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# Professional Presentation Training: Improve the User Experience of Your CHI Presentation

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## ABSTRACT

Come learn from Bloomberg UX designers how to apply professional design and presentation skills to your CHI presentation to ensure you make the biggest impact on your audience in the limited time and space you have. In part 1 you will learn how to convey your information and message visually: first by finding the key story you are trying to tell and then using principles of visual hierarchy to make that story pop! In part 2 you will learn how to convey your information orally: effectively getting and keeping your audience's attention so they remember your message. <http://www.beproatchi.com/>.

**KEYWORDS:** Professional training; visual design skills; oral presentation skills; UX for presenting

## INTRODUCTION

An informal survey we completed of graduate students and a few educators who have presented at CHI revealed that the focus of sharing graduate work is on presenting solid research with very little training given in how to design and present this work. We want to give the CHI community the design skills we use every day in our professional lives that help us convey meaning visually and orally in a clear and effective manner.

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Designing presentations is a skill and with it the CHI community can more effectively get their message and results across benefitting them and all CHI attendees.

**Intended Audience**

Anyone who is presenting their research visually or orally at CHI via posters or presentations.

**Prerequisites**

None

**Benefits**

Participants in this course will leave with an enhanced understanding of what makes a visual design effective in communicating meaning, and what makes an oral presentation engaging and memorable.

They will leave with concrete techniques they can use to improve their own visual and oral presentations.

They will leave with specific improvements they can make to their own visual and oral presentations following the interactive feedback sessions using their own materials.

**Course Content**

With a powerful combination of real-world examples, industry techniques and interactive activities, this course will boost the skills of any CHI presenter. When those skills are improved, all CHI participants will have a richer experience and understand more, more quickly, of what presenters want to convey. The course is composed of two parts.

**Part 1: Visual Communication**

In the visual communication portion of the workshop we will share good and bad examples of visual communication and take a look at the basic reasons why each succeed or fail. We will then proceed to discuss in depth the following techniques to use when developing and reviewing your own visual communications.

WHAT'S YOUR STORY MORNING GLORY (E.G. WHAT DO YOU WANT YOUR AUDIENCE TO UNDERSTAND)?

It can be the most frustrating thing for our professional stakeholders but very often 80% of developing a visual communication is spent talking about the story the visuals will tell and the information the audience needs to get immediately. To design an effective visual you need to rigorously define the information the user needs to understand and how long they have to understand it.

In this section we will lead participants in an exercise to help them clearly identify the most important pieces of information they are trying to convey to the audience and rank them hierarchically. This will form the basis for the following exercise.

#### THE BASICS OF VISUAL HIERARCHY

Once you know the most important information that needs to stand out, you need to know how to design it. In this section we will discuss the key components of creating visual hierarchy: proximity, alignment, repetition and contrast. Participants will work through examples on their own to help train their eye so they know good and poor examples of each.

#### USER TEST YOUR DESIGNS

A key component of effective interaction design is soliciting feedback so you know if your designs are working the way you intend! In part three participants will work together, walking through their presentations with each other and focusing on understanding what the consumer of their presentation understands. We will then work together to discuss ways to improve the design to be more effective.

#### **Part 2: Oral Communication**

##### GET THEIR ATTENTION!

If you are presenting at CHI with an oral presentation you are one of tens of speakers each audience member will have or will hear in any given day. With your time you want to stand out by waking up your audience and getting them riveted on what you will say next.

In this section we will focus on demonstrating and practicing several techniques including asking questions, using humor, effective pausing, intonation and anecdotes to get and keep the audience's attention.

##### STRUCTURE, STRUCTURE, STRUCTURE

Without a clear structure the listener gets lost really fast and starts glancing at their phone to see how much time has passed to get a sense of when it will be over. That's not what you want. You want your audience member to be clear about the journey you are taking them on and to understand what you are going to tell them, where you are going to take them so they can focus on your content.

In this section we will focus on the power of simple and clear structure: an introduction that tells your audience exactly what you will tell them and what they will get when you are done, how to introduce and conclude each section, and some key reminders about human brain capabilities to reinforce the point that repetition isn't bad writing, its essential for your listening audience to remember what is going on!

## THE POWER OF ANALOGY AND ILLUSTRATION

Finally, we will tackle making even the densest material approachable through use of analogy and illustration through example or storytelling. These techniques can make presenters uncomfortable as they can feel fluffy or distracting. But these techniques can bring so much richness and depth to the audience understanding of new or highly technical material that they help the presenter achieve their goal of audience participation and understanding.

### Instructor Background

Ash Brown – UX Designer, Bloomberg L.P.

Ash has been a member of the international organization Toastmasters for 5 years, delivering more than 30 speeches and participating and winning in 6 Toastmasters competitions. She has served as President and VP of Education of the Bloomberg club. Professionally, she has used these skills to develop and deliver trainings in finance and user experience to more than 500 technology professionals.

At Bloomberg, she leads a team of designers responsible for designing Trade Execution and Post-Trade processing interfaces. She has worked in user experience in finance for seven years and has a deep understanding of how to find the story in highly technical topics and present them so they are easy to grasp.

Anthony Viviano – UX Designer, Bloomberg L.P.

Anthony has presented at UX Scotland (<https://uxscotland.net/2016/sessions/index.php?session=65>), UX Cambridge (<https://uxcambridge.net/2016/sessions/index.php?session=50001>) and at a UXPA event (<https://vimeo.com/222863748>).

At Bloomberg he leads the design for the Enterprise Console Website, a client-facing tool that gives users visibility into their connected systems and create alerts for any anomalies. In his time at Bloomberg, he also worked as a senior interaction designer for internal engineering applications and on Bloomberg's professional mobile app. In 15+ years in UX design, Anthony has honed his presentation and public speaking skills as a conference presenter and through client presentations, which have included numerous sales pitches