

# Presenting at ESUG

[www.tudorgirba.com](http://www.tudorgirba.com)

# About this talk

- I used to be extremely afraid of speaking in public
  - In fact, I was so afraid that I could hardly speak
- But, because I had to speak, I spent a bit of time thinking about it
- Today, I will share with you some of my reflections on how to do presentations
  - I am actually quite nervous to talk about it here

# Slides

- Every decent talk is accompanied by slides
- Text is difficult to read so, slides should not have more than 6 first level bullets
- The text should be no smaller than 12 pt
- A good slide has an engaging **design**
- Don't just use a standard design
  - Show that you care
- Let's see what a good template is made of ...

# The template in 4 steps

# The template in 4 steps (1)



## 1. Align title to the left, and add logo to the top right

- The logo should not be too large, but it should be visible at all time
- Adding it to the right, makes it secondary in the visual hierarchy so that it is not compete with the rest of the text

# The template in 4 steps (2)



1. Align title to the left, and add logo to the top right
  - The logo should not be too large, but it should be visible at all time
  - Adding it to the right, makes it secondary in the visual hierarchy so that it is not compete with the rest of the text
2. Choose colors and style to match the corporate look

# The template in 4 steps (3)

tudor girba

com

1. Align title to the left, and add logo to the top right
  - The logo should not be too large, but it should be visible at all time
  - Adding it to the right, makes it secondary in the visual hierarchy so that it is not compete with the rest of the text
2. Choose colors and style to match the corporate look
3. Delimit the title zone and readjust the style

# The template in 4 steps (4)

1. Align title to the left, and add logo to the top right
  - The logo should not be too large, but it should be visible at all time
  - Adding it to the right, makes it secondary in the visual hierarchy so that it is not compete with the rest of the text
2. Choose colors and style to match the corporate look
3. Delimit the title zone and readjust the style
4. Add footer
  - Slide number is important to let the audience know about the progress
  - Add your name, just in case they forgot it
  - Add the date and place of the presentation to show that it is customized for the situation





**STOP**

the talk is **not** your  
**slides**

the talk is your  
**story**

# storytelling at ESUG

[www.tudorgirba.com](http://www.tudorgirba.com)

what is your audience?



choose **your** message



choose **one** message



slides



slides are visual aids

slides are **visual** aids

# Important sign

- This sign was put here by the authorities in charge.
- At this sign, stop, look around and proceed if no other car is coming your way.
- Important!!!! The cars coming from the other directions will not have to stop.
- This sign concerns vehicles only. Pedestrians should look at the signs dedicated to them.
- This sign should not be touched or hindered in any way. Any violation is punishable according to the law.



**STOP**

## Important sign


- At this sign, stop, look around and proceed if no other car is coming your way.
- Important!!!! The cars coming from the other directions will not have to stop.
- This sign was put here by the authorities in charge.
- This sign concerns vehicles only. Pedestrians should look at the signs dedicated to them.
- This sign should not be touched or hindered in any way. Any violation is punishable according to the law.

**detailed**



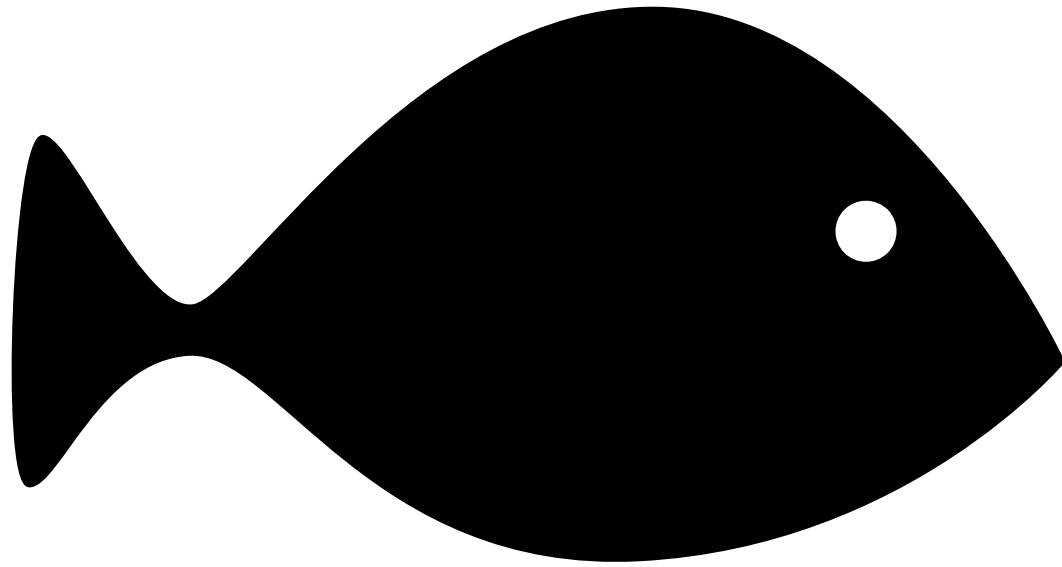
**effective**

not all *details* are important



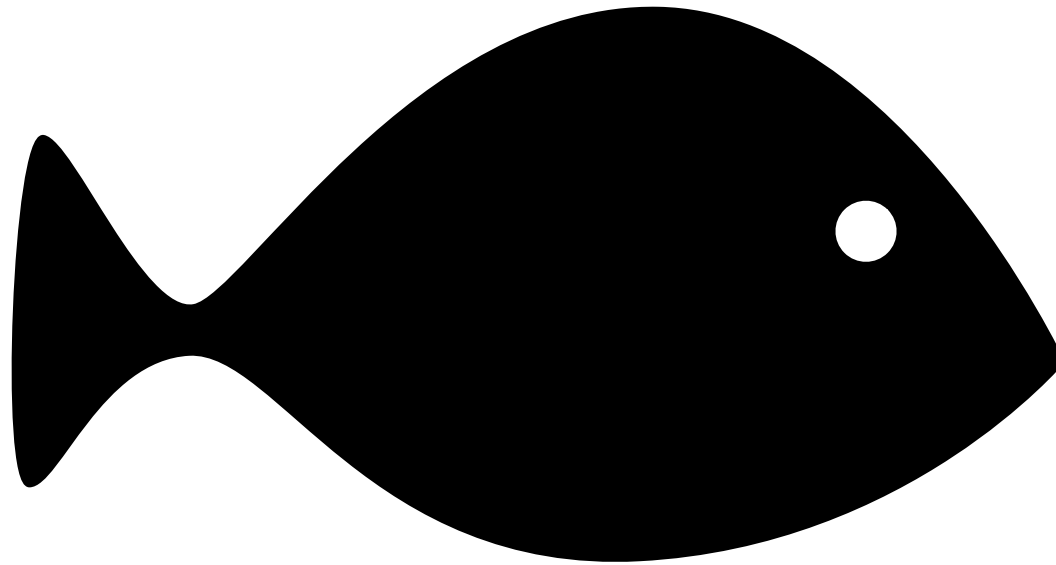
*I want to open a  
fish store.*

*Vijay, a young indian*



we sell fresh fish here

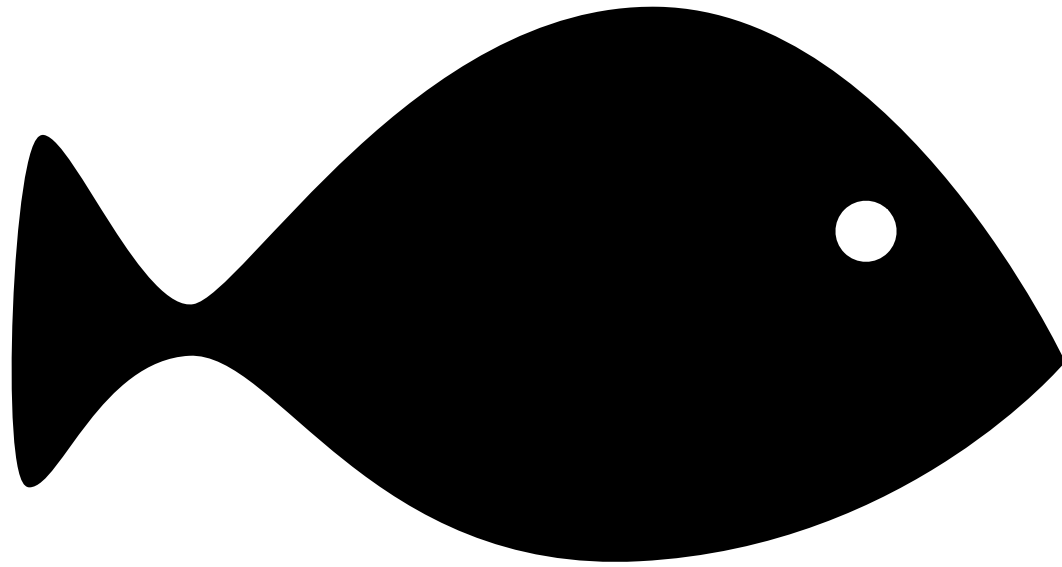




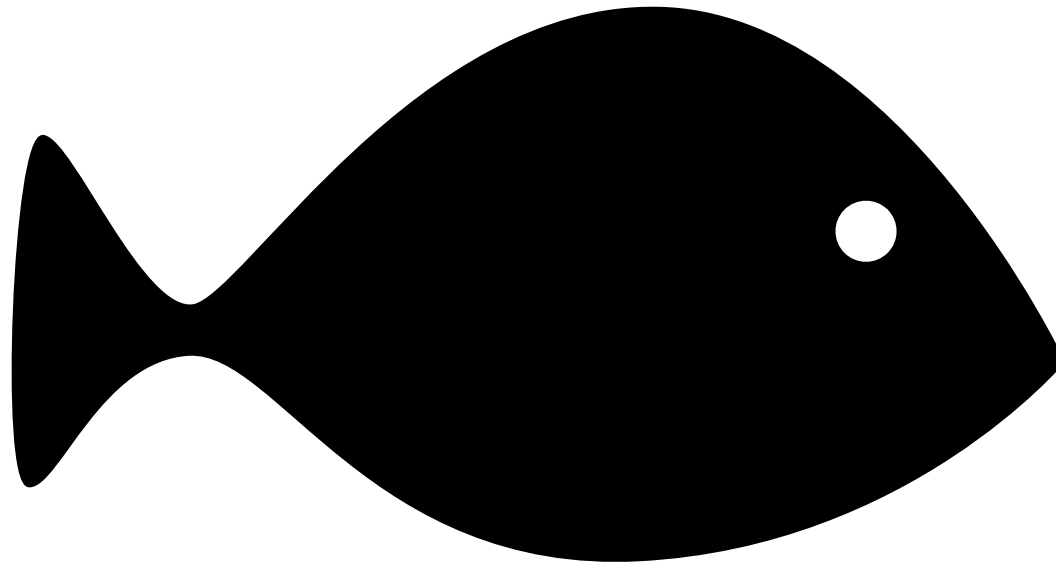
we sell fresh fish here

*"we" is not  
really needed*

*the Father*



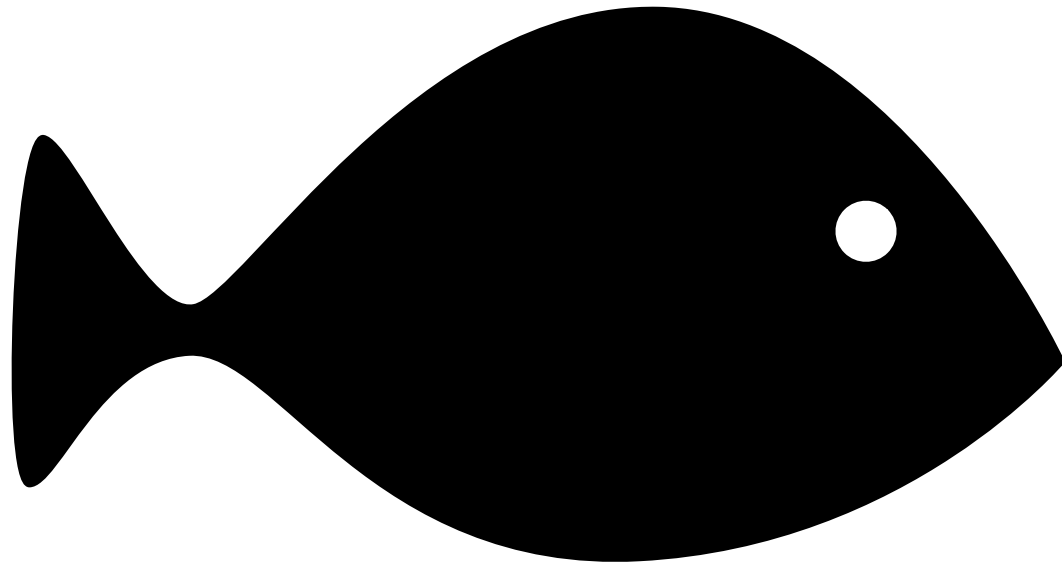
fresh fish sold here



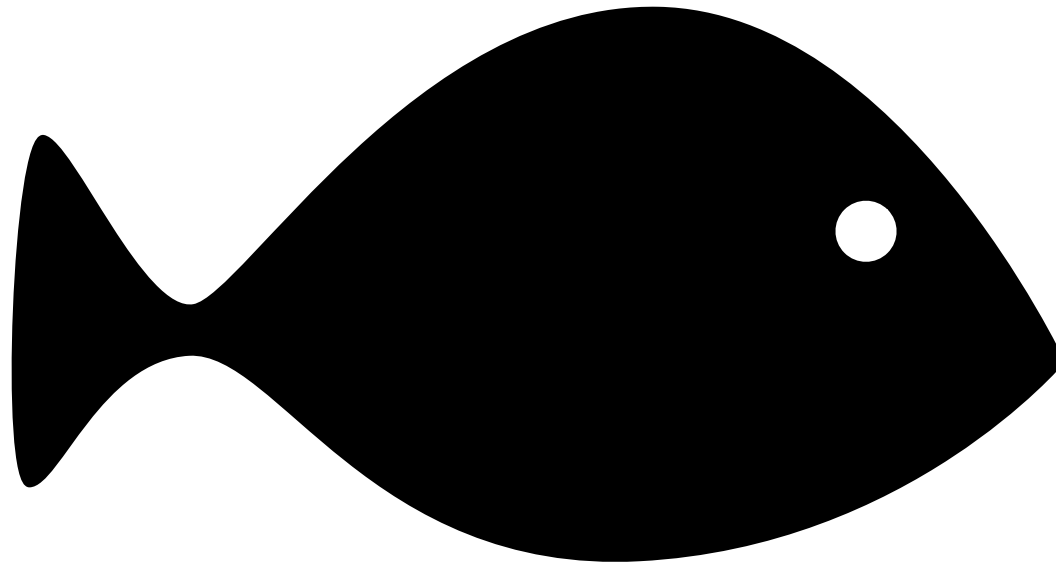
fresh fish sold here

"here" is  
superfluous

the Brother



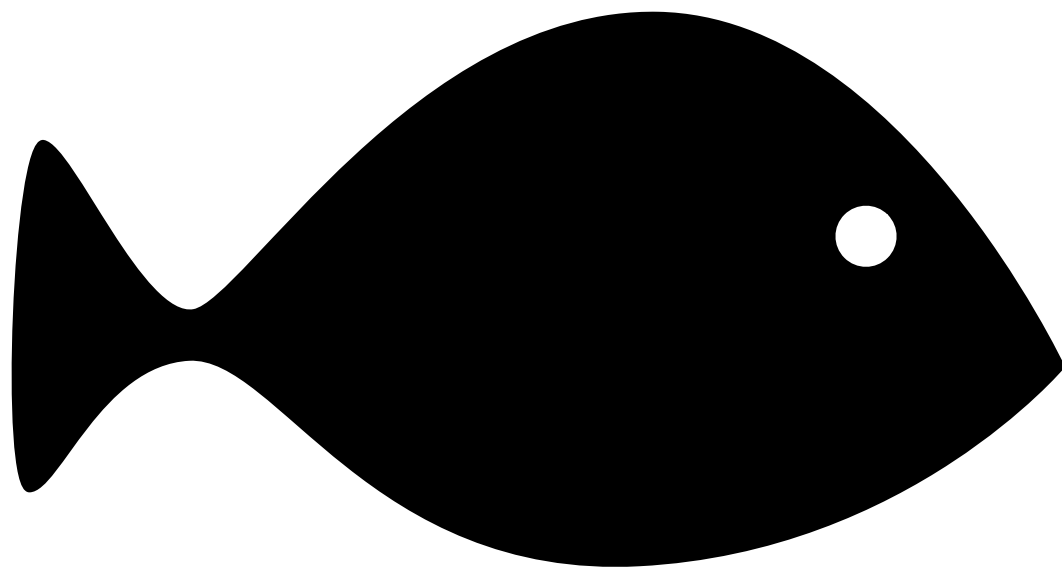
fresh fish sold



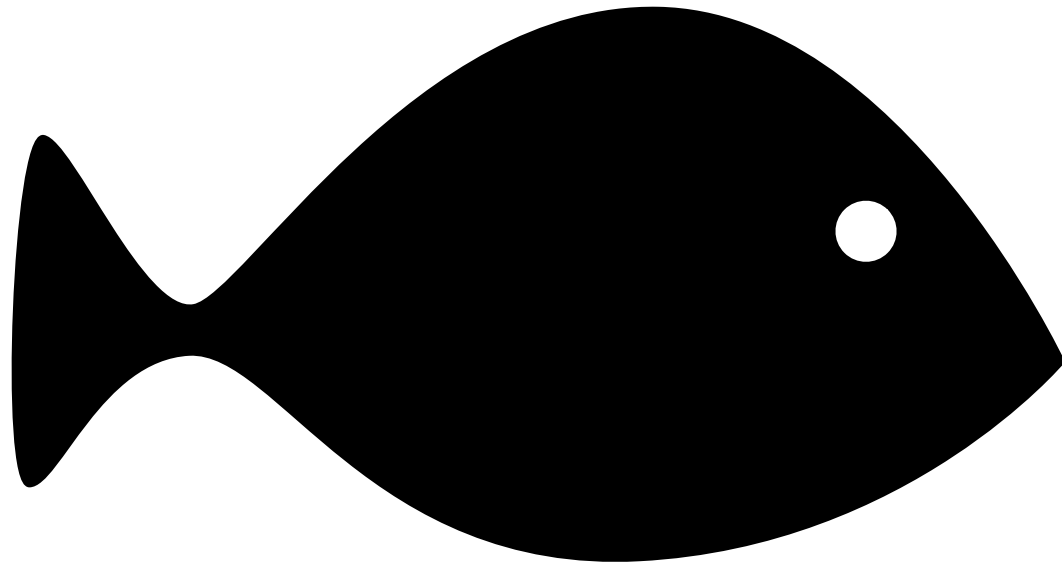
fresh fish sold

*it's clear that  
the fish is sold.*

*the Sister*



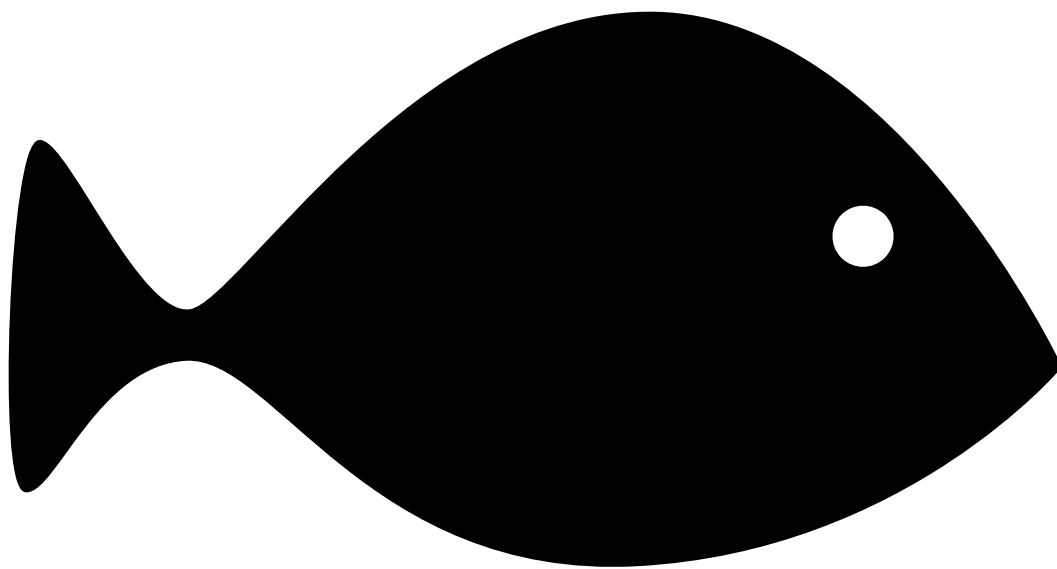
fresh fish



fresh fish

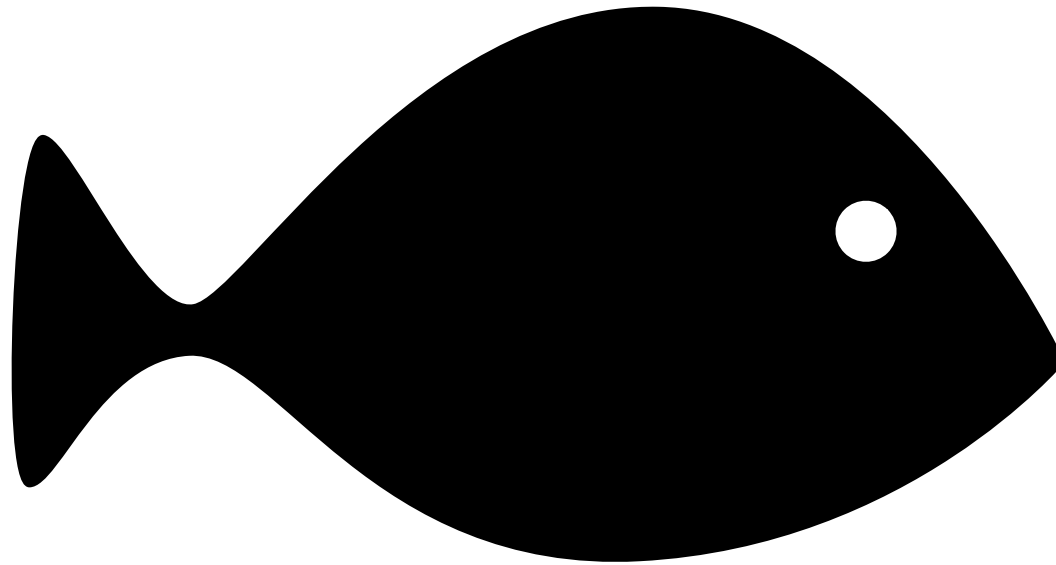


*the Neighbor*



fish

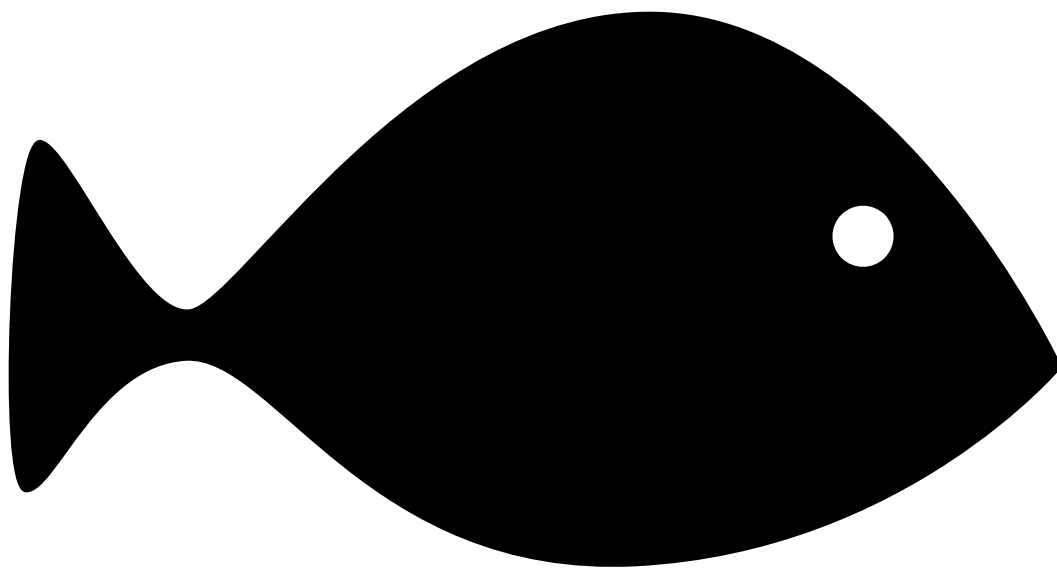


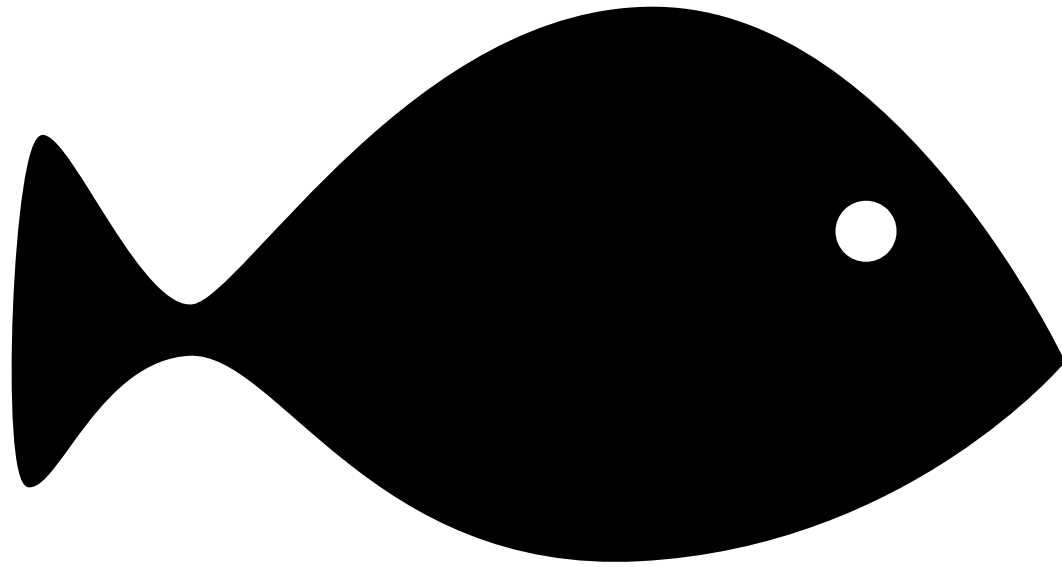


fish



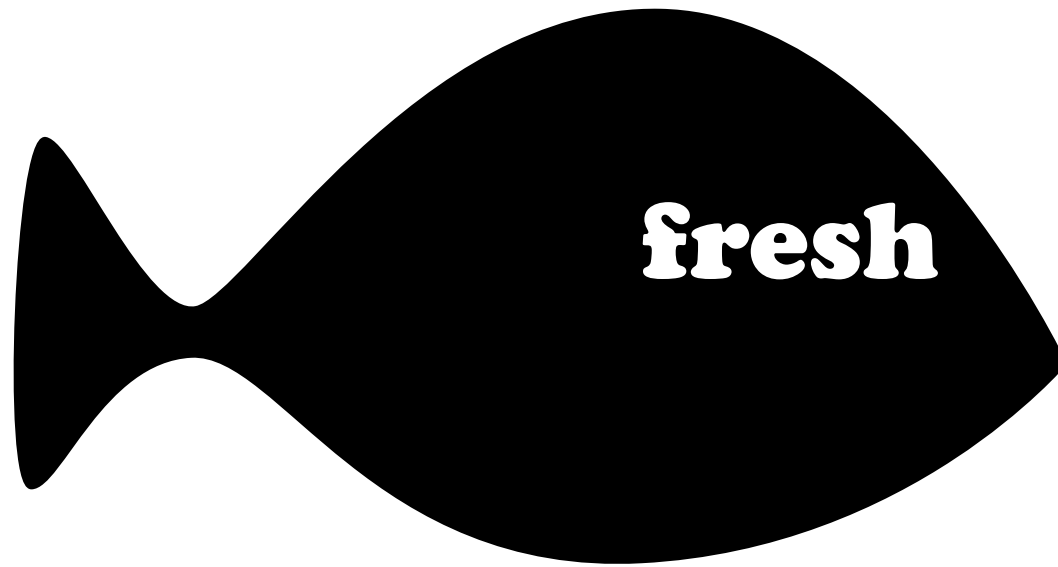
*Vijay himself*





*I still think fresh  
should be stated.*

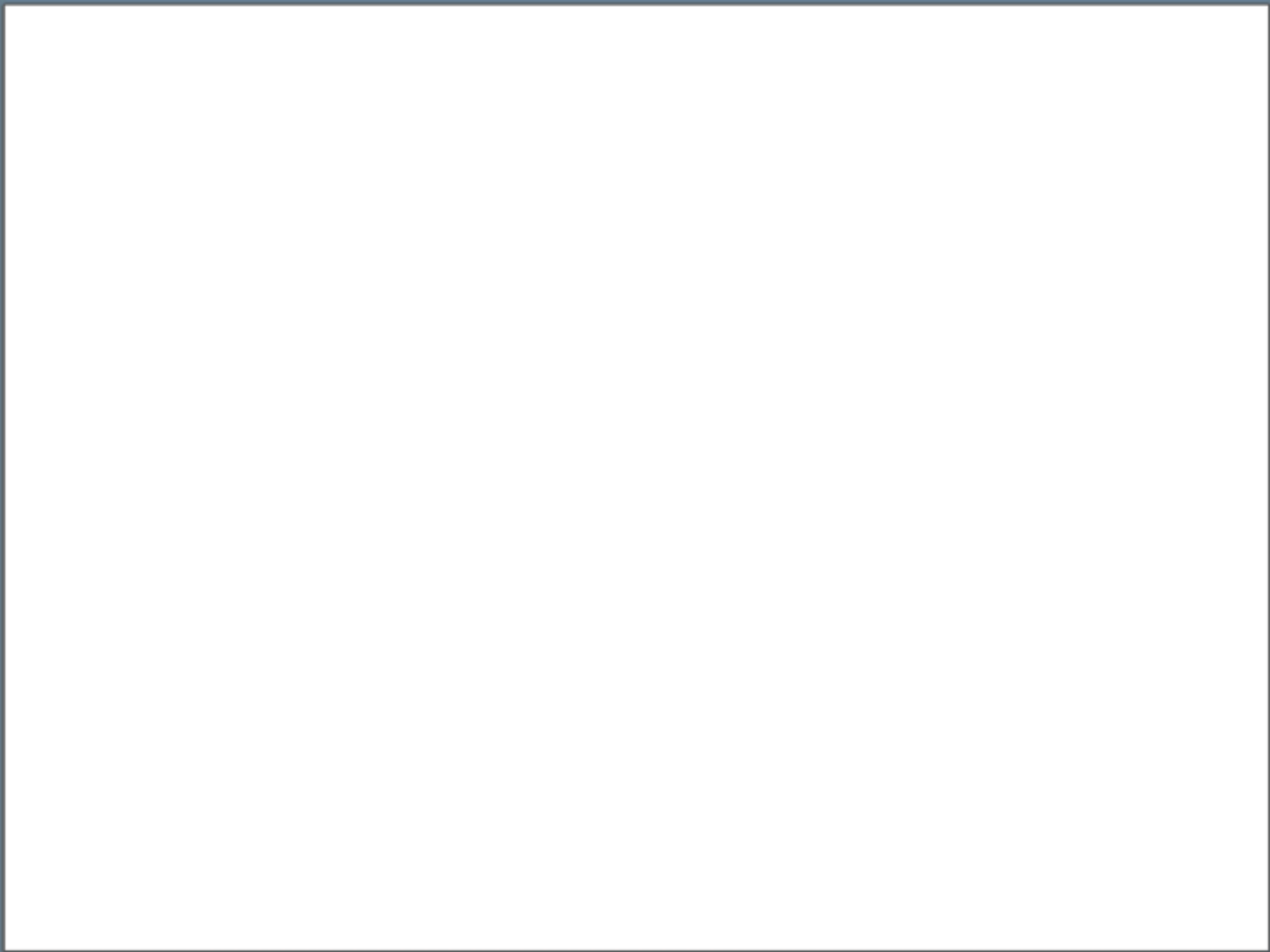
*and Me*




not all *details* are important

# Click to add title

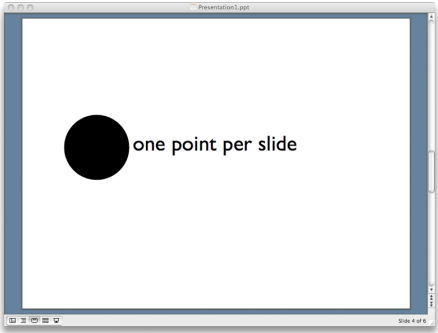
- Click to add text





one point per slide









slides are **visual** aids

slides are visual **aids**





*relax*



use a remote

control

FOREWORD BY GUY KAWASAKI

# presentationzen

Simple Ideas on Presentation Design and Delivery



Garr Reynolds

New  
Riders

VOICES THAT MATTER™

VOICES  
THAT  
MATTER

VOICES THAT MATTER™

[www.presentationzen.com](http://www.presentationzen.com)  
[www.tudorgirba.com/blog](http://www.tudorgirba.com/blog)

presenting is storytelling

[www.tudorgirba.com](http://www.tudorgirba.com)

that's all nice ... but what about  
**technical talks?**

facts alone are boring

a  
demo

can bring your facts to life

be comfortable

demo

Speak Loud

demo



never point to the laptop screen

demo

describe what you do

demo

switch, don't end the slideshow

demo

System Browser: Demo

|                        |      |           |                   |
|------------------------|------|-----------|-------------------|
| ESUG-2008              | Demo | -- all -- | dontUseSmallFonts |
| 39Deprecated           |      | fonts     | useLargeFonts     |
| AST-Nodes              |      |           |                   |
| AST-NodesExt           |      |           |                   |
| AST-ParseTree Matching |      |           |                   |
| AST-RBParser           |      |           |                   |
| AST-Tests              |      |           |                   |
| AST-Tokens             |      |           |                   |
| AST-Visitors           |      |           |                   |

instance ? class traits

browse hierarchy variables implementors inheritance senders versions view...

**dontUseSmallFonts**

*"no one will be able to read it"*

**self** shouldNotImplement.

demo

System Browser: Demo

ESUG-2008  
39Deprecated  
AST-Nodes  
AST-NodesExt  
AST-ParseTree Match  
AST-RBParser

Demo

-- all --  
fonts

dontUseSmallFonts  
useLargeFonts

instance ? class traits

browse hierarchy variables implementors inheritance senders versions view...

**useLargeFonts**

*"go to the back of the room and check if the fonts are large enough"*

**self** shouldBeImplemented.

demo

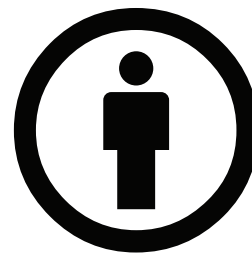
don't go <sup>over</sup> **TIME**

presenting is storytelling

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