

# Death by PowerPoint? Not Today!

How to Rock Your Presentations and Keep Your Audience Alive

Giovanni Spitale

# Me

## Education:

2012: BA in Philosophy @ UniPD

2015: MA in Philosophical Sciences @UniPD

2017: International Research Fellow @RUB, Institute for Medical Ethics and History of Medicine

2022: PhD @UZH, Institute of Biomedical Ethics and History of Medicine



## Ongoing projects:

DIPEX data management

Boosting Public Discourse: Towards a Targeted, Evidence-Based Strategy to Improve Moral Reasoning (SNF NRP80)

Pandemics & Bioethics: Co-Designing a Graphic Novel (SNF AGORA)

WHO guidance on ethical considerations of social listening and infodemic management

## Other fancy stuff:

TEDx speaker @Trento 2016

Scientific coordinator of Academia Engelberg 2019

Open Science Ambassador @UZH


Guest editor @ International Journal of Public Health; reviewer for a bunch of journals

Paragliding pilot and nerd, big fan of cows




**University of  
Zurich**<sup>UZH</sup>

Institute of Biomedical Ethics  
and History of Medicine




Before starting




Structure of a presentation



Slides



Delivery and engagement



Summarizing



Before starting

## Impromptu Speaking

Each participant draws a topic and speaks about it for 1 minute.

The focus is on speaking confidently and creatively, not on factual accuracy

Practice thinking and speaking “on your feet” to build confidence in public speaking.

# Why do we present stuff?

- Purpose of presentations: e.g., sharing information, persuading, teaching, inspiring.
- Well-crafted presentations can influence decisions, enhance understanding, and motivate action.
- Common pitfalls: what happens when presentations go wrong (e.g., boredom, confusion, lack of engagement).

# Understanding the audience

- Importance of knowing your audience's demographics, background, interests, and expectations.
- Tailoring the message: how to adjust your content and delivery style based on the audience.
  - Presenting to the UN: formal tone, data-driven, policy implications, and clear structure.
  - Presenting to kids: engaging stories, simple language, interactive activities, and visual aids.
- Different techniques to keep different types of audiences engaged.



# Künstliche Intelligenz in der Medizin: Das **Seltame**, das **Wunderbare** und das **Unheimliche**

Vorlesung  
Kinder-Universität Zürich  
8. März 2023



← Nikola Biller-Andorno

Giovanni Spitale →





## Wie funktioniert KI - Regeln und Muster



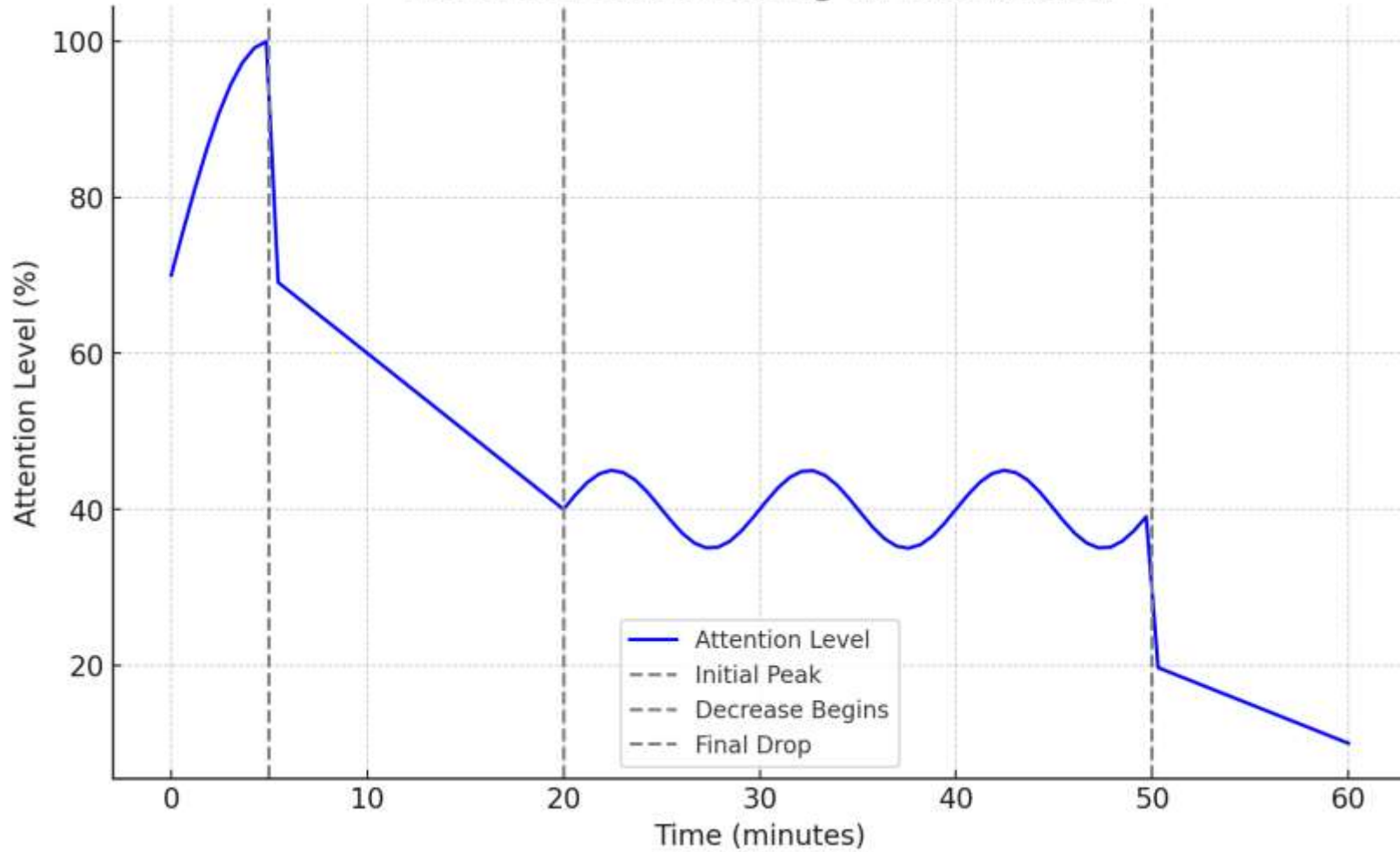


## Overview

Model	Correct	Incorrect	Accuracy
Log.Reg.	67	5	93%
BART MLNI	63	9	88%
LLAMA2	NA / 67	NA / 5	NA / 93%
openchat	68	4	94%
LLAMA3	71	1	99%
GPT-4	72	0	100%

- Ollama models beat the document classification baseline
- BART MLI is slightly below baseline
- GPT-4 is in a league of its own: No errors

### Attention Curve During a Presentation



# Slides: an instrument, not a must

- Slides are tools to enhance a presentation, not a crutch.
- When to use slides: scenarios where slides can be beneficial (e.g., complex data, visual aids).
- When to AVOID slides: slides might not be necessary (e.g., storytelling, intimate settings).
- Alternatives: other tools and methods (e.g., props, handouts, demonstrations).

# Concerns Around Opposition to the Green Pass in Italy: Social Listening Analysis by Using a Mixed Methods Approach

Exoteric notes, poorly written but full of passion 🤔

## The Friday rule and its implications

The Friday game - unusual methods or topics, the coolness of exploring.

Concept: keep an open mind, see what's going on around, avoid fossilizing, see if there are different ways to do the same things - and don't get stupid because you get bored. I get bored easily.

Thank goodness Nikola is okay with this, barring periods of urgency, but whatever, that's life.

## How to forge a green pass and incidental findings

July 2021: lots of noise about green pass issue. DL 105 July 23, 2021 just passed, need green pass for a number of things (gyms, pools, movie theaters, ...).

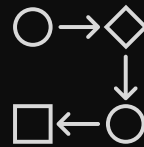
Those who don't have a green pass (because they're not vaccinated - it's July 2021) are starting to wonder how to get one. But how do you get a fake green pass?

Internet rule 2: If it exists, people talk about it on reddit or telegram.

I go around trying to figure out what people know and how they try to get a green pass. Not very useful to be honest, since I'm not motivated enough to throw a few hundred quid to some random scammer just to see what happens.

In the meantime, I study the algorithms (the specs are open source) and actually create some fake green passes - unsigned of course, as I don't have the credentials to do so. Like this one, which if you try to use it seriously always tells the truth.





# Structure of a presentation

# Introduction

- Attention grabber: start with a funny, interesting, intense or relatable story to spark curiosity.
- Thesis statement: clearly state the purpose of the session.
- Preview of main points: briefly outline what you're gonna talk about.

# **TED<sup>x</sup>**Trento

**x** = independently organized TED event

**27NOVEMBRE2016**

Translator: Sara Fazzini  
Editor: Fatbardha Hoxha

**PROVEDIVOLO**

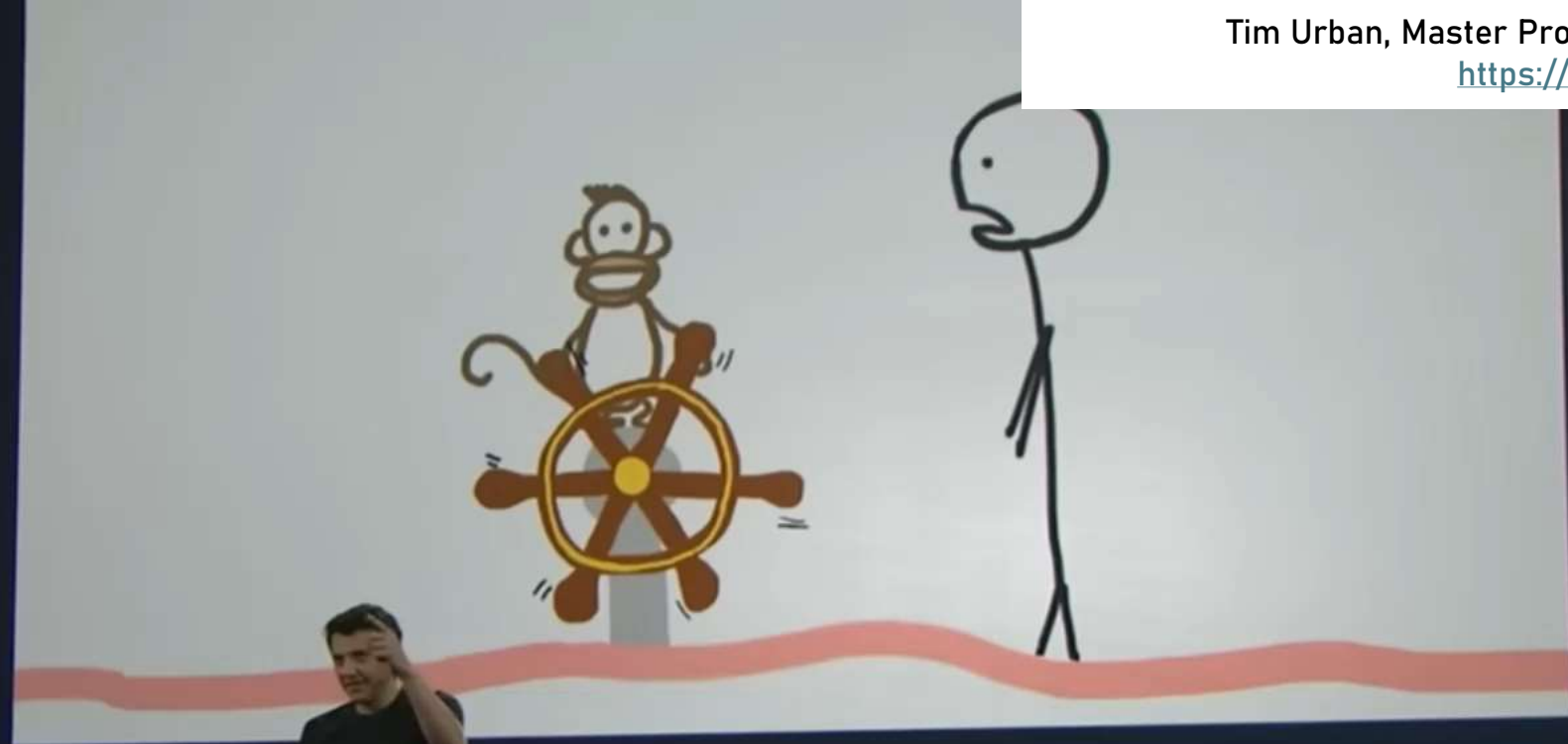
A man in a black graduation cap and gown with a red stole stands at a podium. He is speaking into two microphones. The background shows a building with large windows and a dark door.

Good afternoon, esteemed faculty,



# Body

- **Main Points:** organize your content into clear, distinct sections, each focusing on a main point. Each point should be supported by evidence, examples, or data.
- **Transitions:** use transitional phrases to smoothly move from one point to the next, maintaining the flow of your speech.



TED

## The transition game

Each participant picks a random topic card. The first participant begins speaking on their topic for 1 minute.

The first participant finishes their point and smoothly hands over to the next participant by hinting at or leading into their topic.

For example, if the first topic was "Climate Change" and the next is "Space Exploration," the transition could be, "Just as climate change requires us to think globally, space exploration pushes us to think beyond our planet..."

# Making it sound

- Provide supporting details and/or examples for each main point to add depth and clarity.
- Include relevant statistics, quotes, or other research findings to strengthen your arguments.
- Use examples and metaphors to explain complex ideas in a relatable way.

# Conclusion

- Recap the main points of your speech to reinforce the key takeaways.
- End with a strong, memorable closing remark that leaves a lasting impression. If applicable, motivate your audience to take specific actions or reflect on the speech's message.
- Prepare a list of talking points to focus or to kickstart the Q&A



(Applause)



For piece of advice number four,





Slides

# Text and readability

- Avoid clutter. Use a clean and straightforward design. Focus on one main idea per slide to avoid overwhelming the audience.
- Use short bullet points instead of long paragraphs.
- Highlight key phrases rather than complete sentences.
- Use clear, sans-serif fonts like Arial, Calibri, or Helvetica.
- Ensure text is large enough to be read from the back of the room. Use consistent font styles and sizes throughout the presentation.

# WHO Expert Group



## Terms of Reference

The WHO expert group on ethical considerations of social listening and infodemic management will advise WHO in producing guidance and related tools with respect to the ethical principles associated with social listening and other related infodemic management activities during health emergencies.

- **Objective 1:** To advise WHO in **developing WHO guidance** and accompanying policy brief on ethics matters for social listening and infodemic management, in the context of health authority routine health programming and emergency preparedness activities and emergency response.
- **Objective 2:** To advise WHO in **developing practical tools** to apply the guidance for social listening and infodemic management, for infodemic managers and implementation researchers who conduct infodemic management and social listening to monitor the infodemic and guide infodemic management interventions.
- **Objective 3:** To discuss and advise WHO on ethical considerations in social listening and infodemic management that need **further exploration**, emerging issues, and applications of guidance in the field, as needed.



## Terms of Reference:

Advise WHO in **producing guidance and related tools** with respect to the **ethical principles** associated with social listening and other related **infodemic management** activities during **health emergencies**.

- **Developing guidance and accompanying policy brief** on ethics matters.
- **Developing practical tools to apply the guidance** for infodemic managers and implementation researchers.
- Discuss and advise on **ethical considerations that need further exploration**, emerging issues, and applications of guidance in the field, as needed.

# Visuals 1

- Images and graphics: use high-quality, high-resolution images, charts, and graphs to illustrate points.
- Avoid stockiness. Choose visuals that look professional and relevant.
- Simplify graphs and charts to make them easy to understand. Guide your audience through the interpretation.

# WHO Expert Group



## WHO Expert Group on ETHICAL CONSIDERATIONS OF SOCIAL LISTENING AND INFODEMIC MANAGEMENT

### List of members

Najeeb Al-Shorbagi  
Jordan Library and Information Association  
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Thalia Arawi  
American University of Beirut  
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Brazilian Immunization Society  
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DATALEADS  
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Alexandro Posada  
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Harvard University  
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University of California, San Diego  
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### WHO Secretariat

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Team Lead for Infodemic Management  
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Department of Pandemic and Epidemic Preparedness and Prevention  
WHO Health Emergencies Programme (WHE)

Andreas Reis  
Co-Unit Head, Health Ethics & Governance  
Department of Research for Health  
Science Division

### Other WHO staff

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Director, Epidemic & Pandemic Preparedness and Prevention  
WHO Health Emergencies Programme (WHE)

Lee Hibbard  
Council of Europe  
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Sandra Varalizo Machiri Technical Officer for  
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**Rapporteurs:**

Nikola Biller-Andorno, Federico Germani,  
Giovanni Spitale, Switzerland

**Experts**

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Thalia Arawi, Lebanon  
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Calvin Ho – co-chair, Australia  
Cherstyn Hurley, UK  
Dimitra Lingri, Greece  
Stefan Mandic-Rajcevic, Serbia  
Lisa Talia Moretti, UK  
Syed Nakazat, India  
Claudia Pagliari, UK  
Alejandro Posada, Colombia  
Ana Lorena Ruano, Guatemala

David Scales, USA  
Max Smith, Canada  
Theresa (Terri) M Senft, Australia  
Harry Sufehmi, Indonesia  
Ross Upshur, Canada  
Fatou Wurie, USA  
Alexandrine Pirlot de Corbillon  
Privacy International, France

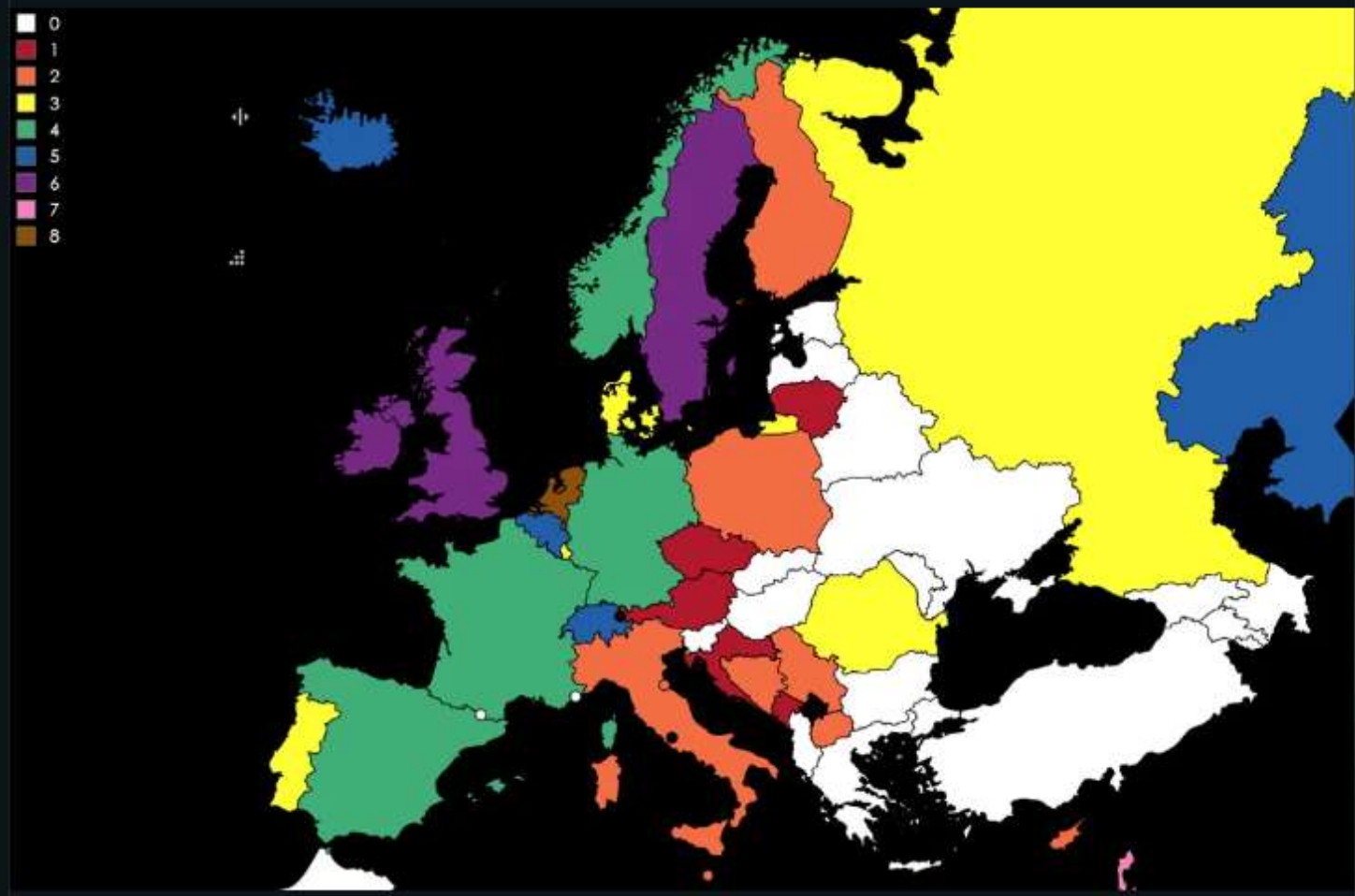
**Observers**

Surangani Abeysekera, UNICEF  
Guilherme Canela De Souza Godoi, UNESCO  
Eleonore Fournier-Tombs, United Nations University  
Lee Hibbard, Council of Europe  
Timothy K Mackey, USA  
Betsy Mitchell, US Centers for Disease Control and Prevention

### Color salad, and also Kazakhstan = Australia

r/eurovision • 2 days ago

How many times each country has sent an LGBT performer according to the wiki  
(Kazakhstan represents Australia)



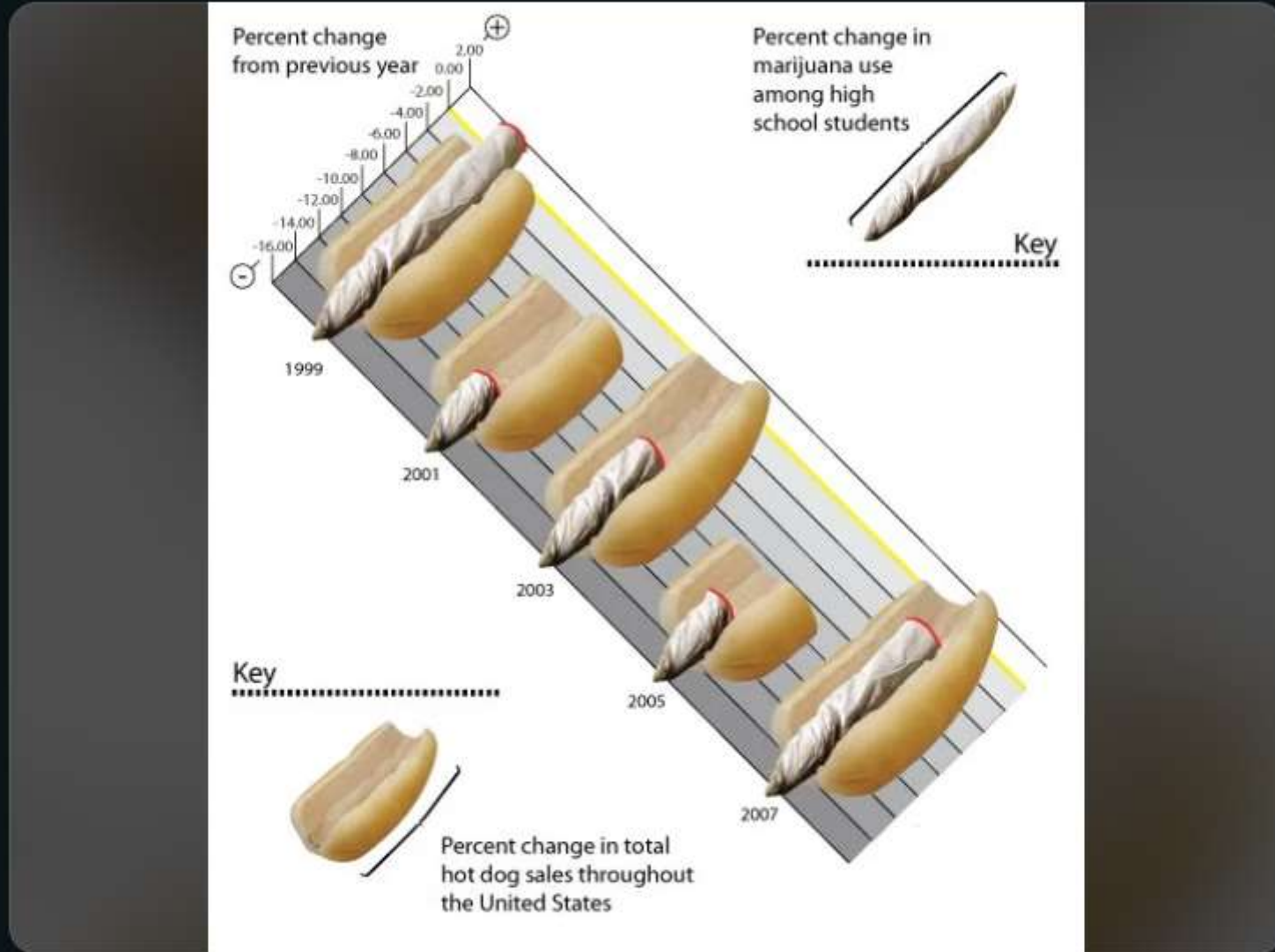
583 upvotes · 267 comments

↑ 69 ↓
💬 17
👤
🔗 Share



u/storageheavily • 5 days ago

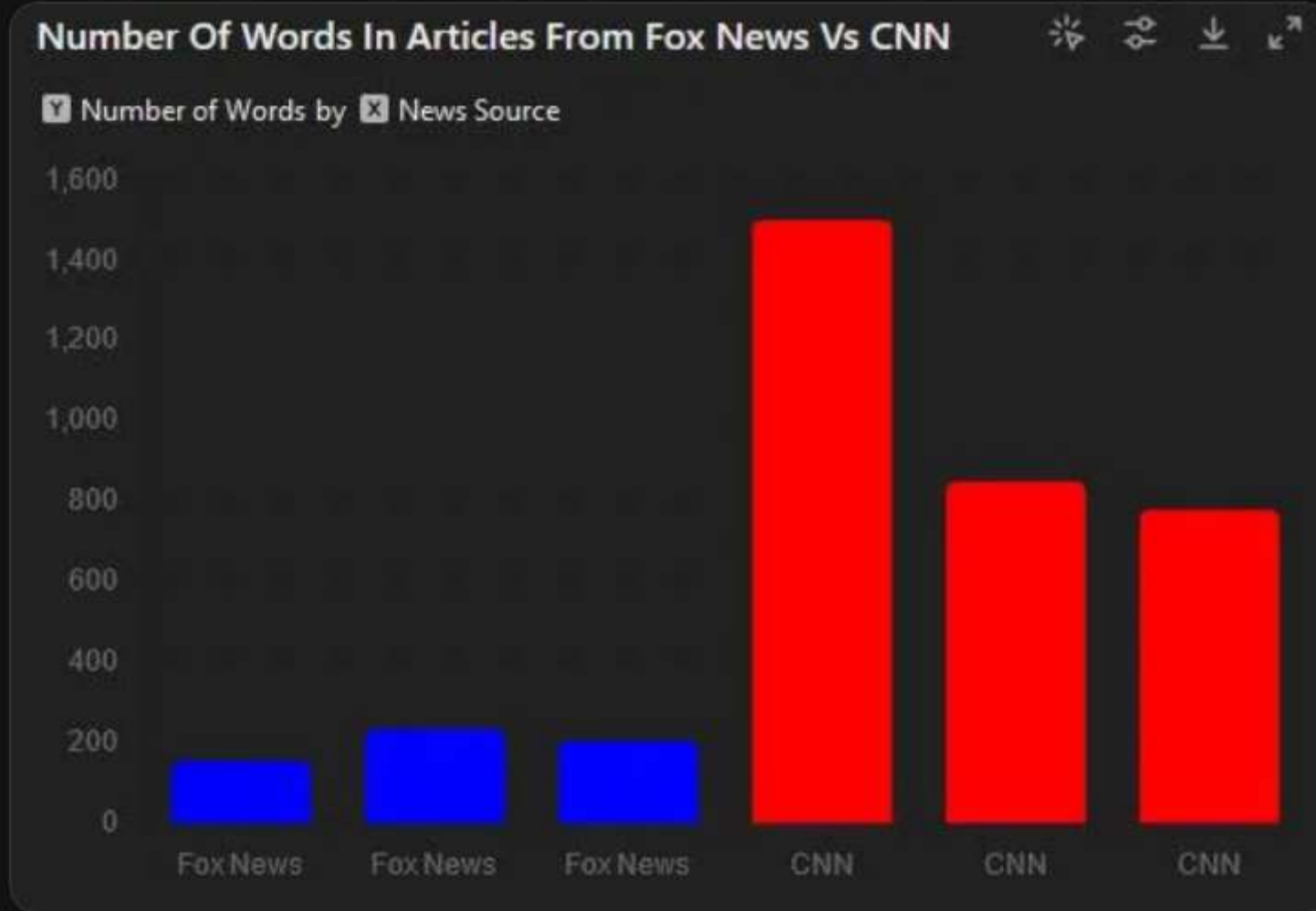
I have no idea what is trying to be conveyed



u/benedictwriting • 10 hr. ago

### [OC] Fox News Vs CNN article length - random sampling.

OC



0

13



Share



u/toddrjones OC: 50 • 4 days ago

### When do people get married? [OC]

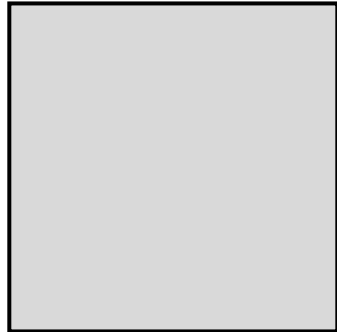
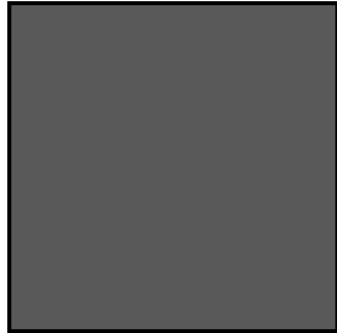
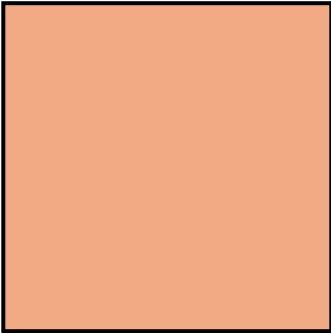
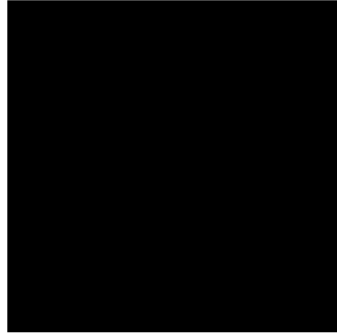
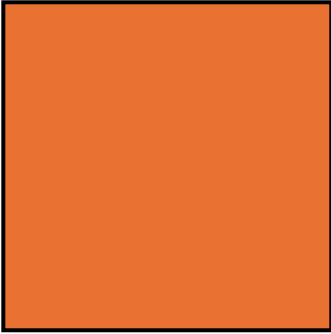
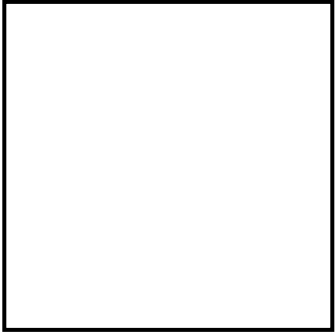
OC



↑ 2.8K ↓    💬 235    👤    ↗ Share

# Visuals 2

- Use a consistent and informative color scheme. Keep color-blind people in mind!
- Ensure high contrast between text and background for readability (e.g., dark text on a light background or vice versa).
- Avoid unnecessary animations and transitions; use them sparingly to emphasize key points if you really must. If using animations, keep them consistent throughout the presentation.



Section title

Slide title

Body

# Layout

- Ensure there is plenty of white space to avoid clutter and make the slide easier to read.
- Use white space to direct attention to the most important elements.
- Align text and visuals properly to create a balanced layout. Use templates to maintain consistency and save time.

## Comforting And Disturbing Bioethics:

Responding to Invisibility, Inequity, Harm and Injustice

### Disturbing Bioethics

problematizes assumptions, advocates for the vulnerable, speaks truth to power, confronts prejudice, challenges ignorance and combats injustice.

### Comforting Bioethics

provides sufficient moral clarity and guidance to enable people to make sound choices, accept difficult outcomes, be considerate of others, act with integrity and relieve moral distress.

UNIVERSITY OF THE  
WITWATERSRAND  
JOHANNESBURG





# Delivery and engagement

# Engagement techniques

- Stories, anecdotes, jokes: try to stand out. Some spices can make your speech more relatable and memorable.
- Be intentional with visual aids, such as charts, props, or videos, to enhance understanding and retention.
- Interaction: smoothly engage with the audience through questions, polls, or brief activities to keep them involved.



# Delivery

- Adapt your voice to maintain interest. Avoid monotony by varying your pitch and volume to emphasize key points.
- Use gestures, eye contact, and movement. Move around the stage to engage different parts of the audience but avoid excessive pacing.
- Manage the speed of your presentation. Use strategic pauses to let important points sink in and to create suspense.

Translator: Gustavo Rocha  
Reviewer: Ariana Bleau Lugo

Pausa (k)



0:01 / 5:55

Scorri per i dettagli



# Nervous!?

- Thoroughly prepare and practice your presentation multiple times, ideally with a buddy who can provide feedback.
- Use deep breathing exercises to calm your nerves.
- Positive visualization: imagine your successful presentation to boost your confidence. (alternative: imagine all your audience sitting naked on the toilet).
- Stay composed and handle interruptions gracefully, using them as opportunities to engage with the audience.



# Summarizing

# Key points 1

- Know your audience and your aim.
- Use the right tools.
- Introduction: grab attention, state your thesis, preview main points.
- Body: clear, distinct, and well-connected sections, supported by data, examples, metaphors.
- Conclusion: recap, main points, call to action, closing remark.

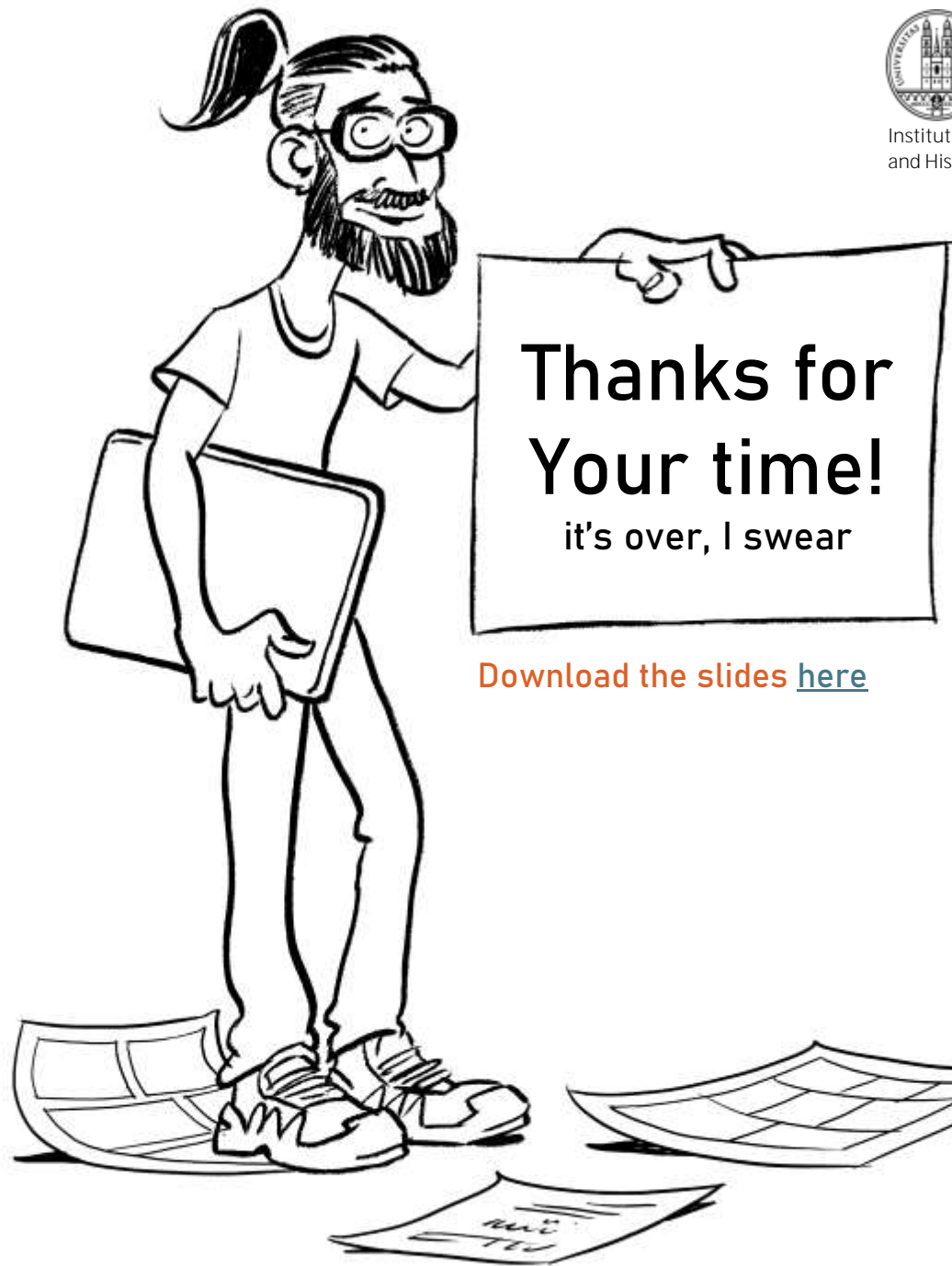
# Key points 2

- Slides: readable, minimal, beautiful, informative.
- Engagement: try to stand out, be intentional with your body language and voice, engage with the audience. Find your own voice.
- Emotion management: practice with a buddy, positive visualization, breathing.
- Know the rules, then break them! (cum grano salis).



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and History of Medicine



Thanks for  
Your time!  
it's over, I swear

Download the slides [here](#)



DUCKS