



STUDENT MANUAL  
(Remote Version)

## **The Modern Presenter**

*The human face of your research!*

**TUAT**

Tokyo University of Agriculture  
and Technology

March 22, 2022

## ***The Modern Presenter (Remote Version)***

Edition 2.7(R)

February 2022

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## About the Seminar's Presenter

Ron Read is a vice president and Osaka branch manager of Human Global Communications Co., Ltd., previously Kurdyla and Associates Co., Ltd., a communications consulting firm established in Japan in 1969. He holds a bachelor's degree in Journalism from the University of Oregon, and before coming to Japan in 1986 worked as a radio news reporter-producer and a newspaper editor. His current duties include training and supervising technical rewriters and presentation trainers. His work also involves rewriting of technical papers, corporate communications, and academic books, as well as giving personal and group presentation training to researchers and executives. He has given seminars and classes at Kyoto University, Osaka University of Arts, Panasonic Corp., and the Osaka Chamber of Commerce and Industry, where he is a long-time member. He has collaborated with Institute of Electronics, Information and Communication Engineers (IEICE), Information Processing Society of Japan (IPSJ), Japan Society of English for Research (J-SER), Keihanna Venture Championship (KVeCS), and Japan Science and Technology Agency (JST). He serves as secretary of the Kinki Macintosh Users Group. He writes a quarterly column on technical writing, "Author's Toolkit," for IEICE Information and Systems Society Journal (download copies for personal use at <http://hgckansai.com/downloads/>).



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***The Human Face of Your Research***  
**Special Seminar: The Modern Presenter**  
**Tokyo University of Agriculture and Technology (TUAT)**

<b>Spring 2022 Session</b> <b>(Online: March 22, 2022)</b>	
10:00–10:05	<b>Orientation:</b> <ul style="list-style-type: none"> <li>• Purpose and Goals</li> <li>• Activities</li> </ul>
10:05–10:50	<b>Guidelines: Approach &amp; Organization</b> <ul style="list-style-type: none"> <li>• Aim: <i>Why are you giving a presentation?</i></li> <li>• Function: <i>What are you doing when you give a presentation?</i></li> <li>• Intrapersonal Psychology: <i>The mindset of a presenter</i></li> <li>• Outlining a Presentation: <i>Hierarchies and priorities</i></li> <li>• Openings &amp; Closings: <i>Start strong, end strong</i></li> <li>• Spoken Transitions: <i>Show your audience the way</i></li> </ul>
10:50–11:15	<b>Using Slides: Ubiquity of PowerPoint</b> <ul style="list-style-type: none"> <li>• Showing &amp; Telling: <i>The curse of symmetry!</i></li> <li>• Design Considerations: <i>Looking sharp</i></li> <li>• Pointing: <i>Laser Abuse</i></li> <li>• Animation: <i>An easy and powerful tool</i></li> <li>• Slide Transitions: <i>A little bit goes a long way</i></li> </ul>
11:15–11:50	<b>Speaking &amp; Delivery</b> <ul style="list-style-type: none"> <li>• Reading the Room: <i>Living in the present</i></li> <li>• Voice Control: <i>Pause, stress, and rate</i></li> <li>• Audience Orientation: <i>Face your customer</i></li> <li>• Body Language &amp; Gestures: <i>Do the job like Jobs</i></li> <li>• Q&amp;A Techniques: <i>Facing the test</i></li> <li>• On-site Pointers: <i>It's show time!</i></li> <li>• A Word on Online: <i>Presenting on the Little Screen</i></li> <li>• Three Final Points...</li> </ul>
11:50–Noon	<b>Q&amp;A, Wrap-up</b> <ul style="list-style-type: none"> <li>• Any questions? Comments?</li> </ul>

## **The Modern Presenter**

1. What is the *aim* of any presentation? (and 2 requirements to achieve this)

This requires

1)

2)

2. What is the *real function* of a business/conference presentation?

To raise...

But *not*...

Leave audience thinking:

3. What are 5 key *intrapersonal psychology* strengths of a modern presenter?

- Self-awareness
- Engagement
- Bravery
- Flexibility
- Passion

4. Outlining/Structure: Hierarchy and Sequence

“Hierarchy”

“Sequence”

“Storyboarding”  
(see sample)

5. Outlining/Structure: Priorities

“Priorities”

*Unique Selling Point* (USP)

Have *no fear* of...

6. Openings and Closings: *Start Strong, End Strong!*  
First impression and lingering memory...

7. Spoken Transitions:  
(words & phrases)
8. Showing & Telling: *The Curse of Symmetry!*  
(avoid ineffective mess of “1:1 ratio” of what you show to what you say)  
  
“Iconic bullet points”  
(show *a little*, tell *a lot*)
9. The Art of PowerPoint: A few easy tips for better slides
  - × Overly “standard” PowerPoint templates
  - × Overly dramatic, overly calm backgrounds
  - × Japanese 2-byte fonts for English
  - × Junky underlines
  - × “Overstuffed” slides
  - × Weak contrast between text and background
  - × Too many different text styles

“Slide housekeeping”

“appendix slides”

PDF “handouts”

Different versions

Updating slides
10. Laser Pointer Abuse: *Don’t put your audience softly to sleep...*  
Much better solution: Animation!
11. Animation: *An easy and powerful tool*  
“Animation Pane”: only takes a few minutes to master  
  
Use animation in a *narrative* way
12. Slide Transitions: *From one slide to the next*  
Aim for “nearly invisible”

13. What does it mean to “read the room” as you enter the presentation space?
- A. Check the whole space (“range”)
  - B. Speaker space: Understand your “zone”
  - C. Confirm Equipment: Everything working?
  - D. Who’s here? “Feeling” your audience
  - E. Make yourself at home: It’s not a hostile place!
14. What is *pause utilization* and how is it used in presentation?  
*Silence **before** important ideas*  
*Between, not within sentences or phrases!*
15. What is *stress* and how is it used in presentation?  
*Key words louder and higher*
16. What is *rate variance* and how is it used in presentation?  
*Slow down for important ideas*
17. What is *audience orientation and involvement*? (And an easy trick to improve it)  
Speaking to other live human beings  
The trick? Your feet!
18. What are the critical elements of “*Body Language*” in presentations?
- A. Posture
  - B. Eye Contact
  - C. Gestures
  - D. Facial Expressions

## **How can you improve your Q/A performance?**

1. Preparation
  - A. Anticipation Brainstorm
  - B. Full Dress Rehearsal
  - C. Organize exhibits for reference
  - D. “Tap into” experience
  - E. Pre-presentation attitude-setting
2. Performance Techniques
  - A. Concentration
  - B. Pausing to think before replying
  - C. Good delivery of answer
3. Confirmation Techniques:
  - A. Why does “Would you repeat that please?” usually result in *frustration*?
  - B. What are the benefits of “You mean...”?
4. What if you don’t know the answer to a question?
  - A. Don’t hedge
  - B. Briefly explain lack of answer
  - C. Offer follow-up

## **Five Practical On-site Presentation Pointers**

1. Your stomach:
2. Your mind/body:
3. Your lungs:
4. Your mouth:
5. Your spirit:



## **A Word on Online: *Presenting on the Little Screen***

1. Same and Different: *Know the limitations*
2. Tech Preparation: *Be ready*
3. Know the *presenting tools* (Zoom, Meet, Teams, etc.)
4. Manage your session
  - a) Panic avoidance!
  - b) Presentation-in-Window for PowerPoint/Keynote
  - c) Use advanced tools (Slides as Virtual Background, OBS Studio) *with care*
  - d) Glance at, *don't study*, chat box, other interface features
  - e) Imagine *F2F reality*, Do not neglect *actual interactive reality*
5. What you probably *don't need*: “professional studio”
6. What you'll find *useful*
  - a) mic
  - b) webcam
  - c) lighting

### **Three Final Points...**

1. Presentation skills \_\_\_\_\_ stop developing
2. Presentations are better when they are \_\_\_\_\_ by the presenter
3. Presentation is an act of \_\_\_\_\_, not taking