

# Compelling Public Presentations

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# Compelling Public Presentations

Your Goal: A presentation that is...

- Informative
- Creative
- Compelling
- Thought-Provoking

# Compelling Public Presentations Outline

I. What You Say

II. What You Show

III. How You Communicate

# Compelling Public Presentations

## I. What You Will Say

Before You Start, Know 2 things...

1. Speaking Time
2. Audience Profile

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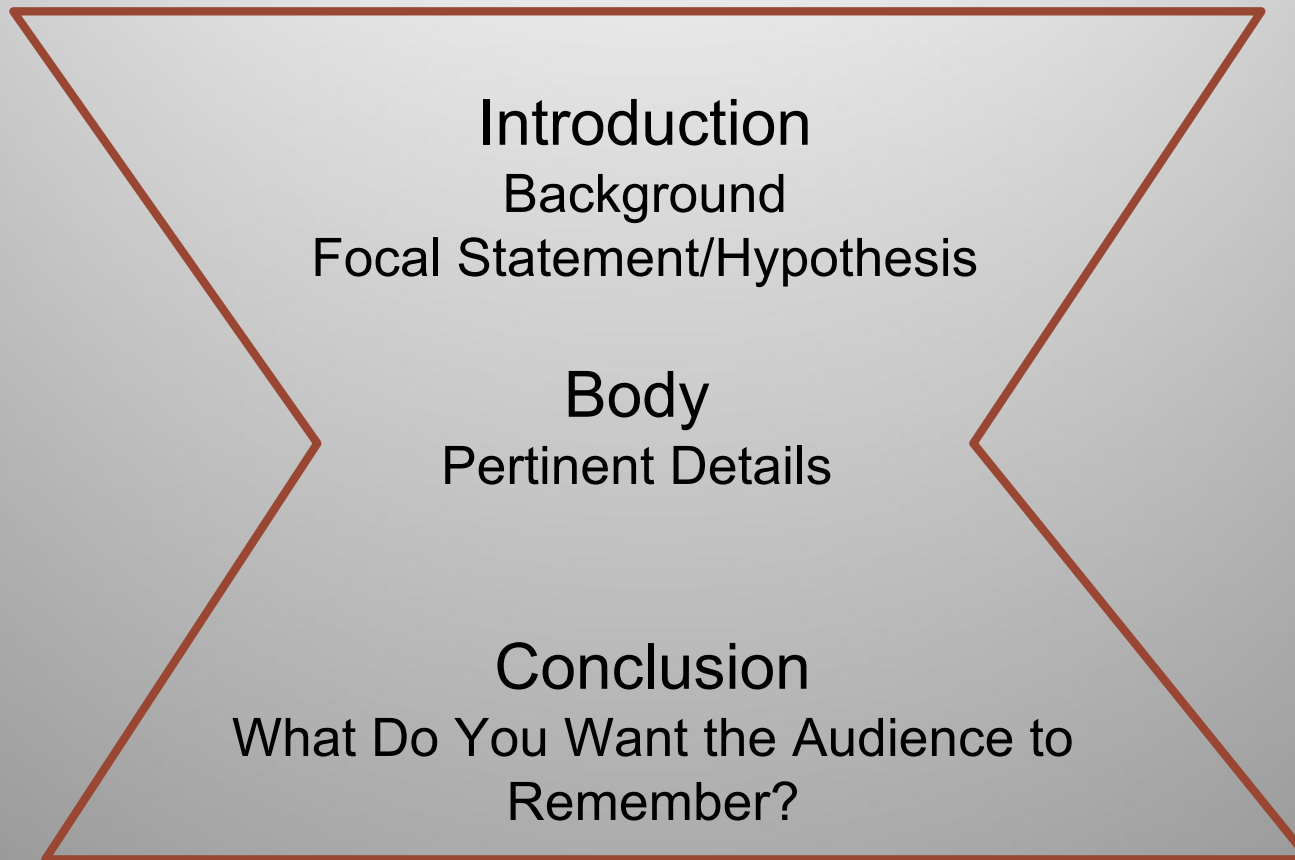
## What You Will Say

### Develop your Topic

- a. Gather the Information
- b. Organize the Information
- c. Focus the Information

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## What You Will Say: The Hourglass Model



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## II. What You Will Show

The Rule: Clear, Clean, Simple

# Compelling Public Presentations

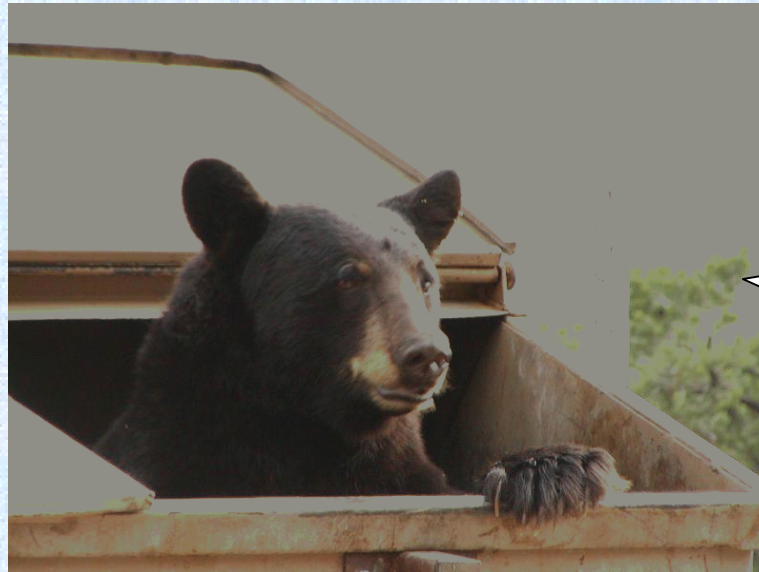
## What You Will Show: Title Slide

### **Being Safe Around Black Bears**

*Are People Understanding the Message?*

Title to the point. Large Font

Background muted.



Photos

Clear, Pertinent

**William C. Dunn, New Mexico Department of Game and Fish**

**James H. Elwell, DISCInfo, Inc.**

**Gail Tunberg, United States Forest Service**

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Who You Are.

Contact Info



# Compelling Public Presentations

## What You Will Show: The Outline

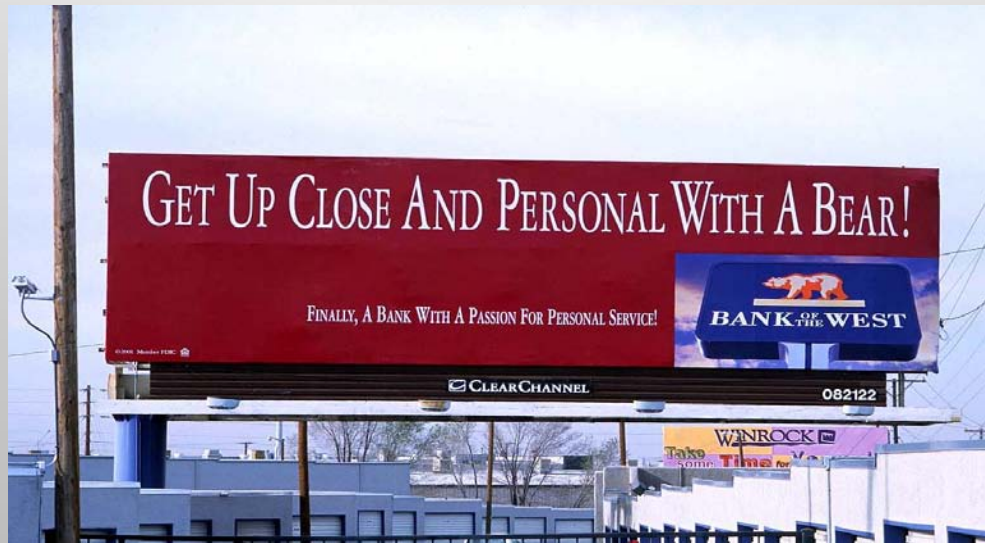
For the most part, limit the outline to major sections (I,II, etc.) only

### **g Safe Around Black Bears Outline**

- I. The Scope of the Problem
- II. Study Areas, Hypotheses, and Methods
- III. Results
  - A. Respondent Profiles
  - B. What Attracts Bears
  - C. Behavior of People around Bears
- IV. What Did We Learn?

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## What You Will Show: Background



### Close Encounters with Black Bears Have Real Costs

- Property Damage: \$600,000 in Yosemite, 1998
- Management Costs: \$1000/Bear for Translocation
- Injury and Death: 10 injuries/year in western U.S.

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## What You Will Show: Hypothesis

### **Being Safe Around Black Bears: Hypotheses**

How much do people know?

1. Residents more knowledgeable than campers.
2. Those given information more knowledgeable than those who were not.

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## What You Will Show: Maps

### **Being Safe Around Black Bears** **Study Areas**

Pertinent landmarks only.

Shaded relief assists geographic orientation.

Study area labels color coded for ease of identification.



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## What You Will Show: Tables

Table 2. Riparian vegetation types in the Whitewater River basin, Kansas (from Egbert et al. 2001).

**NO!!**

Vegetation Type	Exclusive zones			Area in intersect zones (ha)	Total area (ha)	Dominant Species
	Number of patches	Mean patch size (ha ± SD)	Area (ha)			
	152	0.35±0.84	53.6	54.6	<b>108.2</b>	<i>Carya illinoensis</i> , <i>Celtis occidentalis</i> , <i>Acer negundo</i>
	3471	0.52± 4.7	1793.3	2161.5	<b>3954.8</b>	<i>Fraxinus pennsylvanicus</i> , <i>Ulmus sp.</i> , <i>C. occidentalis</i> , <i>Juglan nigra</i>
	1463	0.39± 1.3	567.2	526.2	<b>1096.4</b>	<i>Populus deltoides</i> , <i>Plantus occidentalis</i> , <i>A. negundo</i>
Cottonwood Floodplain	784	0.46± 1.18	322.2	260.8	<b>583.0</b>	<i>P. deltoides</i> , <i>Salix nigra</i> , <i>A. negundo</i>
Shrubland	35	0.35±0.47	10.3	1.2	<b>11.2</b>	<i>Salix exigua</i> , <i>Andropogon gerardii</i>
Low or Wet Prairie	385	0.32± 0.83	121.5	117.9	<b>239.4</b>	<i>Spartina pectinata</i> , <i>Eleocharis sp.</i>
Cattail Marsh	939	0.31± 1.07	287.9	248.9	<b>536.8</b>	<i>Typha sp.</i> , <i>Eleocharis sp.</i>
<b>Total</b>	<b>7229</b>	-	<b>3156.0</b>	<b>3371.0</b>	<b>6527.0</b>	

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## What You Will Show: Tables

**Better!**

### Results: Riparian Vegetation of the Water Basin, Kansas

Important  
Groupings Only.

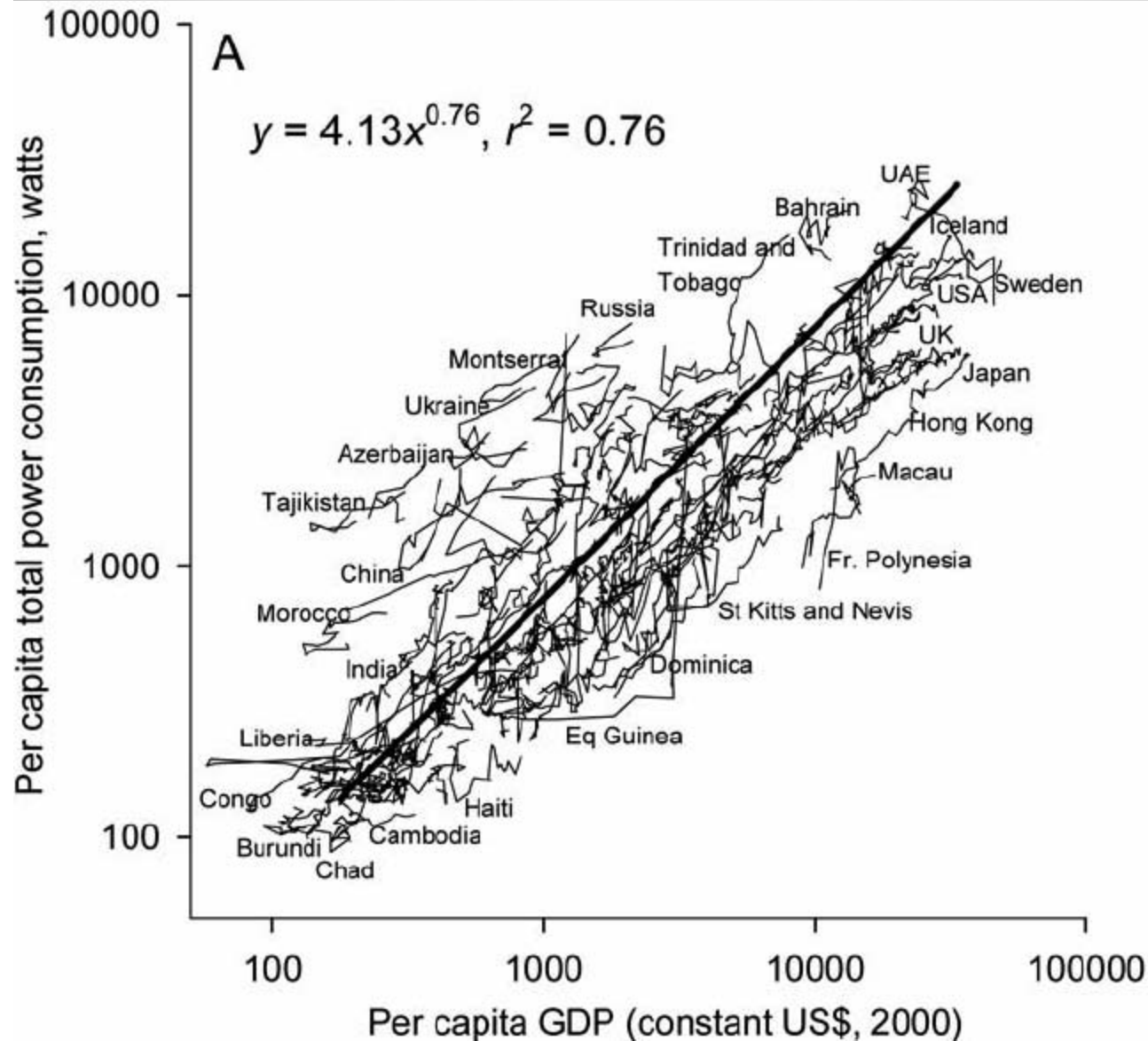
Titles Clear  
and Succinct.

Vegetation Type	Total Area (ha)	Number Patches	Patch Size (ha)
Ash-Elm	4000	3500	0.5
Cottonwood	1600	2200	0.4
Shrub Herbaceous	800	1300	0.3

Values rounded off  
Ordered from most  
to least.

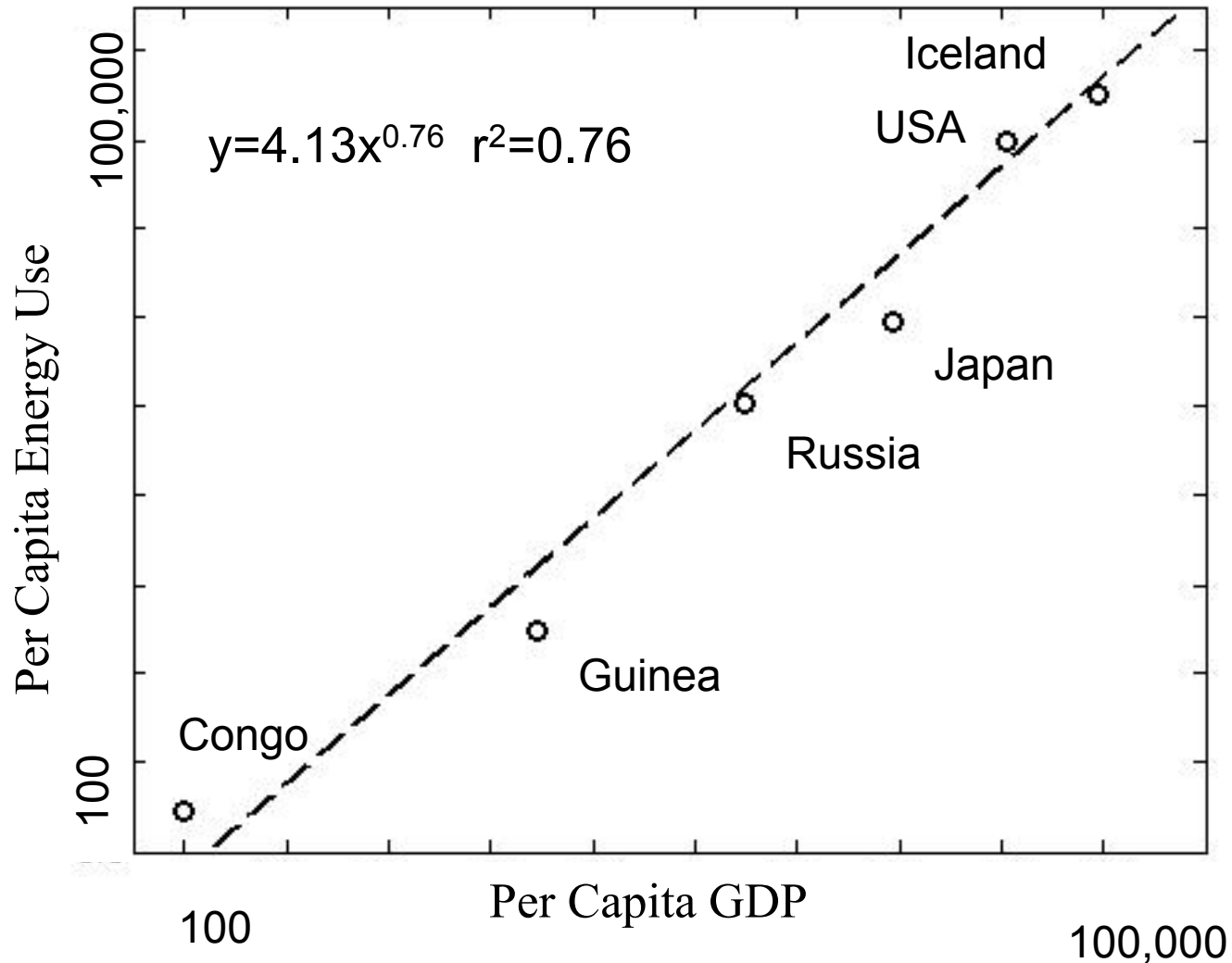
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## What You Will Show: Line Graphs



# Compelling Public Presentations

## What You Will Show: Line Graphs





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## What You Will Show: Conclusions

### **Being Safe Around Black Bears: What Did We Learn?**

- **Hypotheses were True .**
  - Residents more informed than campers
  - Those given information more knowledgeable than those who were not.
- **Informing the public is Inexpensive .**
- **Ideas for Further Research...**
  - *Survey more states and more areas*
  - *Survey more frequently*

Bring it full circle.  
Answer study hypotheses.

Suggest next steps.

What are the *most* important messages??

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How You Will Communicate

The Rule:

**PRACTICE, PRACTICE, PRACTICE**

# Compelling Public Presentations

## How You Will Communicate: Critical Elements

- Eliminate Jargon/ Acronyms
- Minimal Use of Notes
- Qualify Your Statements
- Speaking Style: Smooth, Compelling
- Use Appropriate Visual Aids

# Compelling Public Presentations

## How You Will Communicate: The Day Arrives

- Dress professionally and appropriately.
- Arrive ahead of time.
- Chat up your audience.

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## How You Will Communicate: You're up!

- The state of your audience
- Change slides yourself
- Speak to your audience, *not* to your slides.
- Stay on Time!
- What if you forget what to say?

# Compelling Public Presentations

## How You Will Communicate: Fielding Questions

- During the presentation? Generally no.
- Repeat each question
- Return to appropriate slides
- Don't guess!
- Give direct answers
- Hostile reactions: Don't take the bait!

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## The Final Word

- Prepare Well
- Practice a lot
- Keep it clear, clean, simple.

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***THANKS!***

Questions?

For more information or questions  
Contact Bill Dunn at  
[bdunn@unm.edu](mailto:bdunn@unm.edu)