Often our audiences are not scientists.

Keep that in mind and meet them where they are.
“This was my first opportunity to see or hear about results from oil spill studies.”

“We don't always understand why certain outcomes are meaningful.”

“If the presenters have lots of graphs, please don't rush through . . . them.”

In our audience’s voices. . .
Start and finish with your takeaway message.

Important findings first!

Interesting stories about getting to those findings.

MAKE YOUR POINT.
JUST SAY NO TO JARGON.

If you wouldn’t use a word with a stranger, don’t use it in a Sea Grant talk.

Remember that some common words, like **model**, mean something different to scientists.
How do you know if you are reaching your audience?

Can listeners with different education levels (and maybe not enough sleep) . . .

. . . not only understand your results and why they matter-

Can they explain your work to others?
There’s a reason it’s called a ‘Talk’

When creating slides... 

BIGGER IS BETTER / LESS IS MORE.

Keep fonts and graphics large and words minimal.
If people can’t see it, they can’t read or understand it.

Keep fonts at 24 or higher for people in the back row.
Have you ever missed something good while reading?

- Limit words per slide.
- Bullet important points.

People won’t hear you if they’re too busy reading.
AVOID COMPLICATED GRAPHS
What is appropriate for a journal is not always right for a screen.

Figures should be easy to understand from the back of the room.
Where did the Deepwater Horizon oil go?

Never ever underestimate the impact of a well-executed pie chart.
Technology rocks!
When it works.

Animations, videos, and other tricks can take your talk to the next level—or be a flashy distraction.

But tech tricks only work if the presentation laptop has the right software to run them.

Keep slides simple to avoid tech embarrassment.
One final thought... It’s better to ask permission than to seek forgiveness!

We share our presentations online, so please make sure proper permissions are in place for information & images.