Lec 3: Presentation

IS521: Information Security Laboratory

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Motivation
Advertising Your Invention

Suppose you invented an awesome technique that is so much better than the current state-of-the-arts.
Advertising Your Invention

Suppose you invented an awesome technique that is so much better than the current state-of-the-arts.

But what if you cannot present it well? (Either by good writing or good presentation)
You really need to ...

- Know how to organize your ideas.
- Know how to sell your ideas.
Presentation vs. Writing

Presentation can be more challenging than writing because

• There is a time limit.
• The same material can look different depending on your speech skills.
• There is no limit on visual aids, e.g., videos.
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Today’s Focus = Presentation
Things to Remember
First Impression Matters

You never get a second chance to make a first impression!

- Introduction of your talk matters.
- Conference talk vs. paper?
Introduction

The whole presentation should show a story, and the introduction should motivate your story.

- Clearly show what the problem is.
- Show why the problem matters.
## General Organization

- Motivation.
- Background and your contribution.
- Your approach overview.
- Evaluation.
- Discussion and conclusion.
More Things to Remember
Acknowledge External Sources

- Where did you get the images?
- Quotes?
Use a Larger Font

- Apple.
- Banana.

- Apple.
- Banana.
Avoid Brain Overloading

- When you create a slide, you should remove as much of text as possible.
- Some people put too much text, and they sometimes ignore some of them.
- Sometimes people show a bullet list in a slide, and move back and forth.
- One good example of such a bad slide would be this slide...
  - Lots of text you can see.
  - As a course material, though, this can benefit students.
  - But in general, this type of slides should be avoided.
Example 1: Bullet List?

Results

- Gastric ulcer patients
- Gastroesophageal reflux disease (GERD)
- Double blind
- Recurrence over 40 weeks
- 13% triple therapy
- 75% ranitidine (alone)

Reference: https://www.cmu.edu/gcc/handouts/powerpoint-handout-pdf
Example 2: Visual

Mineral Economics

- Free Market:
  - Plentiful mineral resource
  - Cheap
  - Supply exceeds demand
- Resource becomes scarce
  - Price increases
  - Demand exceeds supply

In a free market, supply determines price

- Large supply + Few buyers = Cheap prices
- Scarce supply + Many buyers = High prices

Reference: https://www.cmu.edu/gcc/handouts/powerpoint-handout-pdf
Example 3: Be Specific

Fog warning and education system

- Average vehicle speed before implementation = 45.4
- Average vehicle speed after implementation = 45.7
- Standard deviation in vehicle speed before imp. = 9.4
- Standard deviation in vehicle speed after imp. = 7.2

The system shows potential to reduce car accidents related to deviations in speed

Table 1: Results of implementation of fog warning and education system

<table>
<thead>
<tr>
<th>Implementation</th>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard deviations in vehicle speed</td>
<td>9.4 mph</td>
<td>7.2 mph</td>
</tr>
<tr>
<td>Average vehicle speed</td>
<td>45.5 mph</td>
<td>45.7 mph</td>
</tr>
</tbody>
</table>

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Practice Makes Perfect

Preparing well organized slides is important, but “practicing” is much more important!
Elevator Pitch
When?

- Brief meeting with other researchers in a conference.
- Brief introduction of yourself in an interview.
- In an actual elevator ride with an interviewer.
Goal of Elevator Pitch

• Make a positive impression.
• Make people want to have further conversation with you.
Activity: Selling a New Start-up Company.

- You are the leader of a start-up company, and you want to sell your idea to get some investment.
- You should be innovative.
- Your goal is to make the audience want to invest in your company, or at least, want to know more about the company.
- I will give 10 min. for preparation.
- Each person will then present their novel idea for 1 min.
- We will give extra points to the best speaker.
Grading Criteria

- After hearing the talk, do you feel like you want to invest your money for the company?
- Was the message clear? Do you understand what the company does?
- Did the speaker show enough energy and enthusiasm?
Question?