Compelling Public Presentations

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Compelling Public Presentations

Your Goal: A presentation that is…

• Informative
• Creative
• Compelling
• Thought-Provoking
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Outline

I. What You Say
II. What You Show
III. How You Communicate
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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

- Introduction
  - Background
  - Focal Statement/Hypothesis
- Body
  - Pertinent Details
- Conclusion
  - What Do You Want the Audience to Remember?
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II. What You Will Show

The Rule: Clear, Clean, Simple
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What You Will Show: Title Slide

Being Safe Around Black Bears
Are People Understanding the Message?

William C. Dunn, New Mexico Department of Game and Fish
James H. Elwell, DISCInfo, Inc.
Gail Tunberg, United States Forest Service
Contact: bdunn@unm.edu

Title to the point. Large Font
Background muted.

Photos
Clear, Pertinent

Who You Are.
Contact Info
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What You Will Show: The Outline

**Being 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?

For the most part, limit the outline to major sections (I, II, etc.) only.
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.
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.
Table 2. Riparian vegetation types in the Whitewater River basin, Kansas (from Egbert et al. 2001).

<table>
<thead>
<tr>
<th>Vegetation Type</th>
<th>Exclusive zones</th>
<th>Area in intersect zones (ha)</th>
<th>Total area (ha)</th>
<th>Dominant Species</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of patches</td>
<td>Mean patch size (ha ± SD)</td>
<td>Area (ha)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>152</td>
<td>0.35±0.84</td>
<td>53.6</td>
<td>54.6</td>
</tr>
<tr>
<td></td>
<td>3471</td>
<td>0.52±4.7</td>
<td>1793.3</td>
<td>2161.5</td>
</tr>
<tr>
<td></td>
<td>1463</td>
<td>0.39±1.3</td>
<td>567.2</td>
<td>526.2</td>
</tr>
<tr>
<td>Cottonwood Floodplain</td>
<td>784</td>
<td>0.46±1.18</td>
<td>322.2</td>
<td>260.8</td>
</tr>
<tr>
<td>Shrubland</td>
<td>35</td>
<td>0.35±0.47</td>
<td>10.3</td>
<td>1.2</td>
</tr>
<tr>
<td>Low or Wet Prairie</td>
<td>385</td>
<td>0.32±0.83</td>
<td>121.5</td>
<td>117.9</td>
</tr>
<tr>
<td>Cattail Marsh</td>
<td>939</td>
<td>0.31±1.07</td>
<td>287.9</td>
<td>248.9</td>
</tr>
<tr>
<td>Total</td>
<td>7229</td>
<td>-</td>
<td>3156.0</td>
<td>3371.0</td>
</tr>
</tbody>
</table>

NO!!
## Results: Riparian Vegetation of the Whitewater Basin, Kansas

<table>
<thead>
<tr>
<th>Vegetation Type</th>
<th>Total Area (ha)</th>
<th>Number Patches</th>
<th>Patch Size (ha)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ash-Elm</td>
<td>4000</td>
<td>3500</td>
<td>0.5</td>
</tr>
<tr>
<td>Cottonwood</td>
<td>1600</td>
<td>2200</td>
<td>0.4</td>
</tr>
<tr>
<td>Shrub Herbaceous</td>
<td>800</td>
<td>1300</td>
<td>0.3</td>
</tr>
</tbody>
</table>

Values rounded off.

Ordered from most to least.

Important Groupings Only.

Titles Clear and Succinct.
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What You Will Show: Line Graphs

\[ y = 4.13x^{0.76}, \ r^2 = 0.76 \]
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What You Will Show: Line Graphs

![Graph showing Per Capita Energy Use vs. Per Capita GDP for various countries, with the equation y = 4.13x^{0.76} and r^2 = 0.76.]

- Congo
- Guinea
- Iceland
- USA
- Japan
- Russia
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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.

What are the most important messages??

Suggest next steps.
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How You Will Communicate

The Rule:
PRACTICE, PRACTICE, PRACTICE
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How You Will Communicate: Critical Elements

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