Designing a presentation without an audience in mind, is like writing a love letter and addressing it “to whom it may concern”\(^1\).

Mary Lister
mary.lister@gsb.uct.ac.za

What is the point of your presentation?
Start with something that will capture their attention

REFERENCING
PLAGIARISM AND
YOUR ACADEMIC “VOICE”

You can’t stop the waves, but you can learn to surf?
John Kabat-Zinn
Tom Lehrer

Songs By Tom Lehrer
(1953)

Lobachevsky
FROM THE NAKED BACHELOR
BY DARREL BRISTOW-BOVEY (published 2002)
Consider this, before you decide to have a long lie-in next weekend: every year in the USA more than 400 000 people suffer injuries involving beds, mattresses and pillows. Think about that for a moment. That is almost 2 000 injuries a day involving soft objects wrapped in linen.
We are not talking about sore backs or grazes on your elbows here - these are injuries requiring emergency hospital treatment.
Consider: every year more than 50 000 Americans are injured at home by pens, pencils and other desk accessories. How does this happen? I have spent many long hours at desks when I would have been grateful for almost any kind of injury as a welcome diversion, but I have never once come close to achieving actual bodily harm...
Personally, I would like to meet any of the several hundred English folk who last year reported serious injury as a result of a mishap with the ceiling. Anybody who has a run-in with the ceiling must have an interesting tale to tell.

FROM NOTES FROM A BIG COUNTRY
BY BILL BRYSON (published 1998)
Here's a factor for you. According to the latest Statistical Abstract of the United States, every year more than 400 000 Americans suffer injuries involving beds, mattresses or pillows. Think about that for a minute... That is almost 2 000 bed, mattress or pillow injuries a day.
Consider this intriguing fact: almost 50 000 Americans are injured each year by pencils, pens and other desk accessories. How do they do it? I have spent many long hours sat at desks when I would have greeted almost any kind of injury as a welcome diversion, but never once have I come close to achieving actual bodily harm.
So I ask again: how do they do it? These are, bear in mind, injuries severe enough to warrant a trip to an emergency room. But then that's the thing about household injuries... they can come at you from almost anywhere... Consider this one. In 1992 (the latest year for which figures are available) more than 400 000 people in the United States were injured by chairs, sofas and sofabeds...
I would also welcome a chat with almost any of the 263 000 people injured by ceilings, walls and inside panels. I can't imagine being hurt by a ceiling and not having a story worth hearing.


Be curious...
Explore...
Enjoy...
Be curious... Explore... Enjoy...

https://prezi.com/zzqquafd4n-k/introduction-to-the-library/
It doesn’t have to be electronic!

http://bigmalcbiblestories.com/videos/MMzH9kcK85Y
“The problem is this: No spreadsheet, no bibliography and no list of resources is sufficient proof to someone who chooses not to believe... Relying too much on proof distracts you from the real mission – which is emotional connection.” Seth Godin

When you step up to give your presentation, you might be the most knowledgeable person in the room, but will you wield that knowledge with wisdom and humility? Presentations are not to be viewed as an opportunity to prove how brilliant you are, instead the audience should leave, saying, “Wow, it was a real gift to spend time in that presentation. I’m armed with insights and tools to help me succeed that I didn’t have before”
Duarte p. 20