Professor Bernstein's Top Ten Tips for Giving a Presentation

by

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1. **Introduce yourself, acknowledge your coauthors, and thank your host.**
   
   Don't forget to do these. This will help you get off on the right foot.

2. **Warm up your audience.**
   
   Say something interesting to capture their attention. A story or joke will do fine.

3. **Communicate with your audience.**
   
   Look at your audience to get feedback from them. Look at their eyes and read their expressions. Talk to them. Communication is two-way even if you're the only one who's talking.

4. **Think of your talk as a story, and be entertaining.**
   
   Describe your work as you would tell an interesting story. People like to be entertained even if it's serious research.

5. **Give adequate background and motivation.**
   
   Tell them what you're doing and why you're doing it. Motivate them to care about what you're doing. Relate what you're doing to something they might care about.

6. **State your main results carefully without lots of detail.**
   
   Be clear about what your results are. Minimize detail in favor of clarity. Make sure they get the main idea. They can always read your papers for the details.

7. **Have uncluttered slides.**
   
   View your slides as emphasizers and reminders about what you want to say. The focus should be on what you're saying, not what the slide says. Don't be a slave to your slides. NEVER read more than a few words on a slide. The audience can read much faster than you can speak and it's annoying for them to have you read what they have already read.

8. **Speak clearly, not too fast and not too slow.**
   
   Both too fast and too slow are bad. Keep their interest, but don't lose them.

9. **Time your talk and select your slides in advance.**
   
   Have an idea how long your talk is. Running over is annoying to the audience. Choosing your slides in real time shows a lack of respect for the audience while they wait for you to decide what to tell them.
10. **Polish your slides and your talk.**

Have a polished, professional presentation.