Welcome everyone: I hope you all saw the story in the Chronicle about Knowledge Matters: Yael’s assistant Lori Sorken wrote it:

give a big hand to Lori and to yourselves!
Today’s workshop focuses on presentations: communicating your research effectively at conferences and other venues.

We are honored to have here today Prof. Itai Cohen, from Cornell’s Department of Physics. As you can see, Itai has both a dept webpage and his own site for his lab, which features videos and podcasts of their research on matter in motion, such as the flight of mosquitos and the movement of mosh pits.

As part of his teaching, Itai offers a graduate course on conference presentations, open to students in Physics, Biology, and other scientists.

I visited his class last spring and was impressed with the exercises he led and the seriousness with which he approaches research communication. Students work all term on a single presentation, which they hone over and over and over.

I invited Itai to come and introduce you to his method for enhancing your presentation skills. Welcome Itai!
Many of you have expressed interest in learning more about PechaKuchas, so Yael asked that I lead you in an exercise that builds on Itai’s workshop.
Let me start by calling attention to Femi Taiwo’s recent TED Global Talk.

TED talks are the Cadillac of trans media knowledge, reaching a global audience, and Femi’s talk is on the importance of knowledge in Africa.

We will distribute the url so you can watch it!

PechaKuchas are the poor man’s TED talk: shorter, more low tech, but still capable of reaching a broad audience and producing a big impact.
PechaKucha is a presentation genre invented in Japan by two Scandinavian designers, Astrid Klein and Mark Dytham, as a way to allow designers to share ideas in a concise and engaging manner:

There now something like 900 cities worldwide who host PechaKucha nights: the form is also used by schools and professional organizations.

The form of PK is simple: 20 x 20, 20 slides shown for 20 sec each.

: can be created in PPT or Keynote SOFTWARE: or even real slides!

  like dom form of PPT, PK is based on slides: but uses images rather than bulleted text:

  image track: demonstrate, illustrate, exemplify, contextualize, metaphorize, satirize....

in pure form: slides run automatically and speaker must write tight script and rehearse to hit marks: about 2–3 sentences per slide

school children, grad students, deans can create PKs: faculty can too!

Your assignment will be to translate your research on disability policies into a PK for later in the term
Why present research in a PechaKucha?

- **Focus on core message**: eliminate inessential details in order to focus on essence of research
- **Visualize research**: learn new ways of making arguments and telling the story of your work
- **Professional development**: presenting oneself concisely is key skill for effective communication
- **Enhance teaching**: liven up your lectures and/or assign PechaKuchas for student presentations

Why?

Visualize research: writing papers is key but PechaKuchas allow you to visualize your research, show it and not just say it

Professional development: apply to present posters and compete with peers for awards, get jobs, win funding, etc

Reach new audiences: community members, nonspecialist peers, funders, alumni, general public

Produce impact: communicate discoveries, change perceptions, inform policies, heighten funding, enhance treatment, improve and save lives

What goes into PechaKuchas?
Here are the basic elements of any presentation: PechaKucha, PowerPoint, posters, etc

**Script** mix of stories and arguments: mix of episteme and doxa:

**Image track** evidence Data photo visual metaphor, text, bullets

Rel of Text and image

**Perf** rel to audience: formal, casual: distant or close, eye contact. Body language. Clothing. REHEARSAL

To create a good PK, you must create a good script or narration of 20 short texts, a series of 20 engaging images, and a performance in which you deliver the narration and images together using PPT, Keynote or another presentation software.

*great script and great images are useless if the performance falls flat:*

The performance of PK script and images is usually before a live audience, but they can be easily recorded right inside PPT.

Let’s look at a sample PK
PK created by Emily Hutcheon, a graduate student in disability studies at the University of Calgary.

YouTube: “She is interested in social change and grassroots organizing and continues to develop her sensibilities as a critical thinker, community partner and engaged citizen. Emily is exploring her vision of communities spaces characterized by authentic connection across human difference through involvement in community organizations such as the 'Calgary Centre for Global Community' and the 'Centre for Community Engaged Learning'. “

Pride: Powered by PechaKucha: a night of PK celebrating International Day of Disabled Persons sponsored by Disability Action Hall, a community action group in Calgary

narration: very personal, explore theme of “pride”: associations, family, struggles, tone: sincere and a bit nervous

image track: illustrate text, metaphor of pride,

performance: slides work! images mostly hang together: nervousness??

let’s turn to the handout:
You have a 1-page hand-out

I’m going to walk you through it, reading from top to bottom

The assignment is not set in stone: we may want to tweak them now. I can a share google doc.

As we walk through it, I’ll show you some examples of PechaKuchas and we can discuss them

[read top part] let’s look closer at this diagram
Nancy Duarte: worked with Al Gore on *An Inconvenient Truth*.

author of book on presentations called *Resonate*

I want to focus on one of Duarte’s main conceptual structures: narrative sparkline
This is a narrative “sparkline”: discovered by analyzing hundreds of presentations, speeches, stories etc

Steve Jobs iPhone pitch, MLK I have a dream, hundreds of Hollywood films

3 part structure: beginning, middle, end

KEY: contrast of WHAT IS and WHAT COULD BE: start low and end high: state of bliss! audience continues journey

WHAT IS: current situation in community, in research;
WHAT COULD BE: benefits of research for community

in-between, series of CONTRASTS between IS and COULD BE: examples, stories,

2 turning points: call to adventure (excitement of cause/problem/WHAT COULD BE)

call to action (excitement of taking action, joining cause, getting to work)

Good places to situate STAR moments, Something They’ll Always Remember:

HOWEVER, must know audience: very different if they are experts, laypersons, in-between

MUST PUT AUDIENCE FIRST: turn to second expert: Ken Lefever
Next series of diagrams from *The Art of Explanation* by Lee LeFever.

LeFever asks us to imaging a continuum from A to Z, from those with little understanding of topic to those with lots: non-Geeks and Geeks. Most specialists habitually to themselves in highly technical language: continuum helps us see how far we have to go to communicate with others!

Why/How distinction… context/stories/connectors/descriptions …. can superimpose Duarte’s sparkling
We’ve explored the 3 act structure: let’s see how you apply it to your assignment—
1. Outline research story: Why is research important? What are its core elements? How can situation be improved?

These are very general answers: once you’ve done your research, yours will be more specific, dramatic, engaging, even personal.

2. Put story into a sparkline (what is/what could be) with a call to adventure and a call to action.

this is where the stakes and the audience engagement are dramatized, enacted narratively: you likely have some idea of the stakes already.


This will be your biggest challenge: filtering and condensing research into a core message: concise sentences.

4. Visualize your text with a series of 20 image ideas (e.g. “picture of road”).

image ideas can be literal or figurative; illustrate point or connect with metaphor, symbol.
5. Collect images using camera, Creative Commons, Google image search, etc.

images can be literal or figurative, can mix different styles or have similar look and feel: avoid clip art:

6. Create PechaKucha using PowerPoint or Keynote, integrating narration and images and revising as needed.

   can use “light table” to arrange slides: see all together

7. Rehearse, revise, repeat: commit story to memory, use images as prompts, explore different deliveries.

   not once or twice but 5, 6, 7 times:

4. Record and/or present PechaKucha to live audience, engaging them with eye contact, gestures, props, etc.

Let's look at another PK recorded live
This PK is made by Gretchen Rymarchyk, Extension Associate, Development Sociology

Gretchen create this Logic Model Pecha Kucha and present it to a subcommittee on Strategic Planning of the Board of Directors for the Rural Schools Association of New York State or “RSA”

SHOW PK

CAT Discussion: what’s happening Conceptually (logic model) Aesthetically: several stories, humor, variety of simple images, very strong verbally and visually Technically: created in Keynote, presented with auto timer, exported as video: PPT, Keynote, Prezi: all allow you to create videos

EFFECTIVENESS:

It was so successful that the members renamed themselves the Logic Model Subcommittee!

Gretchen says that they also recommended that she present the “PK to the full board at the next meeting (July) in order to help them see what we are up to and why. Full disclosure: immediately following the PK, I had the group do a practice LM with a chocolate chip cookie recipe, after which I handed out real, live chocolate chip cookies... so without a control group with placebo cookies, I don’t know what to attribute all the fanfare to. It has been suggested we also have ch ch cookies at the next Board meeting...”
I’d like to get you started by doing a 7 step exercise based on the 7 steps I’ve listed on this sheet: You will be focusing only on
1. Work on the “why” of your research: the “why” provides context and wider justification for the “what”; try writing a story or anecdote that conveys the importance of your core message: can you do it in 5-6 sentences (2 slides)?

2. Articulate a “call to adventure.”

3. Brainstorm 2-3 image-ideas for this story of “why”.

4. Try using Google Image search or Creative Commons to find possible images.

5. Drop the images into PowerPoint.

6. Record the “why” story while showing the images.

7. Export the recording as a MOV file.
4. Try using Google Image search or Creative Commons to find possible images.

5. Drop the images into PowerPoint.

6. Record the “why” story while moving through the images.

7. Export the recording as a MOV file.

Let me give you some technical tips:
Here are some good online image sources

pay attention to usage rights: [show usage tab on google image]
To set PowerPoint to run on auto-advance: click on “transitions" tab, unselect “On Mouse Click"

and select “after” and enter 20 seconds
To record:

PPT: under Slide Show menu, select “Record Slide Show”

Keynote: under Play menu, select “Record Slideshow”

After you get a recording you like (you’ll likely make mistakes and need to record a couple of times),

then export as MOV in PPT and QuickTime in Keynote
PechaKucha Exercise

4. Try using Google Image search or Creative Commons to find possible images.

5. Drop the images into PowerPoint.

6. Record the “why” story while moving through the images.

7. Export the recording as a MOV file and then delete file in PowerPoint.

Let me give you some technical tips: