



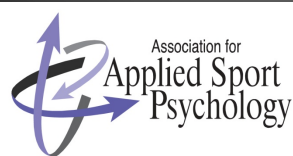
# Effective Presentations

What to Keep In Mind When  
Preparing Your AASP Presentation

For Students

## Before you Begin

» Assessing Yourself and Other  
Preparation Strategies



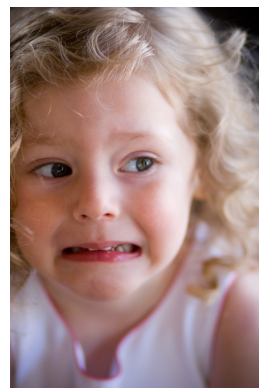
## Assess Yourself

► *Effective Presentation Skills, Steve Mandel, 2000*

Category	Characteristics
AVOIDER	<ul style="list-style-type: none"> <li>- Do everything possible to escape a situation that requires you to get in front of an audience</li> <li>- May seek a career that does not involve making presentations</li> </ul>
RESISTER	<ul style="list-style-type: none"> <li>- Has fear when asked to speak</li> <li>- Speak with great reluctance and considerable pain</li> </ul>
ACCEPTER	<ul style="list-style-type: none"> <li>- Will give presentations as part of their job/being a student, but does not seek out opportunities</li> <li>- Think they do a good job with presentations and sometimes enjoy it</li> </ul>
SEEKER	<ul style="list-style-type: none"> <li>- Looks for opportunities to speak</li> <li>- Anxiety is a stimulant that fuels enthusiasm</li> </ul>

## Coping with Fear

- Rehearse
  - Practice in front of a mirror
  - Practice in front of an audience
- Reinterpret
  - Your butterflies may be a sign of readiness
- Relax
  - Use those sport psych skills!



# Basic Guidelines

» Important Considerations for Any Presentation



## Basic Guidelines: Preparation

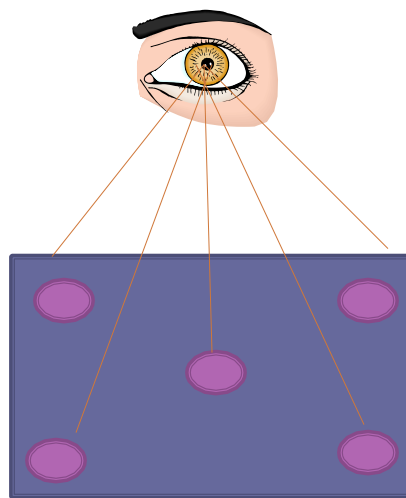
- ▶ Know your content
  - Prepare to answer different types of questions
- ▶ Know AASP
  - Highlight the scientist-practitioner model
    - For research presentations, link it to practice
    - For practitioner presentations, highlight the relevant theoretical framework and/or supporting research
- ▶ Know your audience
  - How will you meet the needs of all involved?
    - Given your presentation topic, who is likely to attend?
    - What information should these individuals walk away with?

## Basic Guidelines: Preparation

- ▶ Leading up to the presentation
  - Practice, Practice, Practice!
    - Keep time – Follow the guidelines for a lecture, workshop, or symposium
  - Plan ahead
    - Know what you can skip in case time runs out!
- ▶ Immediately before presenting
  - Introduce yourself to the moderator
  - Check your PowerPoint
    - Confirm it is loaded correctly!

## Basic Guidelines: Delivery

- ▶ Eye contact
  - Connect with all parts of the room
- ▶ Facial Expressions
  - Look enthusiastic about your material!



## Basic Guidelines: Delivery

- ▶ **Voice intonation**
  - Avoid a monotone voice
  - Use pauses to emphasize key points
- ▶ **Movement**
  - Particularly for workshops, move about the room and engage your audience
    - Avoid hiding behind the lectern!

## Basic Guidelines: PowerPoints

- ▶ **Content**
  - Key words and phrases
  - 5 to 7 lines per slide
  - Readable font (i.e., Arial, Courier)
  - Use charts and figures
  - Include citations
- ▶ **Format**
  - Legible
  - Consistent
  - Light backgrounds with dark fonts

Large, Simple Title

- Large text
- High contrast.
- Short sentences/phrases.

## Basic Guidelines: PowerPoints

- ▶ **Interact with the PowerPoint**
  - Use slides as an outline
  - Discuss text on each slide
    - Do not read!
  - Refer to your slides
    - Direct the audience to key points
- ▶ **Include citations**
  - For example...  
(Weinberg & Gould, 2011)



## Basic Guidelines: PowerPoints

- ▶ **Images**
  - Relevant to content
  - Balance
    - Avoid too much “fluff”
      - Excessive animations, pictures, and words spell distraction
    - Keep some “fluff”
      - No color or images spells boring



## Basic Guidelines: Additional Resources on Effective PowerPoint Slides

- ▶ [View Dr. Vikki Krane's Helpful Hints on Using PowerPoint!](#)
- ▶ [PowerPoint Guidelines from ARMA International](#)
  - When you reach the page, click on...
    - *Before creating your PPT presentation, review the \*\*PowerPoint Presentation Guidelines.*

## Basic Guidelines: Answering Questions

- ▶ Listen carefully to the entire question
- ▶ Repeat the question so the entire audience hears it
- ▶ Credit the person
  - Example: "That's an excellent point."



## Basic Guidelines: Answering Questions

- ▶ For short/simple questions
  - Answer them
- ▶ For long/complex questions
  - Answer to the best of your ability
  - Express your willingness to speak with him/her more in depth after the presentation

## Basic Guidelines: Answering Questions

- ▶ When you don't know the answer...
  - Don't panic!
  - Acknowledge that you don't know
  - Credit the person for their input
    - Example: "I haven't given that much thought, but I think that's a great point. Perhaps we can talk after the presentation."

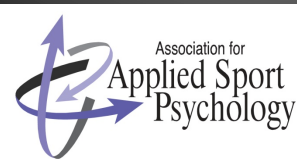


## Basic Guidelines: Have Fun

- ▶ Show your excitement for the topic!
- ▶ Consider sharing *why* you chose this topic
  - Example:
    - “I became interested in this topic following my own college sport career, during which I served as a captain for my team.”

## Workshop Guidelines

- » Important Considerations for an Effective Workshop



## Workshop Guidelines

- ▶ Preparation
  - What are the goals of your workshop?
  - How will your workshop be formatted?
    - Including time
  - How will you engage your audience?
  - What are your roles?
  - Practice with your co-presenters

## Workshop Guidelines

- ▶ Provide a purpose and outline for the presentation
- ▶ Highlight the relevant theoretical framework and/or supporting research
- ▶ Include activities where the audience members can take part in the workshop, leading to experiential learning
- ▶ Apply the workshop material to real-life case studies or hypothetical examples

## Workshop Guidelines

- ▶ Include practical strategies for audience members to take home and use
- ▶ Summarize key points
  - What 2 to 3 things do you want your audience to take away?
  - Ask them to share
- ▶ Leave time for questions
- ▶ Provide your contact information at the end of the workshop

## How to Stimulate Discussions

- ▶ After asking a question:
  - Give the audience time to think
  - Wait for a response
  - In the meantime, expand on your question
    - Ask the question in another way
    - Explain why you are asking the question

## How to Stimulate Discussions

- ▶ When you hear crickets:
  - Avoid blaming the audience
    - Example: “Come on, this isn’t rocket science!”
  - Use probing questions
    - Example: “When might you have considered this idea in your own life?”
  - Have a back-up plan
    - Example: “This is a tough question. Let me give you some personal examples.”



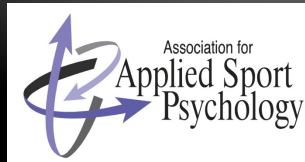
## How to Stimulate Discussions

- ▶ After a response:
  - Provide positive feedback
    - Example: “Really good point, thank you.”
  - Build off the response given
    - Example: “I really like you what said about being more proactive in building life skills in young people. That leads me into my next point...”



# Symposium Guidelines

» Important Considerations for  
an Effective Symposium



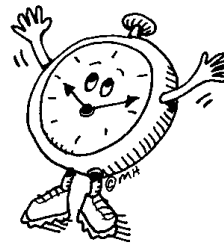
## Symposium Guidelines

### ► Preparation

- Work with your co-presenters to decide:
  - How much time is each person allotted?
  - Should questions be asked between presentations or afterwards?
  - How and when will you combine the slides?
  - What order makes the most sense?
- Create a seamless transition between presenters
  - Practice together
    - In the event of geographic distance between presenters, be sure to allocate practice time during the conference!

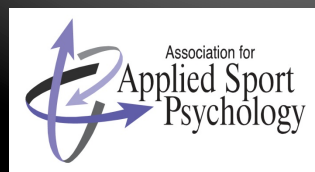
## Symposium Guidelines

- ▶ Keeping time
  - Stay within the time allotted by you and your co-presenters
    - Designate a time-keeper or be sure the moderator will assume this role
    - Know what signals will be used in the event that you are on time or over time!



## Lecture Guidelines

- » Important Considerations for an Effective Lecture



## Lecture Guidelines

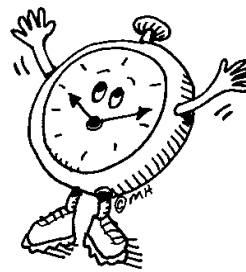
- ▶ During the presentation
  - Highlight the scientist–practitioner model
    - For research presentations, link it to practice
      - What do your findings mean in applied settings?
      - Based on your findings, what are your recommendations?
    - For practitioner presentations, highlight the relevant theoretical framework and/or supporting research
      - On what empirical basis was your program, intervention, or technique developed?
      - Does your presentation highlight the need for future research?

## Lecture Guidelines

- ▶ Do not try to include everything!
  - Present the key findings and significant implications
    - It is better to go into more depth on a few of the most significant findings and implications than to rush through everything
  - Know your audience
    - What findings will be most applicable?
    - What 2–3 take home points will be most beneficial?
  - Be prepared to answer questions about the details (e.g., statistics, methodology)

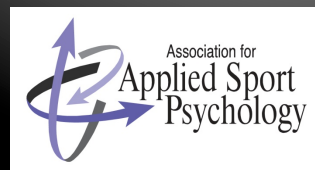
## Lecture Guidelines

- ▶ Keep time
  - 10–12 Minutes Max. for Presentation
  - 3 Minutes for Questions
    - Leaving time for questions is critical



## Poster Guidelines

- » Important Considerations for an Effective Poster





## Poster Guidelines

### ► Preparation

- Review the Poster Guidelines on the AASP website
  - Use this [helpful resource](#) from AASP
- Focus on creating a professional poster that has:
  - Crisp, clean design
  - Correct font size for a “strolling audience”
  - Easy-to-read bullet points
  - Attractive color scheme
  - Relevant pictures
  - Open space making it easy-to-read

## Poster Guidelines

### ► Preparation

- Print your poster at least 1 week before leaving for the conference
- Create a handout and make copies, if you can
- Buy a poster tube for transportation
  - Don't forget the tube during your travels!

## Poster Guidelines

### ► Preparation

- Review the Conference Program to see when you need to set up your poster for your poster session
- Bring all necessary materials (e.g., extra push-pins, business cards for networking)

## Poster Guidelines

### ► At the poster session

- Be there!
  - Describe your poster and answer questions
- Be proactive!
  - Introduce yourself
  - Ask, “Could I provide you with any information?” “Do you have any specific questions?”
- Network
  - Exchange contact information with interested individuals

Remember...

Have fun!!!

## Questions?

- ▶ Contact your AASP Executive Board  
Student Representatives

- Dana K. Voelker
  - [voelkerd@msu.edu](mailto:voelkerd@msu.edu)
- Meredith A. Whitley
  - [Meredith.A.Whitley@gmail.com](mailto:Meredith.A.Whitley@gmail.com)

