

How to Present Your Research

Know Your Audience

Keep your audience in mind to tailor your research message in the most suitable way:

- *Specialists?* Talk about your research question, methodology, and existing scholarship in detail.
- *Non-experts or the general public?* Focus on ‘big picture’ ideas; highlight the significance of your research; use an everyday metaphor or analogy to illustrate your project;
- *All of the above?* Use humour and storytelling to make your presentation engaging and relatable.

Practice

Even the best presenters benefit from practice in order to deliver a great presentation. Take time to...

- Practice in front of a mirror or record yourself with video or audio;
- Get feedback from peers, friends, or family members;
- Experiment with different presentation techniques to find the one that works for you.

Using Visual Aids

If you will use a visual aid like a PowerPoint or poster, make sure it doesn’t detract from your oral presentation:

- Slideshows are roadmaps, not presentation notes. Don’t read what you’ve written;
- Have one take-home message per slide or poster section;
- Use pictures and diagrams more than text—keep lots of white space.

General Tips

- Respect the time that’s allotted to you. Keep an eye on the clock and decide which things can be cut out beforehand if find yourself running short of time.
- Tell your audience why what you’re investigating is valuable to society. Connect individual points to the big picture idea. Help your listeners see how it’s all connected and WHY YOUR RESEARCH IS IMPORTANT!
- Smile and let your enthusiasm show. If others see how passionate you are, they may become more engaged – enthusiasm is contagious.

Need to keep it simple?

[Talk Nerdy to Me – TED Talk, Melissa Marshall](#)

Want tips on using humour and storytelling?

[Five Ways to Add Humour to Your Presentations, Avish Parashar](#)

[The Neuroscience of Storytelling, Ethos3](#)

Keen on using slides that stand out?

[8 Tips for an Awesome PowerPoint presentation](#)