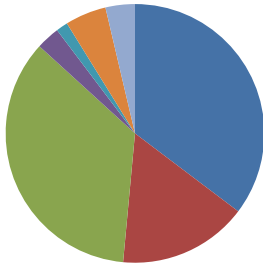
47



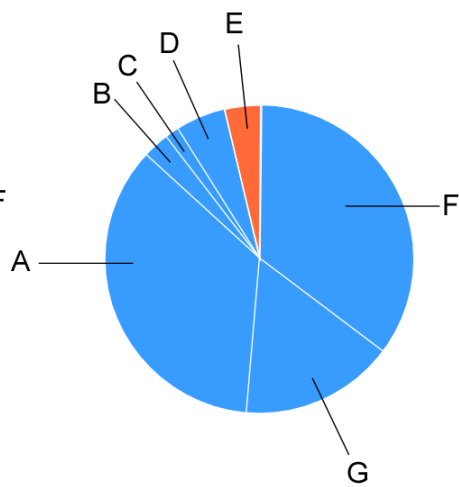
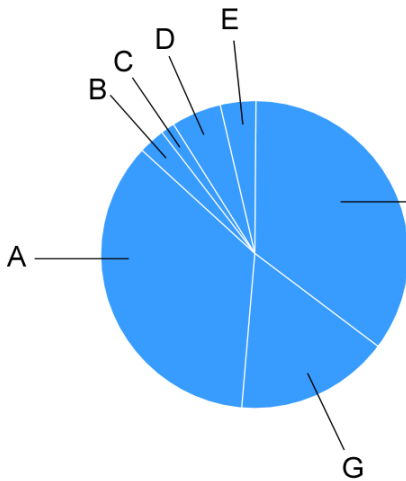
Microsoft® Bad Ideas



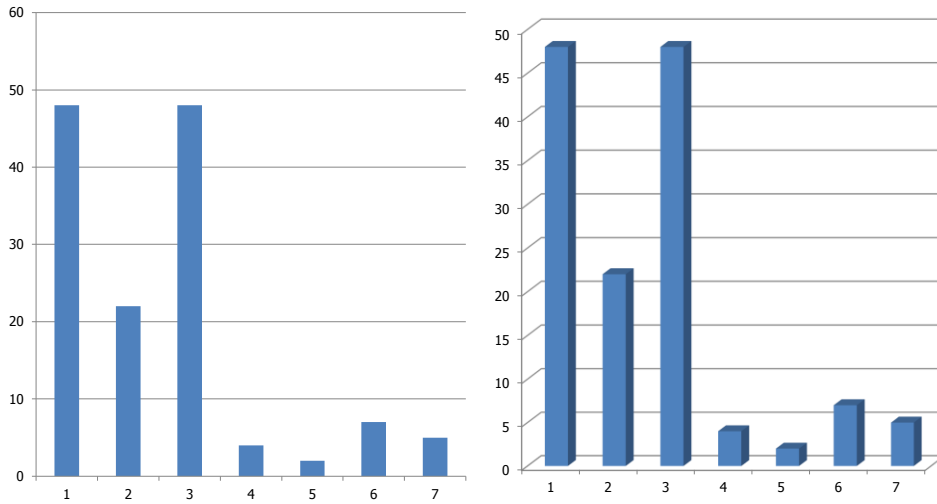
48



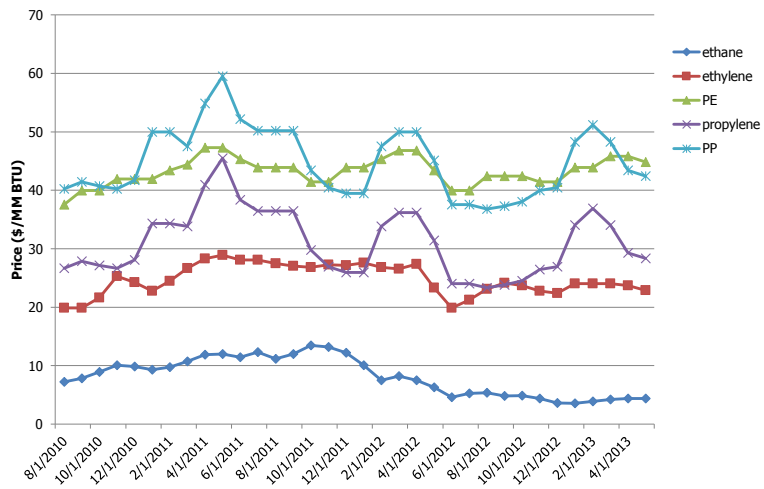
49



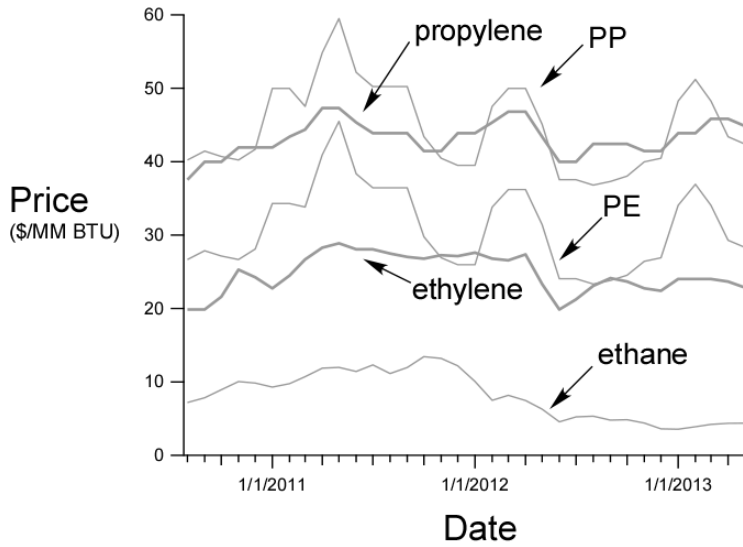
50



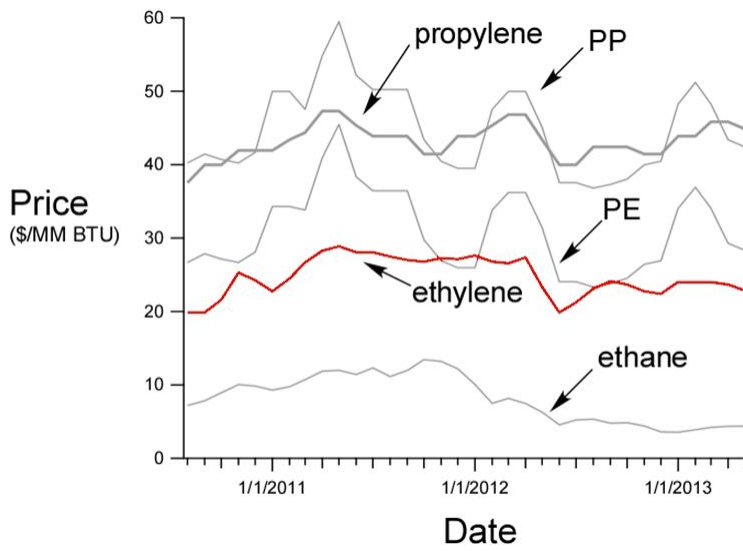
51



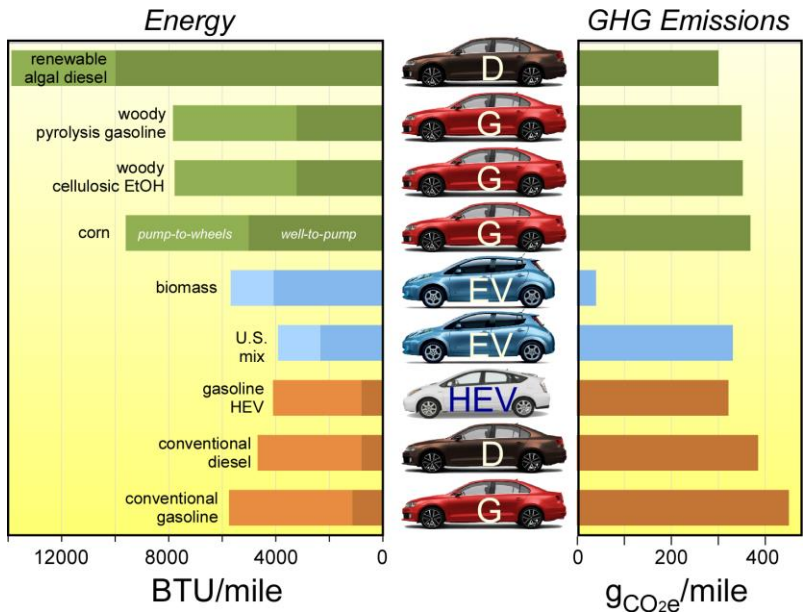
52



53



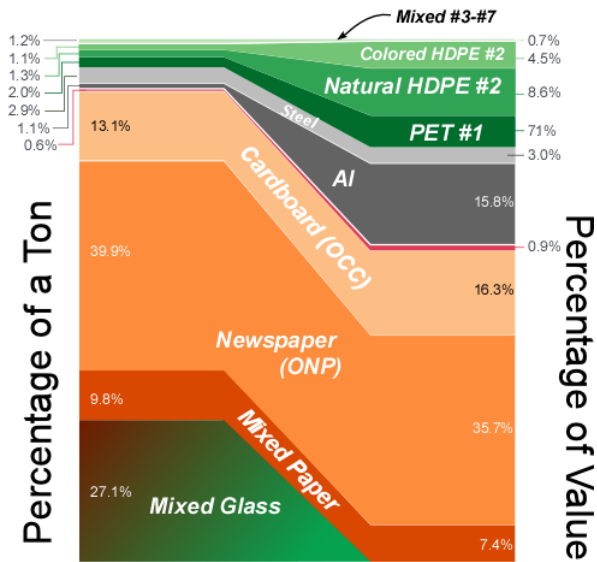
54



55



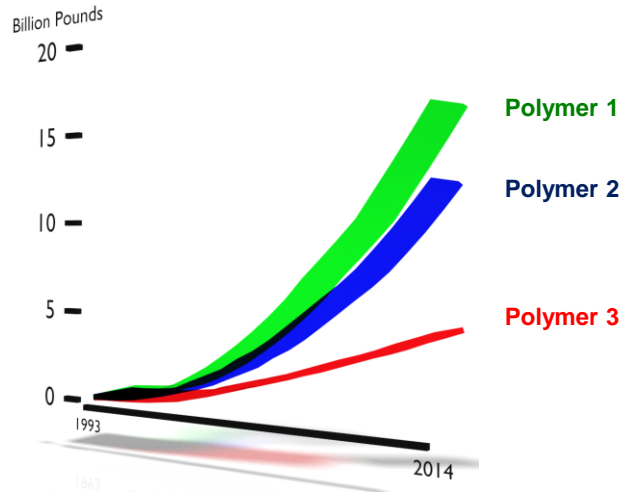
Value of Recycled Materials



source: RRS from recycling.com and published in November 2015 Resource Recycling

56





57



The top 10 Payment Card Processors account for 57% of the total number of Merchant Outlets in 2010.



Distribution of the top 100 Payment Card Processors

@CBInsights 28 Jun 2017

58



Just Because
it doesn't
PowerPoint
mean you
Lets You Do
should!
Something...





TIPS

focus on what you say

influence, don't inform



61

TIPS



don't let tools get in the way



62



TIPS

- make your presentation mind-ready
- *memorable is almost always good and pictures excel at memorable*
- make the information density right for your audience



63

TIPS



- be prepared
 - *practice*
 - *script at least the first 3 minutes—most valuable real estate*



64



- animation is almost always bad
- don't do real time demos



65

Favorite References – Display of Information



66



Favorite References – Presentations



67

Duarte's Golden Rule



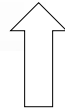
Never give a presentation you wouldn't want to sit through.



Nancy Duarte in HBR Guide



68



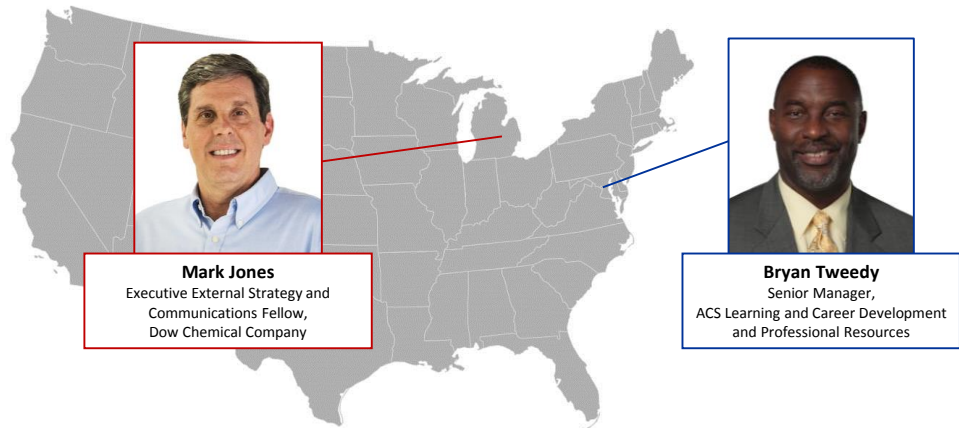
69



Skip Ahead / Supplemental Material Slide



“Exceptional Presentations In Spite of PowerPoint: How to Communicate in the Digital Age”



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Key Topics

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Northeastern
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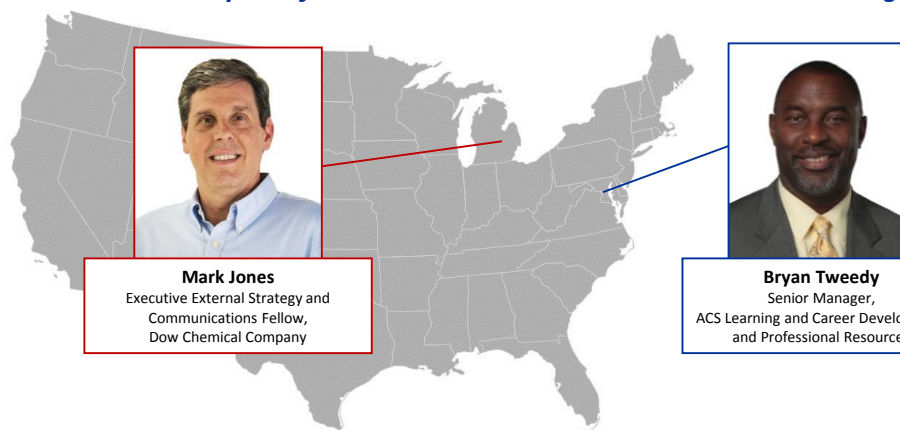
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Mark Jones

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Communications Fellow,
Dow Chemical Company

Bryan Tweedy

Senior Manager,
ACS Learning and Career Development
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 Nanotechnology Cluster of Arizona

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79