

# Presenting effectively @ GRC

Van Pelt and Opie Library

Spring 2025



Michigan Tech

# Session Outline

- Getting Started
- Explain your research to anyone
- Tips and tricks
- Slide Design
- Images
- Wrap up



# Getting Started

Have you ever presented at a conference, symposium, or colloquium before?

- What was the most challenging part?
- What was the easiest?



# Getting Started

- Each presentation situation is a bit different
- Tailor your presentation to each event
- Review rules for presentations
  - Are there time limits? Design requirements?
- Audience and judges may not be experts in your field
  - Need to appeal to a broader audience



# Getting Started: Quick note about audience

- Audience members may be students and faculty from many different departments.
- Judges are likely faculty and other staff from different areas
- Use language for a more general audience
- Limit technical jargon
  - Don't waste time explaining what all those words mean!



# Getting Started

- You cannot present every detail of your research!
- Outline what you want to say:
  - Key points
  - Elevator pitch
- Timing is important!
  - Staying organized and on message will help!



# Explain your research to anyone!

The elevator pitch..

- What is it?
- Why should you have one?



# Explain your research to anyone!

## Elevator Pitch

- An interesting and brief summary of your project and its importance
- Used to spark interest and draw in listeners
- Sometimes looks like: “problem, why it’s important, and solution”





# Explain your research to anyone!

## Talking points

- Use talking points to share your project in a consistent and concise manner
- Write down the main points you know you want to share
- Don't spend too much time on 1 point/leave too little time to get to the other ideas



# Practice!

- At your tables, think of 3 key talking points for your research (5 minutes)
- In 2 minutes, use those talking points to discuss your research w/your table partners
- Switch! Everyone at your table should get a chance to go



# Practice! Share...

- What did you find the most difficult in that exercise?
- What was easy?
- Where do you think you might need to make changes?



# Practice makes perfect

- Pronunciation, word choice
- Talking speed
- Timing!
- Practice develops confidence!



# Handling the Q&A

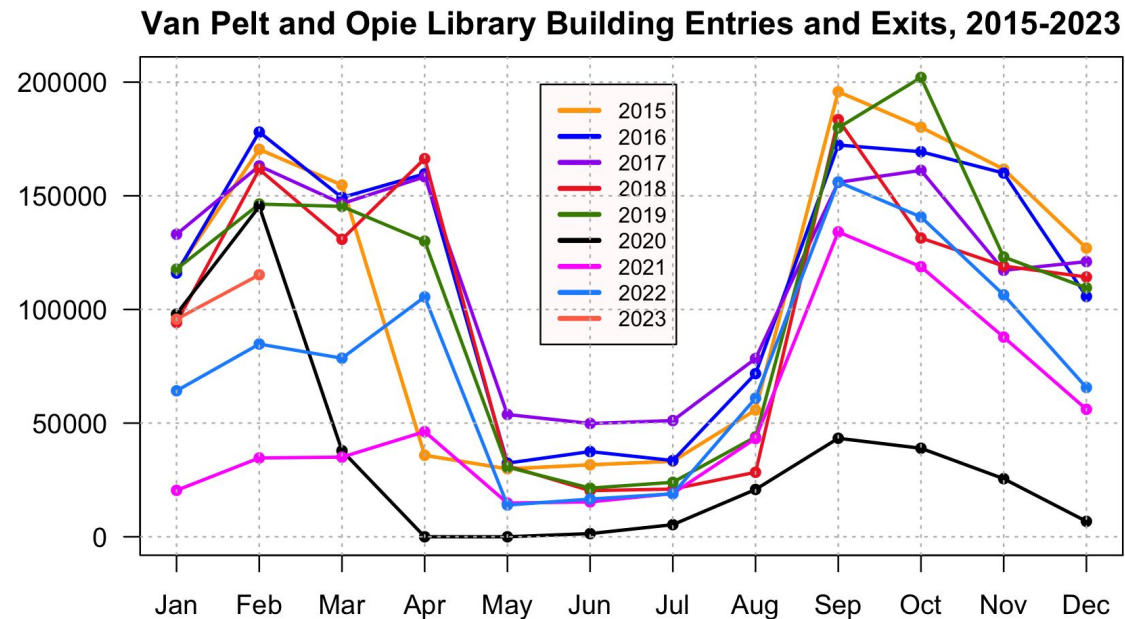
You can still prepare for the Q&A portion of the presentation

- Most commonly asked types of questions:
  - Questions that may ask for clarification of the most complex part of the presentation
  - Questions that may ask for more information about areas that you didn't dive into deeply



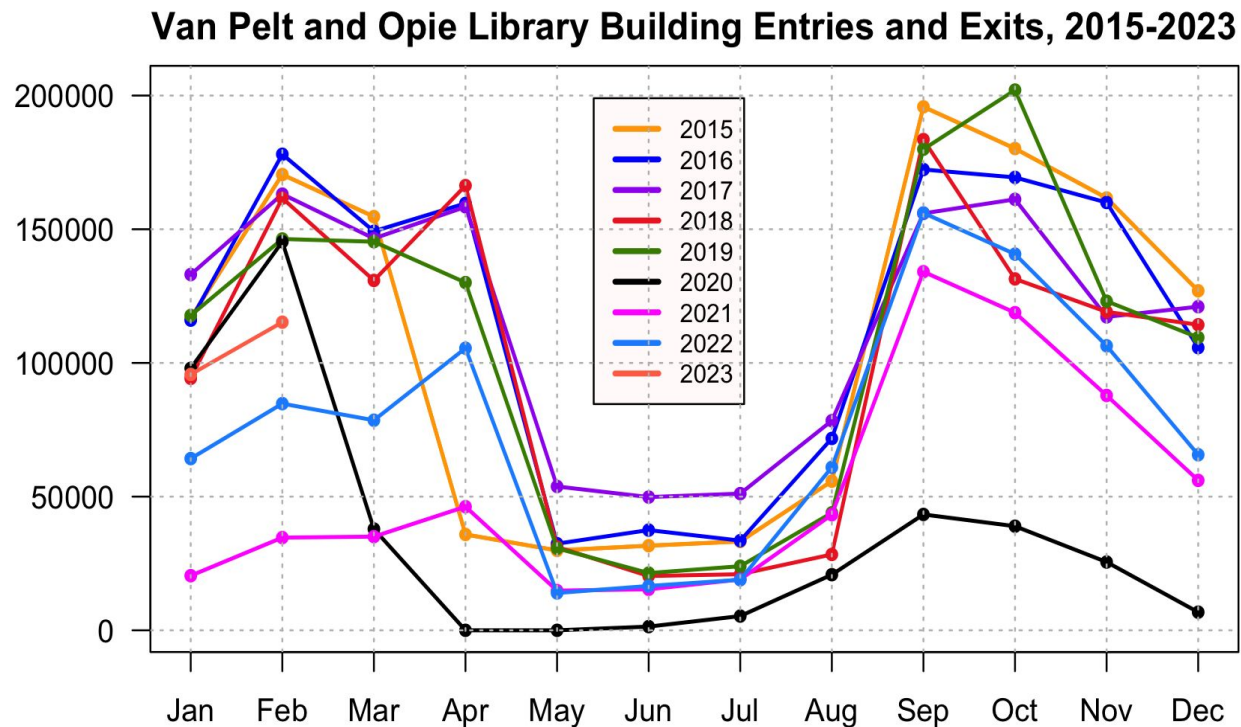
# Communicating w/Images: Telling Stories

What story do you want to tell with your images?

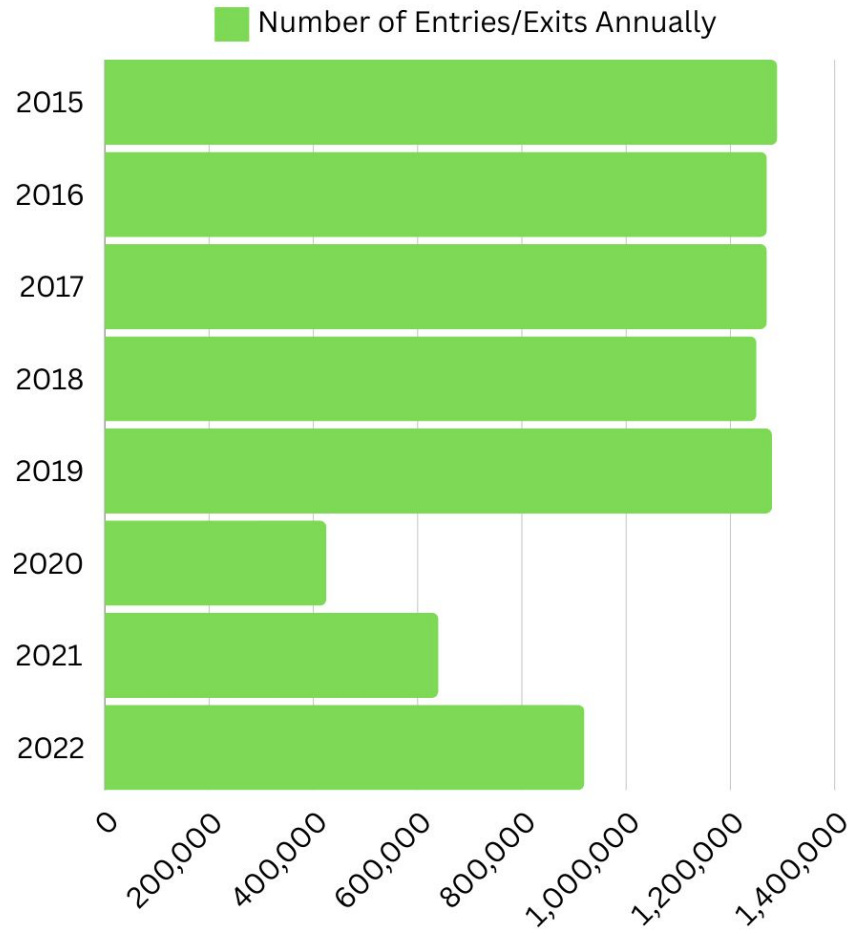


# Telling Stories

Looking at the graph below, what can we do to make the story clearer?



# Telling Stories: Library Traffic



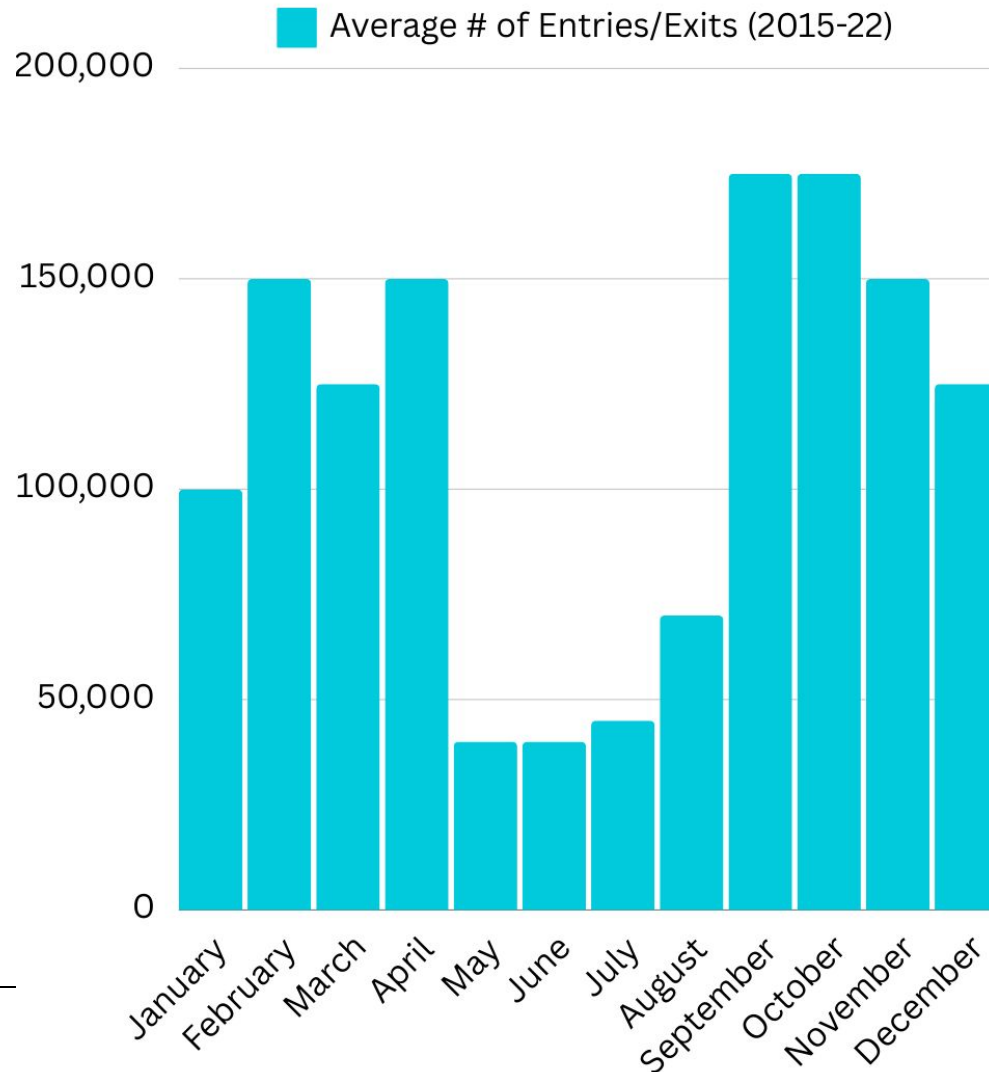
← Covid-19

← Slow Recovery?  
Or changes in counting?





# Telling Stories: Library Traffic



What potential stories are more clear here?



# Slide Design

- Clean and simple design
- Clear charts and graphs
- Consistency throughout
- Large images and text

Check out other design tips [here](#)



# Communicating w/Images: SHARC

<https://www.sharcframework.com/>

- Scale
- Hierarchy
- Axis
- Readability
- Color

Note: this is focused on charts/graphs, but can often be applied to other situations!



# SHARC

<https://www.sharcframework.com/>

- **Scale:** be consistent
- **Hierarchy:** label to provide a clear visual path
- **Axis:** consider story when choosing
- **Readability:** no clutter
- **Color:** be accessible!



# Resources: Create your own images

- Create tables, graphs, & infographics
  - Canva
  - Excel
  - Google presentations/sheets
  - Visual.ly
  - PiktoChart
  - Adobe (macs at the library)
  - Gimp - open source photo editor



# Resources: Color & Accessibility

- Color palette websites - help you find colors that go well together
  - <https://coolors.co/>
  - <https://colorpalettes.net/>
- Color accessibility palettes:
  - [IBM](#)
  - [TOL](#)



# Resources: Finding images

- Freely available images:
  - Pixabay
  - Flickr
  - Wikimedia Commons
  - Use Advanced Google Image Searching to limit to images labelled for 'reuse'



# Copyright

Rule of thumb: you cannot use images, charts, graphs, etc. that you have not created UNLESS:

- You get permission from the creator
- The work is licensed as “public domain” or “creative commons” (or some other similar license)





# Copyright & Creative Commons

Copyright: The creator of a work has the exclusive right to specific uses of that work.

A work doesn't need to have copyright directly on it!

Creative Commons: A specific licensing structure where the creator has said others can use their work if they follow specific rules.



# Confidence!

- It's okay (and normal!) to be nervous
- To appear more confident:
  - Don't read from your slide
  - Rehearse!
  - Be yourself
  - Remember: You got this!





**ASK  
US!**

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Call: (906) 487-2507  
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