

Manual of Presentation

Shunji Murai, Co-chair
Special Interest Group of ISPRS Com. VI

- What is Presentation?
- Four Factors of Presentation
- Basic Knowledge of Presentation
- How to improve your presentation?

What is Presentation?

- Presentation is to make audience understand what the presenter wants to say or propose through media such as letters, sentences, figures, images, voices etc.
- Final goal of presentation is to obtain the satisfaction and agreement of the sponsors

Functions of Presentation

- Presentation is to provide better communication between the presenter and the listeners
- Presentation is to obtain the understanding and agreement of the listeners
- Presentation is to give impact and impression to the listeners in a short time with multi-media techniques

How to get Customer's Satisfaction?

- First Stage: to follow the requirements, to share the direction and to catch the mind of the customer
- Second Stage: to solve those problems of the customer, to propose a new concept and to let the customer feel beneficial
- Third Stage: to let feel larger value than the customer expected

Levels of Customer's Satisfaction

- First Level: cost, quality and function meet the requirements
- Second Level: value exceeds the cost
- Third Level: the customer feels honors and prides when he or she made decision

Size and Scale of Presentation

- Small Size: presentation at a small meeting with **a few or several listeners**
- Medium Size: presentation at a medium size meeting such as workshop, seminar, tutorials etc. with **a few ten listeners**
- Large Size: presentation at a large size meeting such as conference, congress, users meeting etc. with **a few hundred listeners**

Excellent Presentation

- Excellent presentation should be **interesting** to the majority of listeners
- Excellent presentation should include **original ideas** as many as possible
- Excellent presentation should not be boring and sleepy, but **exciting**
- Excellent presentation is based on **"punch" and "speed"**

Four Factors of Presentation

- Will and confidence (**psychological factor**)
- Presence (**physical factor**)
- Scenario (**logical factor**)
- Presentation technique (**technical factor**)

Presence

- Looks of face and eyes with confidence
- Clothing (**keep clean at least!**)
- Relaxed attitude
- Sober style for small size meeting
- Showy style for large size meeting

Scenario Making

- Flow of scenario: title, objectives, contents, method, conclusion should be well highlighted in a story
- Concept: to be represented in a drawing or image
- Logical writing: to get understanding of original ideas and proposal
- Visual aids: to use visual aids for better understanding

Presentation Techniques

- Looking at listeners forward with smile (**don't look at screen always!**)
- Speak loudly to listeners rather than reading from notes
- **Eye contacts** to specific listeners to confirm agreement
- Use a pointer to focus onto a specific item **with a few seconds halted**

Requirements for Logical Writing

- 1) Sentence should be understandable with logical contents
- 2) Own ideas and proposals should not be mixed with the existing facts
- 3) Express clearly own thinking and claims

Title, Concept and Catch Phrase

- Any section and viewgraph should be given **title and/or sub-title** with a few keywords or concept
- Concept of a proposal should be **summarized into a picture or image with a catch phrase**
- Concept should be **original with new ideas**

How to grow originality?

- 1) Think by oneself
- 2) Never make copy of other ideas
- 3) Establish own way
- 4) Don't be tied to tradition
- 5) Promote creative thinking
- 6) Analyze advantages and disadvantages
- 7) Don't mind of others

Design of Presentation with Power Point

- A viewgraph must be explained **within a minute (never over 2 minutes!)**
- Title and sub-title: one scene
- Introduction: 5-10%
- Problems of existing technologies: 15%
- Concept of proposal: 15%
- Technical method: 30%
- Evaluation: 20%
- Conclusion and future prospect: 10%

Logical Thinking

- **Point No.1:** Writing based on objective facts
- **Point No.2:** Put your idea into concrete language and image (or picture)
- **Point No.3:** Express quantitatively
- **Point No.4:** Comparative analysis
- **Point No.5:** Simple and understandable writing

Objective Facts

- 1) News of newspapers and televisions
- 2) Published statistics and numerals
- 3) Past official records
- 4) Proverbs and metaphors
- 5) Published graphs and figures
- 6) Theories and principles written in books

How to make Power Point?

- 1) Use larger letters and symbols than **36 point for title and 28 point for sentence (less than 10 lines in total!)**
- 2) Put title in any slide (**gothic & bold!**)
- 3) Easy understanding in one look
- 4) Explanation of a slide within a minute
- 5) Don't make over explanation
- 6) **Use adequate colors**

How to make oral presentation?

- 1) Use big and clear voice!
- 2) Don't speak too fast!
- 3) Use simple words!
- 4) Don't read but speak!
- 5) Relax and smile during speaking!

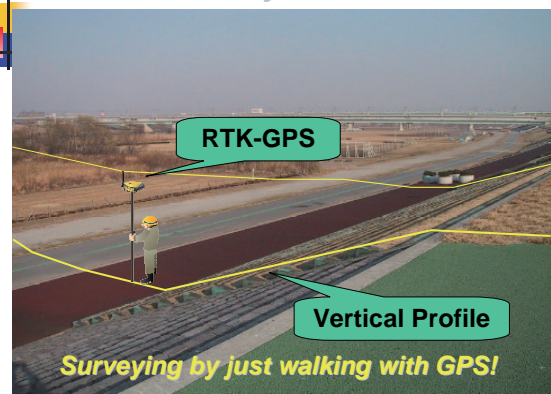
Rehearsal before Presentation

- 1) Prepare adequate materials and contents carefully and strategically!
- 2) Check materials in advance!
- 3) Check and evaluate the rehearsal!
- 4) Rethink and redesign contents from view point of listeners

Examples of Concept represented in a Drawing

- 1) Vertical survey with RTK-GPS
- 2) GPS Camera
- 3) Airborne Laser Scanner (Lidar)
- 4) Environmental Study with DGPS
- 5) Three Line Scanner (TLS)

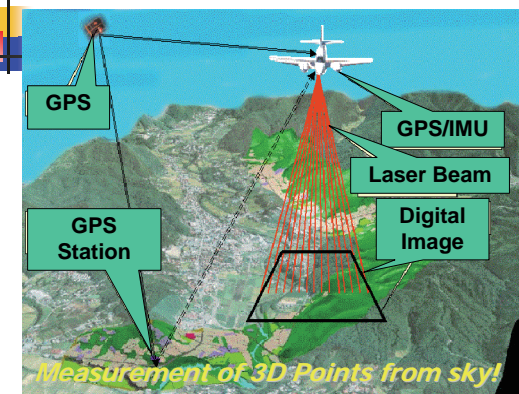
Vertical Survey with RTK-GPS



GPS Camera

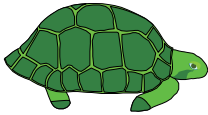


Airborne Laser Scanner



Environmental Study with DGPS

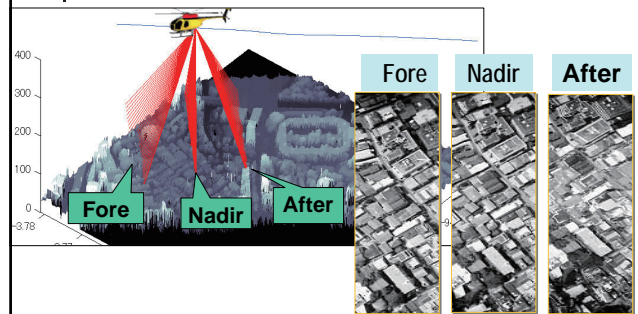
Locate the egg laying of turtle and other animals of scarcity value



Integration of GPS and GIS!



Airborne Three Line Scanner 3 Lines for 3D Measurement!



Conclusions

- 1) Presentation should be recognized as essential ability of scientists too
- 2) Capacity building for improving presentation technique should be promoted
- 3) Proposal/Thesis writing should be tied to oral/visual presentation
- 4) Creative and logical thinking should be more introduced in presentation