Creating your Proposal Presentation

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Overview

• Goals and components of the Module 3 Presentation

• Dividing up the presentation

• Delivering the presentation with your partner

• Questions to ask yourselves: organization, slide design, delivery
A proposal presentation has a distinct audience and purpose

Persuading evaluators to support your research project

• Assume that your audience comprises
  • experts in your topic
  • intelligent generalists with exposure to your field

• How can you make your proposal compelling?
  • Convince audience that project is worth doing
  • Convince audience that you are capable of carrying it out
Components of the presentation

- brief project overview
- sufficient background information for everyone to understand your proposal
- statement of the research problem and goals
- project details and methods
- predicted outcomes if everything goes according to plan and if nothing does
- needed resources to complete the work
- societal impact if all goes well
Dividing up the presentation: general principles

- Each partner should speak roughly the same amount of time
- Audiences will assume change in speakers corresponds to change in topic -- don’t confuse them
- Changing speakers can distract audience/slow the talk down -- keep shifts to a minimum
- How you choose to divide the talk depends on the shape of your presentation -- many different options!

Courtesy of VancityAllie
http://www.flickr.com/photos/30691679@N07/3879281532/ on Flickr.
Dividing up the presentation: Option 1 (Down the Middle)

Speaker 1:
• brief project overview
• sufficient background information for everyone to understand your proposal
• statement of the research problem and goals

Speaker 2:
• project details and methods
• predicted outcomes if everything goes according to plan and if nothing does
• needed resources to complete the work
• societal impact if all goes well

division assumes that Part I is roughly as long as Part II
Dividing up the presentation: Option 2 (The Sandwich)

Speaker 1:
- brief project overview
- sufficient background information for everyone to understand your proposal
- needed resources to complete the work
- societal impact if all goes well

Speaker 2:
- statement of the research problem and goals
- project details and method
- predicted outcomes if everything goes according to plan and if nothing does

context = bread

experiment nuts & bolts = filling
Dividing up the presentation: Option 3 (Back and Forth)

**Speaker 1:**
- brief project overview
- each partner speaks long enough to establish flow
- project details and methods
- predicted outcomes if everything goes according to plan and if nothing does

**Speaker 2:**
- sufficient background information for everyone to understand proposal
- statement of the research problem and goals
- needed resources to complete the work
- societal impact if all goes well
More options (for specific kinds of projects)

- Two discrete research questions OR
- Two discrete methods
  - each partner follows one strand
  - introductory and concluding material each presented by a single partner
- Other possibilities, depending on the particulars of your material
Revision is an essential part of the collaborative process

• Be prepared: collaborative presentations will require more revision than individual ones

• Invest yourself in the success of the presentation as a whole
  • don’t get too emotionally attached to your own contributions

• Rehearse before and after you revise
Help focus the audience’s attention on the right speaker

- During overview, identify who will speak on what topic
- Review/Preview as you proceed through the talk
  - Articulate transitions explicitly -- “hand off”
- Only one partner “onstage” at a time
  - If you’re not speaking, don’t hover nearby
- Do not interrupt each other
Rehearse as a team

- Note timing of each section and of talk as a whole
- Practice moving into speaking position at transition points
- Will you advance each other’s slides?
- Aim for similar speaking styles
  - don’t imitate each other, but match your formality levels
- Familiarize yourself with partner’s material
- Practice Q&A

http://smu.edu/bobhope/images/hope-crosby.jpg

Courtesy of Southern Methodist University. Used with permission.
Questions to ask yourselves about organization

- Does our talk fit together as a coherent whole?
- Are all sections of the talk adequately developed?
  - Do we have a focused, well-defined hypothesis?
  - Is it clear *what* is going to be done and *how*?
  - Have we realistically articulated the scope of the work?
- Have we omitted extraneous material?
- Will our project fire up an audience’s interest?
- What might make this proposal more convincing to a funding body?
Questions to ask yourselves about slide design

• Is everything on the slide readable?
• Are our slides a good balance of text and figures?
• Have we chosen clear, specific titles that express the main point of each slide?
• Is the design/format of our slides consistent, or were they obviously designed by different people?
Questions to ask yourselves about delivery

- Can we get through our whole presentation in 12 minutes?
- Do we know where to position ourselves, and how to coordinate our shifts smoothly?
- Do our speaking styles work well together?
- Are we making the transitions between topics and speakers clear to the audience?
For more information

- Useful tips on creating funding proposals at http://www.wwu.edu/depts/rsp/insideview.pdf
- Andrew J. Friedland and Carol Folt, Writing Successful Science Proposals (Yale, 2000).
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