

A

DISCUSS

- 1 Time's always limited in a talk. If you can sum up an idea visually, it can save a lot of words. So the one thing you don't want to do is put a load of words on your visual!
- 2 A visual aid is not an aid when it's not visual!

RECALL

The effect of saying the same thing as you show on your slides is that people will read ahead of you and not listen. Estimates of average speaking speed vary and, of course, it depends on the language you're speaking. But in English it's about 120–150 words per minute. Reading speeds vary even more, but are around 250–400 words per minute.

B

DISCUSS 1

- 1 There's a lot of textual detail, so people are likely to forget most of it – including the key point about the potential market for 3D eyewear being worth 200 million dollars, which is buried in less important information.
- 2 The presenter probably thought having all this detail would make sure they didn't forget what to say. In this sense, it might work. But unfortunately, they will no longer need to say it!
- 3 At best, they will find themselves competing for the attention of their audience with their visual. At worst, they'll look like they're reading it aloud.

VIEW 1

- 2 In fact, the presenter didn't need to read her bullet points aloud. But it was easy to read what she was going to say long before she said it. So there was no need to listen.
- 3 She could have used the animation function on her slideware to reveal the bullet points one by one as she mentioned them. This would have prevented her audience reading ahead, but would still have been rather distracting – is her audience supposed to be listening or reading?

DISCUSS 2

- 1 The picture and isolated figure of 200 million immediately grab the attention – not only because they are striking, but also we want to know exactly what they refer to.
- 2 Putting very little information on a slide gives the presenter the opportunity to provide that orally. The only danger in not having the information on the slide is that you might forget it. But that's not a danger if you know your subject and are well-prepared.

RECALL

A single memorable figure helps you get straight to the point. You can almost use it as a headline, lead with the figure and then go on to give the context and any supporting data. More importantly, it means that visual is only telling half the story – leaving you to tell the rest, which is the reason you're there in the first place!

DISCUSS 3

The first visual is attractive, but is unlikely to be effective because it tells the *whole* story. Whatever you *show*, you cannot then *tell*. And this point is surely worth telling.

C

REFLECT

- 1 If your graphs and charts are clear and not overloaded, you should *never* need to describe them! That's why you've got them – to save you describing the situation in words.
- 2 Although what they describe should be clear, you may want to comment on the data, give it some background, put it into perspective or speculate about its implications.