



Guidelines for presentations: Media Change & Innovation Division (Prof. Dr. Latzer)

Zurich, May 2021

When preparing a presentation and the necessary documents:

- Assess the knowledge and interest of your audience and adjust your content to them.
- Make sure that your presentation is well structured so that the flow is comprehensible, i.e. your presentation must have a common thread and a clear objective.
- Divide the time accordingly. Guideline: Introduction approx. 15%, main part approx. 75%, conclusion approx. 10%.
- Choose a descriptive introduction. Arouse curiosity and interest.
- Concentrate on the core statements of the presentation. Be brief and to the point. Illustrate your core statements with examples.
- Introduce the end linguistically and visually. Draw a conclusion. Depending on the course requirements, it may be useful to lead the discussion and start it with 1 or 2 formulated theses/questions.
- Use visual aids. These should support your statements in a meaningful way and not be distracting. Choose a legible font size and color for Power Point or slides, for example. Do not overload your slides. Again, no continuous text on slides - except for quotes.
- Also refer to the literature used in the presentation (observe citation rules).
- Create a handout that is helpful for the audience. Structure of handout and Power Point should be the same, but the handout should contain all central statements/knowledge as well as the central sources. No continuous text; max. 1 page; space for notes.

A few days before the presentation:

- Write a clear manuscript for the presentation with all important points.
- Stick to the given time! Practice the presentation a few times and time it. Guideline: a manuscript with 2 pages, 12pt, 1.5 lines gives about 10 minutes of presentation.

A few moments before the presentation in the room:

- Check your documents and presentation, the technology and possibly sound, internet connection and beamer.
- Check the optimal speaking position. Make sure you are not in anyone's field of vision and that everyone can hear you equally well.
- Take a watch with you to check the time.

When presenting:

- Speak calmly and appropriately slowly. The audience is grateful for this, they do not yet know the content.
- Documents are fine, but speak as freely and audibly as possible.



- Speak to the audience and do not turn your back on them. Keep eye contact.
- Make sure that you keep to the time.
- Pay attention to your posture. Stand up straight, watch your gestures and facial expressions.
- Comment your slides sufficiently. Guideline: 1 slide = 1-2 minutes of speaking time.
- Repeat foreign words or statements of other scientists again in your own words.
- Deliberately pause for a few seconds between thematic blocks. Organize documents and thoughts in between. In this way, the audience recognizes that something new is coming and can review what they have heard before.