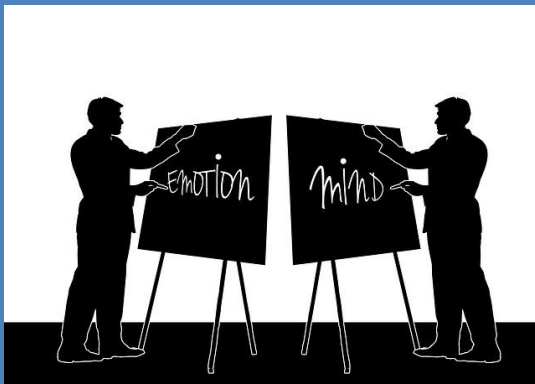


PM5 2:10-2:55 (45 min): Laura Saunders and Jessica Caron, Simmons College, "Walking the Talk: Developing Visual Presentation Skills"

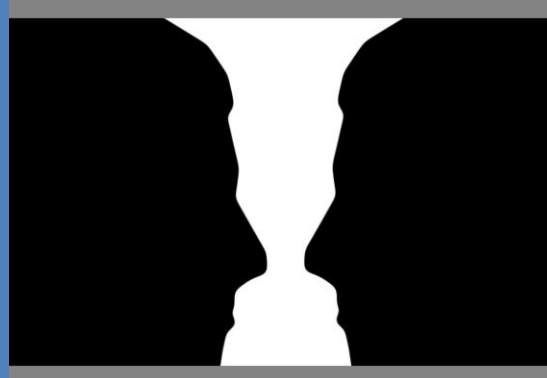
Academic librarians are increasingly called on to give presentations. Public services librarians spend much of their time engaged in classroom instruction, and creating tutorials and other learning objects for distance education and remote learners. More than three-quarters of applicants for academic library jobs have to give a presentation as part of the interview process, regardless of the type of position for which they are applying. Many academic librarians use conference presentations to share research and scholarship, or communicate about new services, resources, and best practices. The Association of College and Research Libraries emphasizes the importance of visual literacy as a 21st century skill, and includes presentation skills as one of the essential competencies for instruction librarians. Nevertheless, many librarians still express a lack of confidence in their presentation abilities. And, indeed, we still spend much of our time sitting through monotonous lectures with text-heavy PowerPoints. While a poorly designed presentation can undermine a good idea, an effective presentation can motivate and inspire. With a focus on visual literacy and attention to public speaking, this session offers techniques to become confident presenters. By the end of the session, participants will have identified best practices for creating engaging presentations and integrating impactful visual elements. This session will be valuable to beginners who want to learn the basics of good presenting, as well as more seasoned librarians who want to take their presentations to the next level.

What are We Talking About?

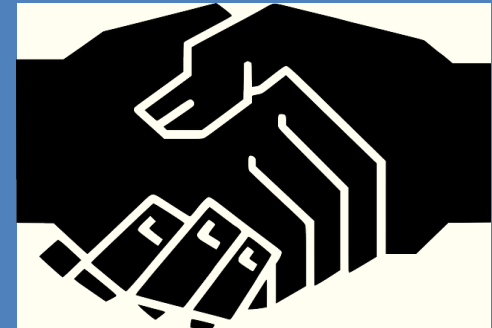
Communication Skills



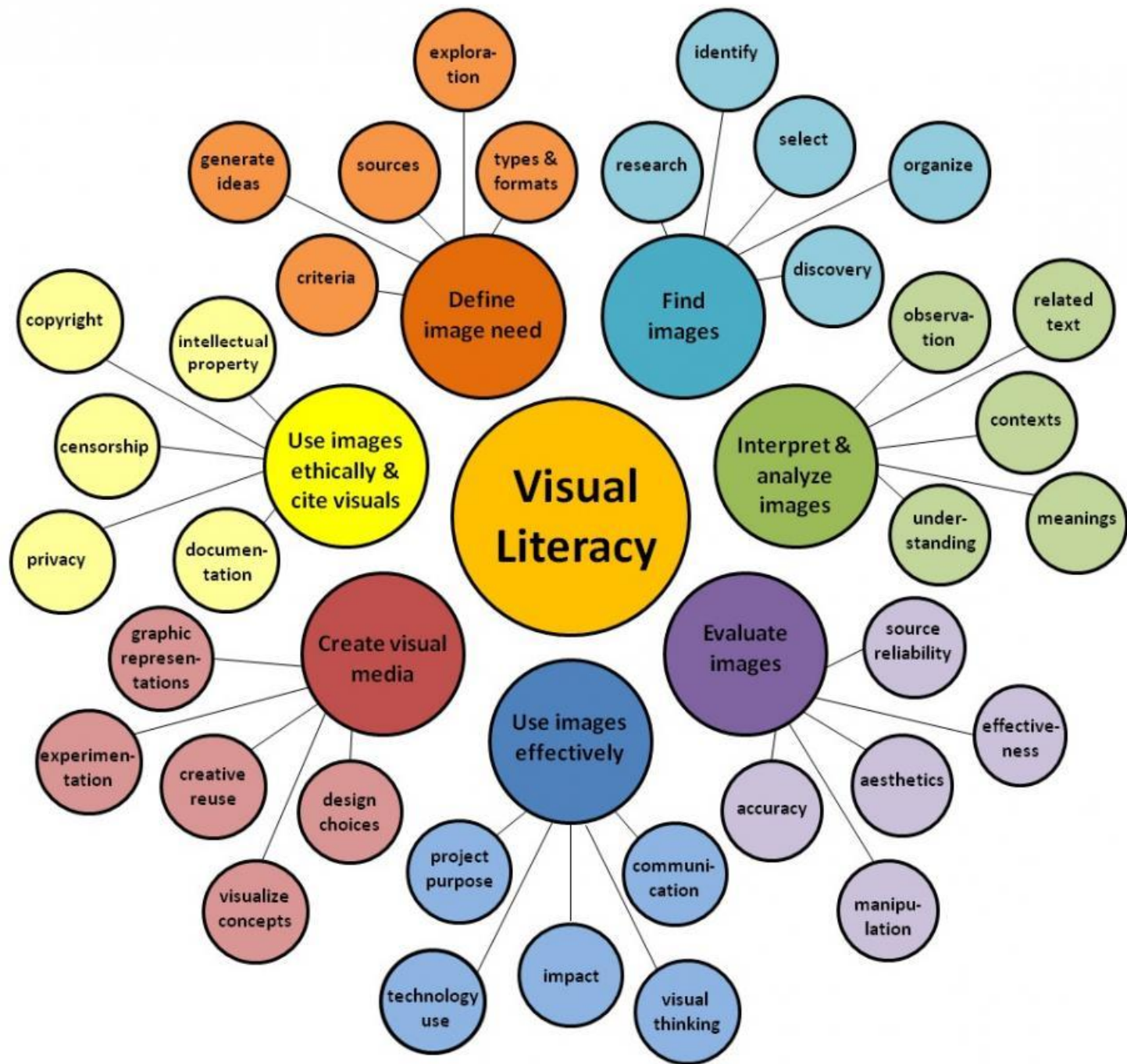
Oral Presentation



Visual Literacy



Interpersonal



Why Are These Skills Important?



A person wearing light blue jeans and black sneakers is walking on a paved surface. The person's legs and feet are visible, and their reflection is seen in a puddle on the ground. The background shows a chain-link fence and some foliage.

Walking the Talk

Developing Visual Presentation Skills

If you are unprepared,
you are unpersuasive.



Add relevant
graphic later



COURTESY: CNBC

YOUR
MONEY
YOUR
VOTE

★ THE REPUBLICAN PRESIDENTIAL DEBATE ★

Audience interaction

You need to create a story.



Start analog.



The Message

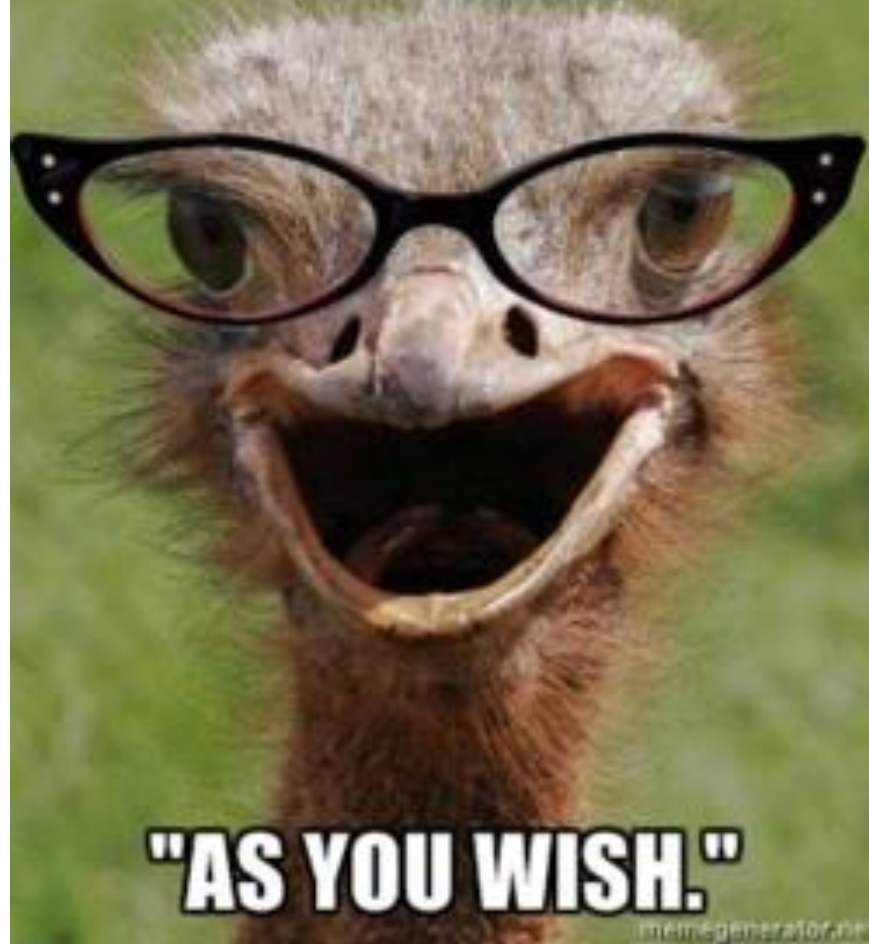
Audience Matters





Scaffold Complex Ideas

**I'M LOOKING FOR A COPY OF 'THE
PRINCESS BRIDE'**



"AS YOU WISH."



Fewer Bullets.

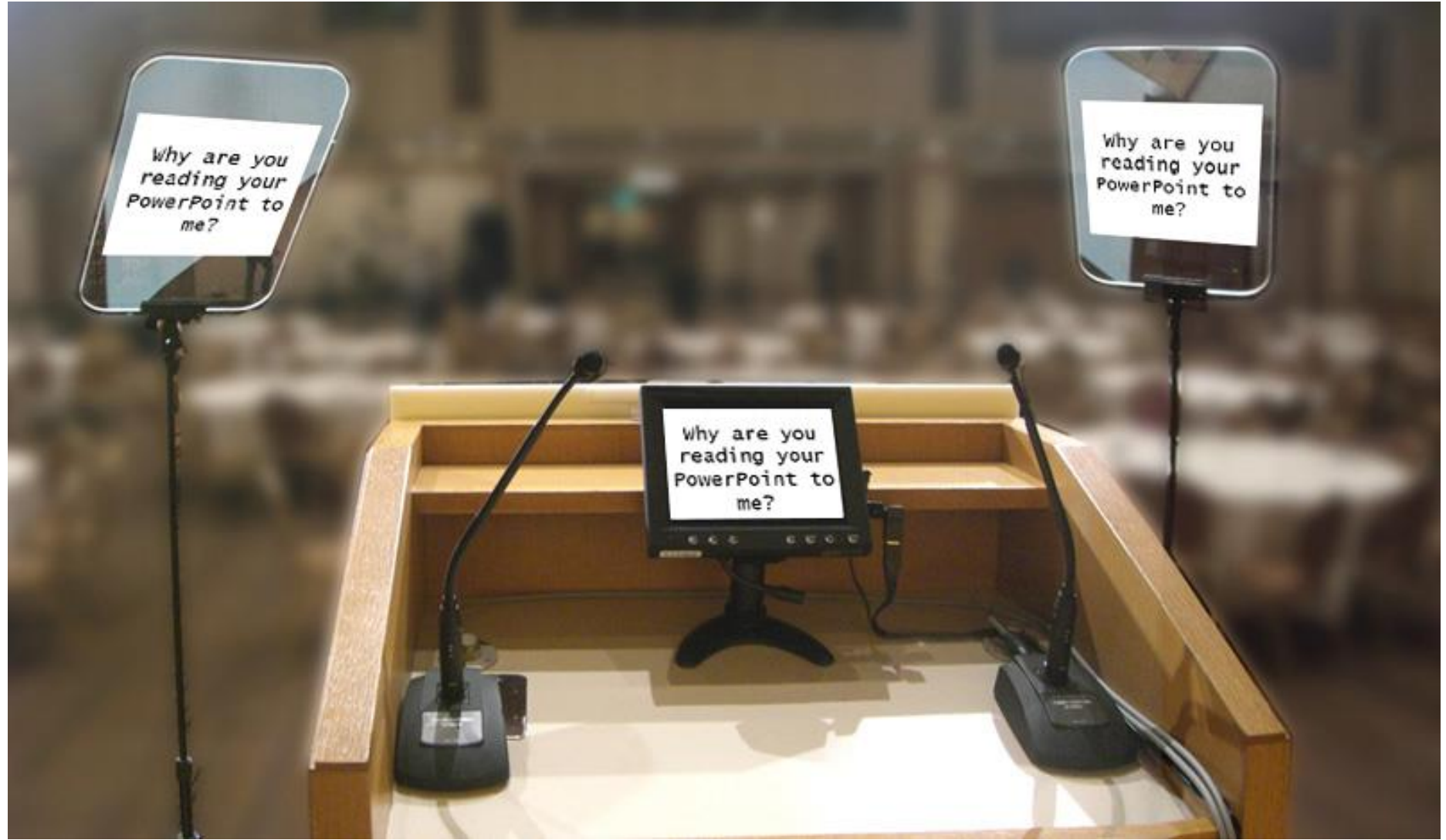
Empty Space is ok

Think Visually



Visual lit stuff here

Slides and narration should be complementary.



Why are you
reading your
PowerPoint to
me?

Why are you
reading your
PowerPoint to
me?

Why are you
reading your
PowerPoint to
me?

“...if they are good slides, they will be of little use without you.”

Reynolds, *Presentation Zen*





Motivate.

Amuse.





Impress.

Image Sources

- <http://www.youtube.com/watch?v=MEhH2R42Ar8>
- <http://www.washingtonpost.com/blogs/ezra-klein/files/2012/08/wind-power-additions.jpg>
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