

Instructions for Presentations

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Design and Format

- ▶ Use the LaTeX “MetricsBeamer-Style“available on our homepage
- ▶ Follow the general format as given by the style file.
- ▶ In case of technical questions, please contact a student assistant.
- ▶ If you are not familiar with LaTeX, use e.g. PowerPoint but try to come close to the MetricsBeamer-Style format

Structure of Your Talk

- ▶ Use a consistent structuring according to your outline.
- ▶ The corresponding section and subsection (if necessary) should be shown on the top of the slide and should give the audience a (compact) orientation.
- ▶ The title page should contain title, name, affiliation and logo (if available).

Introduction - The First Slide

- ▶ The first slide (after the title page) should seize the attention of your audience!
- ▶ If possible show a motivating graph, figure, statement etc.
- ▶ Otherwise give major keywords which allow the audience to quickly get into the overall topic.
- ▶ On the first slide the audience must get interested and excited about what will come next!

Introduction - The Next Slides

- ▶ The following slides should introduce to your specific topic
- ▶ Give background information and - if necessary and useful - the most important underlying references.
- ▶ State the major aim of your study and and the major research questions to be answered.
- ▶ State what your contribution to the literature is.
- ▶ Close the introduction with showing the outline of the talk.

A Typical Structure

1. Introduction
2. Economic framework (model, economic hypotheses)
3. Econometric model (if the model is specific to the data, show first the data!)
4. Data description and descriptive statistics
5. Empirical results
6. Summary and conclusions
7. Most important references
8. Additional Material

Specific Instructions

- ▶ Don't overload your slides. Don't have much more than 8 bullet points per slide!
- ▶ Decide carefully on what you are going to say verbally and what is shown on the slides.
- ▶ Remember: It is hard for the audience to read and to listen simultaneously!
- ▶ Written and verbal information should complement each other!
- ▶ The slides should be to a certain extent self-explaining: Most important information should be there.

- ▶ Be compact but still informative. Don't put complete text passages on your slides.
- ▶ Select the header information carefully. It should win information!
- ▶ Each bullet point should present its own piece of information.
- ▶ Use **highlighting** only sparsely!
- ▶ Use the 'pause'-function such that it fits to what you are going to say.
- ▶ Use proper wording and check for typos (spell checker!)

Formulas

- ▶ Don't overload a slide with formulas. Show the most important ones but not all derivations in between.
- ▶ Introduce your notation, particularly if it is complicated!
- ▶ Number your formulas only if you explicitly refer to them.

Tables

- ▶ Don't bother the audience with big tables containing huge amounts of numbers!
- ▶ Try to efficiently reduce the information shown in tables. Decide whether all numbers are important for your presentation.
- ▶ Tables must be readable: Use a reasonable font size!
- ▶ Often figures can provide more information than tables (if carefully done)!

Figures and Illustrations

- ▶ Good figures and illustrations attract the attention of the audience!
- ▶ Bad figures confuse the audience!
- ▶ Design figures in a self-explaining way!
- ▶ Labels and headers must be readable!
- ▶ Use colors which appropriate for presentations: e.g. blue, red but not (light) green or yellow!

Citations

- ▶ Cite properly and the typical form, e.g., Dickey and Fuller (1979)
- ▶ If you also want to mention the underlying journal, use appropriate abbreviations: e.g., Dickey and Fuller (1979, JASA)
- ▶ Don't overload the audience with citations. Select only the most relevant ones.
- ▶ Put a list of major references at the end of your talk.

Your Presentation

- ▶ Exercise your presentation at home. Speak fluently but not too fast!
- ▶ Don't overload the audience. Plan in advance what (and what not) you are going to say.
- ▶ Be always open to questions. Don't get unfriendly even if the questions are nasty or silly.
- ▶ Make your presentation interesting! Don't put the audience to sleep!
- ▶ Note: The first and last impression of your presentation is most important!

Time Management

- ▶ Be very clear about how much time you have.
- ▶ Don't use too many slides. Rule of thumb: 2 minutes per slide. But depending on the information provided.
- ▶ Be aware that there might be questions by the audience in between.
- ▶ Make plans for possible “shortcuts“ if you run out of time.
- ▶ If you have additional material you might show eventually (i.e. in the discussion), put it at the very end of your talk.