

Presentation Tips for Hams

How to Effectively Provide
In-Person
Training, Demonstrations, and Inspiration
to Others on
Ham Radio Topics



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What You Will Hear

- Basic Presentation Considerations
- Basic Presentation Guidelines – Presenting
- Basic Presentation Guidelines – Using Slides
- How to Extend Your Reach – Exporting Your Work
- Tips specific to Hams and other technically oriented folks

Basic Presentation Considerations

What Vs. How

- We tend to believe that confidence in What we know will automatically translate to knowing How to share our knowledge.
- The fact is, having knowledge does not at all ensure that you know How to demonstrate it!
- You should give as much forethought to your How as to your What for a good presentation!

All Roads Lead to Rome

- This is only one type of presentation.
- Not all presentations are, nor should be, like this.
- One of the best presentations I've ever seen was on how to create effective Worship music.
- The entire presentation was done with nothing but a hand-held microphone, a stand mic, and a single plastic egg with a few grains of rice in it!

Must I Use Slides, Handouts, Amplification?

- Of course you don't need these things.
- “Show and Tell” is a timeless presentation form.
- You can still give highly effective presentations.
- However...

- Everyone must be able to hear * you.
- Everyone must be able to see * exactly what you are demonstrating.
- Therefore, you should always make accommodations if you are demonstrating small things, such as radio displays, circuit boards, or web pages, or you can not be clearly heard and understood by every member of your audience.

Accommodations May Include

- Audio amplification
- Interpretation/Alternate formats
- Video/document camera or other real-time visual amplification
- Photographs, screen shots, charts, or diagrams
- Printed handouts

Not a Media Expert?

- Don't try to be one!
- KISS! Keep your presentation simple and clean.
- Use whatever is available to you and is easy for you to use.
- Focus on inspiration and information. Great presentations don't have to be complicated or fancy.

Information or Inspiration?

- Studies show that, without review, less than 20% of any information you present is no longer remembered by your audience after only 7 days!
- On the other hand, the inspiration you provide in a single presentation may lead someone to a lifetime of learning and enjoyment!

Basic Presentation Guidelines

Presenting

Easy as 1, 2, 3... 4

- 1) Tell them what you're going to tell them.
- 2) Tell them.
- 3) Tell them what you told them.
- 4) Take Questions.

Done!

Be a Boy Scout!

- Be prepared!
- No matter how simple your presentation, practice your demonstration setup and your presentation ahead of time.
- On the day of... set up your demonstrations, presentation slides, accommodations, and other accessories well in advance of your start time.

Think as if You Were Them

- What is your audience seeing and hearing?
- Just because you love doing something, that does not necessarily mean you enjoy watching someone else do it.
- Think... scanning radio frequencies, searching through a web site, adjusting equipment settings, etc.

Enunciation is not a Sin!

- Speak clearly in a relaxed manner – don't rush!
- Speak a little louder than your usual, or use amplification.
- Try to avoid relieving your anxiety by repeatedly saying things like “you know”... “ahhhhh” ... or “ummm.”
- Pay attention to what you are doing with your body!

If You do Have Slides Don't Read Them!

- You might turn your back to the audience.
- You might be hard to hear.
- You might sound unsure of your subject matter.
- You surely will make your presentation - shall we say - somewhat less than engaging!

Get with the Flow

- Your presentation should move from point to point without interruptions.
- No fiddling with your demonstrations, playing with equipment settings, looking for web pages, etc.
- These breaks in flow should become obvious as you practice, and you can eliminate them.

DUMP THE WAR STORIES!

- Think relevancy, relevancy, relevancy!
- What might your tales of the past actually be saying to your audience?
- If all of a story does not directly support one of the points in your presentation, don't use it!
- If you do tell a story, KEEP IT SHORT!

You're Like... So... Negative

- Develop an awareness of how your words may include subtle - or not so subtle - put downs!
- MFJ... Cheap Chinese \$#!@... Damn digital...
- That was back when ham tests actually meant something...
- Of course, all real hams know Morse code...

Later!

- Don't allow interruptions to take you off task!
- If someone asks you a question or makes a comment that you do not want to address at the moment, don't be afraid to simply tell them that you will gladly talk to them about it after the presentation.
- **It's your show. Don't be afraid to run it!**

Give Them Only What they Need

- Big one - Avoid information overload!
- Stick to the main point(s) of your presentation.
- Does someone really need to know the velocity factor of a cable to know where to plug it in?
- EVERY sub-point should directly support your main point... If it doesn't... LOSE IT!

Pay Attention to the Sides

- Side conversations in your audience can be a good indicator of the level of engagement you have in the room.
- Some sides are normal, but many may indicate that you are not heard or seen clearly, you are not explaining well enough, you are wandering, or you are too deep in the weeds for your listeners.

References and More

- It's always a good idea to cite some of the references you used to prepare your presentation.
- It's also good to direct your audience to places where they could go to learn more about your subject.

Basic Presentation Guidelines

Adding Slides to Your Presentation

A Simple Slide Presentation

- Title slide: Presentation title and subtitle and your name and call sign
- Intro slide
- Content slide(s)
- Review slide (only if multiple content slides)
- References/Learn More Links (Don't skip this!)

Making Slides

Repeat after me

Just because you can do it
doesn't mean you should!

This means no...

clicks, bangs, pops, flops, flips, slips, zooms, zips, wows, whacks, dings, donges, bings, bongos, and for Heaven's sake... NO RAT-A-TAT-TAT!

Special effects quickly become annoying, and they add potential points of failure to your presentation.

Most important, they do not translate easily to PDF or other types of export.

Keep Yourself Clean

- Learn about white space, and use it!
- Keep your backgrounds plain and simple.
- Use a large, easy to read, font.
- Don't crowd your slides with text. It's better to use three slides than one that is over crowded.
- This slide is plenty full!

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Dun't Fourget

Allways remembr two chck ur splng
ant gramr,

Can You Just Picture It?

- For small things, big things, short things, tall things, radio displays, diagrams, circuits, and maps, use images!
- If you refer to anything that will be hard for your audience to see or visualize, don't describe it.
- Show it!

Always caption pictures!

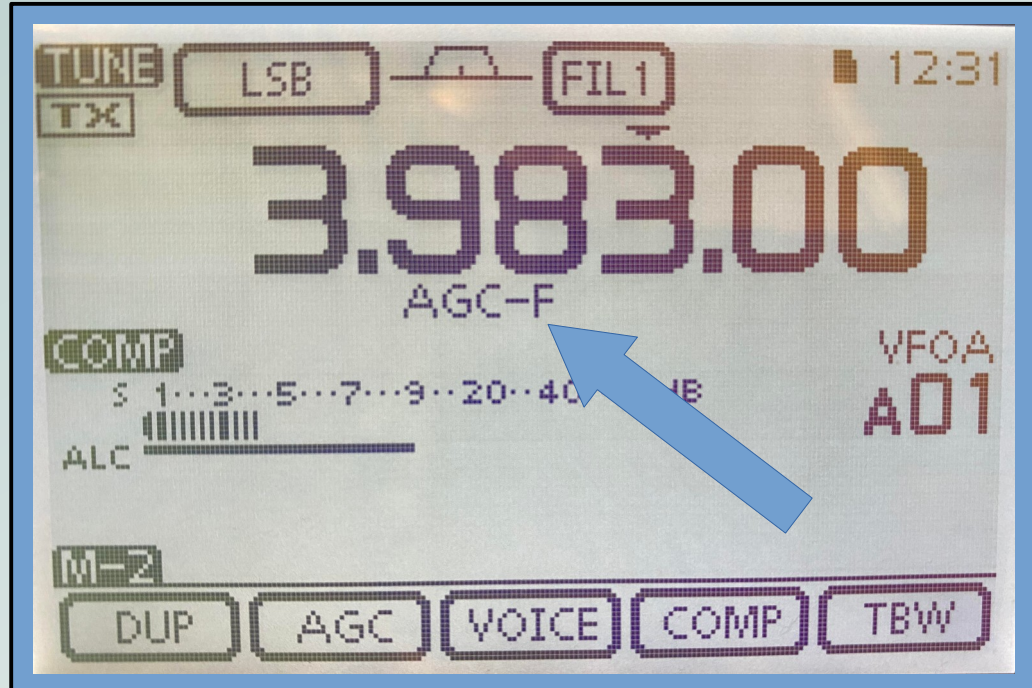
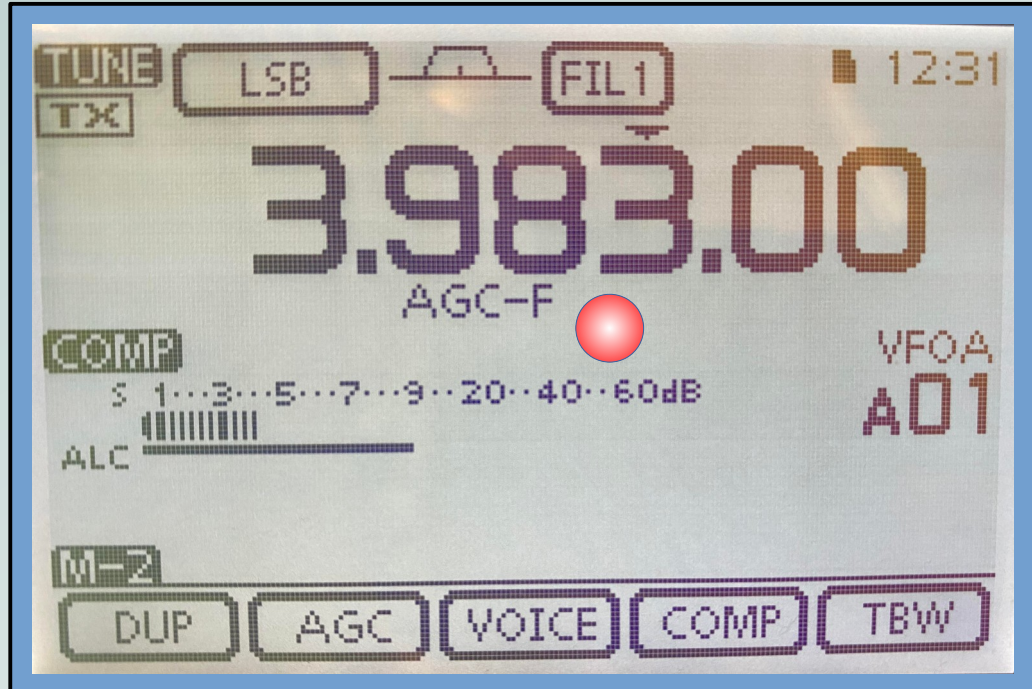


Image Example taken with Cell Phone

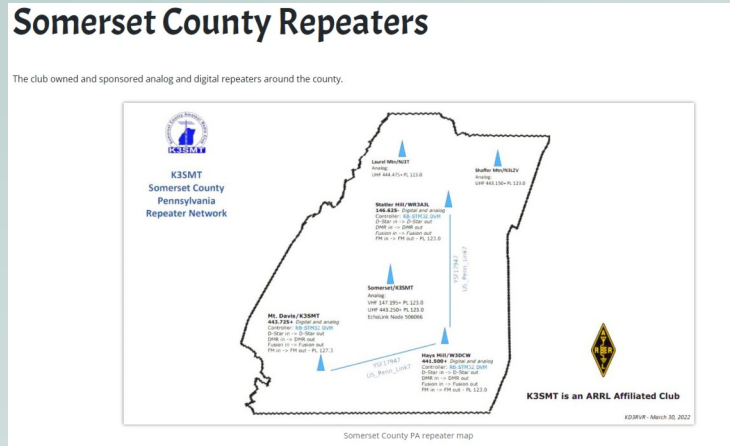


Even Easier – Display image and use a laser pointer
Watch out for reflections!

The Internet can be Your Downfall

- Don't rely on having a good Internet connection for your presentation.
- Use screen shots to show content from the web.
- Magnify content to show parts of web pages. Don't show the whole page. Remember the part about slides being too full.

Web Page Display Example



Entire web page

VS.



Excerpt from web page

Which better shows info about Statler Hill?

How to Extend Your Reach

Exporting Your Work

Get into the Export Business

- Increase the impact of your presentation by exporting your work to another format for distribution.
- This will provide people who weren't in the audience with a way to view your work.
- It will also provide audience members with a way to review your presentation thereby increasing retention.

Ideas for Exporting

- Record your presentation.
- Export your slides for posting on a web site.
- Export and post any documents you may have created.
- Always use PDF format for exporting documents.
- Don't post Microsoft-formatted documents!

Export as You Go

- If you have exporting in mind as you build your presentation, you will more easily be able to export afterwards.
- This is why you should use the aforementioned Simple Slide Presentation format!
- As you prepare, do things such as: captioning pictures, avoiding special effects, listing at least your main points, citing references, and adding “learn more” resources on a slide or a handout.

Leave Them Some Place to Go

- Even if you are doing a basic “show and tell” type presentation, you might still provide a page of references, and “learn more” resources.
- It doesn’t have to be long or detailed, and you don’t have to hand it out.
- However, it should be made available somewhere (preferably online) for later reference.

Ham Specific Tips for Presenting

Hams Love Acronyms!

- An acronym is a word formed from the first letters of multiple words. Technical folks absolutely love them.
- Few people, other than those experienced in the field, will know their meaning, however.
- Don't use acronyms without, at least once, giving the whole words from which they are derived!

Stay Out of the Weeds

- Technical fields, such as ham radio, can be incredibly deep and wide.
- It is very easy to get lost in details that do not support the main point(s) of your presentation.
- Continually ask yourself if what you are saying is necessary for your audience to understand the main point(s) of your presentation.

You Know More than You Think

- Avoid trying to tell your audience everything you know about the subject of your presentation!
- It's quite alright to leave things out.
- You can always provide “learn more” resources that your audience can use to, well... learn more.

Let's Review Before Closing

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Focus on Today and Tomorrow

- It is natural for “mature citizens” to view the past as having been better than the present.
- For many, however, today is the present that will one day become their ham radio past.
- How do you want them to remember their ham past?
- This brings us to the end of, and back to one of the key points of, this presentation...

**Always Aspire
to
Inspire!**

**Always Aspire
to
Inspire!**

Thanks! Questions?

References

- <https://www.writing-skills.com/how-to-write-a-presentation>
- <https://www.indeed.com/career-advice/career-development/tips-for-giving-a-great-presentation>
- <https://www.articulatemarketing.com/blog/how-to-make-a-successful-presentation>

Learn More!

- <https://support.microsoft.com/en-us/powerpoint>
- <https://help.libreoffice.org>
- <https://prezi.com/>
- <https://www.google.com/slides/about/>
- <https://www.wps.com/office/windows/>
- <https://www.visme.co/presentation-software/>
- See presentation documentation for more!