

# Index

- acknowledgements, 13, 26, 76
- Adobe Photoshop. *See* images, editing
- adrenaline, x
- afraid of making a bad impression, 5
- Albert Einstein, 6, 10
- analogy, 11, 12, 51, 53
- animated speaker, 51
- animation, 12, 20, 27, 28, 76
- Arthur Conan Doyle, 10
- Arthur Fox, 9
- articulation, 61
- audience, ix, xi, 1, 2, 5, 49, 71, 74
  - age, 5
  - expectation, 2
  - lay, 4
  - listening, 35
  - particular needs, 3
  - sense the mood, 37
  - specialist, 3, 22, 27, 42
  - target, 3
  - two-way dialogue, 17
  - with a political agenda, 6
- body control, 35
  - feet, 35
  - hands, 36
  - stance, 49
  - where you stand, 49
- breathing, 34
- British Museum, 68
- builds, 20, 25
- cartoons, 14, 55
- Charles Joseph Minard, 26
- chartjunk, 26
- colloquial idioms, 63
- colour
  - and images, 60
  - blindness, 24
  - contrast, 23, 24
  - schemes, 23
- competitors, ix, 3
- conclusions, ix, 13
- conference
  - checklist, 76
  - hall, 28, 36, 55
  - presentation, 14, 21
  - set-up, 75
  - theme, 11
- confidence, xi, 5, 18, 49, 56
- content, x, 3
  - slide, 28
- data, ix, 6, 18, 26, 28, 29
- delivery, x, 18, 48
- distractions, 18
- drying up, 32, 46
- Edward Johnston, 24
- electronic media, 20
- elevator pitch, 10
- emphasis, 22, 40, 61
- English language, 58, 59
  - international, 59
  - language of science, 59
  - non-native, 58, 63, 65
  - offshore, 59
- enthusiasm, 41, 46
- Eric Gill, 24
- evaluation, 73
- exercises
  - articulation, 65
  - breathing, 34, 39, 41, 76
  - physical, 34
  - Pilates, 34
  - relaxation, 35, 39
  - voice, 46
  - yoga, 34
- eye contact, 33, 36, 37, 49
- false friends, 63
- final editing, 27
- font
  - sans serif, 24
  - serif, 24
  - size, 24

- gestures, 51, 52
- graphics, 23, 24
  - animated, 27
  - non-scientific, 26
- graphs, 26
  - bar, 29
  - line, 29
- handouts, 18
- Hilaire Belloc, 62
  - Henry King, 65
  - The Microbe, 65
- histograms, 26
- historical allusions, 9
- Homer Simpson, 55
- Hubble Space Telescope, 23
- humour, 14, 55, 74
- images, 17
  - editing, 25
- internal laboratory meetings, 3, 9, 18
- John Wayne, 45
- key message, 9, 10, 11, 13, 14, 20, 21, 53, 60, 75
- keynote speech, 8, 14
- laser pointer, 38, 50
- lavalier. *See* microphone, hands-free
- London Transport, 24
- methods, 21
- microphone, 53, 76
  - fixed, 54
  - hand-held, 54
  - hands-free, 54
- microscopy, 26
- Microsoft Excel, 25
- motivations, ix
- natural breaks, 14, 55
- nervousness, xi, 1
  - anticipatory, 5
  - bored and disengaged, 37
  - conceal and control strategies, 5, 31, 39
  - eyes, 33
  - feet, 33
  - hands, 33
  - how it shows, 32
  - nervous habits, 33
  - nervous traits, 34, 36
  - voice, 33
  - why are we nervous? 32
- opening line, 37, 38
- P* value, 29
- pausing, 40, 45, 61
- personality, 22, 48
- phrasal verbs, 63
- pie charts, 26
- pointing, 50, 51
- PowerPoint, 8, 18, 19
  - death by, 19
  - design themes, 23
  - fixed-time feature, 28
  - rehearse timings feature, 28
  - slide show facility, 21
  - slide-sorter view, 21
  - SmartArt* feature, 25
- practising, 46, 56, 57
- 'pranayama'. *See* exercises, yoga
- précis, 25
- preparation, 6, 38
- presentation, ix, 2, 7
  - as a selling exercise, 2
  - beginning, 56
  - crafting, 9
  - ending, 56
  - flowchart, xii
  - logical sequence, 11
  - over complex, 3
  - planning, 7
  - software, 18, 19
  - structure, 11
  - to non-scientists, 64
  - without visual aids, 17
- professional help, 75
- pronunciation, 22, 60, 61, 62
- props, 53
- qualities
  - of great orators, x
  - of great talk, x
  - of the speaker, x

- questions
  - answering, 69
  - anticipation, 70
  - controlling when asked, 69
  - difficult/awkward, 70
  - evaluating, 75
  - handling, 67
  - like or dislike, 68
  - not know answer, 68
  - repeating, 71
  - senior colleague, 68
  - when to take, 67
- rapport, 37
  - smiling, 37
- rehearsing, 2, 56
- research, 10
- results, 12, 21
- Richard Feynman, 5
- rubber worms, 53
- seminar, ix, x, 2, 5, 7, 14
- seniority perception, 5, 6
- slides
  - background, 23
  - conclusion, 13
  - construction, 22
  - design theme, 21
  - highlight important words, 60
  - number used in talk, 8, 60
  - reviewing, 74
  - text, 24, 25
  - transitions, 27
- speaker appearance, x, 56
- spurious correlations, 29
- statistics, 28, 29, 30
- Stephen Hawking, 55
- storyboarding, 20
- storytelling, 9
- summary, 21, 60
- tables, 18, 26
- take-home message. *See* key message
- text boxes, 23
- timing, 45, 56, 74
  - finishing the talk too early, 13
- tongue twisters, 47
- video conference, 18
- visual material, 16
  - cues, 14, 22
  - flipchart, 8
  - overhead projector, 8
- visualisation, 38
- voice
  - adding music to, 43
  - audible, 46
  - be loud enough, 41
  - clarity, 40
  - colour, 43
  - emphasis, 44
  - enthusiasm, 44
  - mumbling, 42
  - pausing, 45
  - pitch, 35, 40, 42, 43
  - sound, 61
  - speed, 40, 44
  - tone, 43, 45
  - variety, 40
  - volume, 43
- website links, 23, 24, 27, 34, 35, 36, 37, 39,
  - 41, 45, 46, 50, 51, 54, 56, 59, 65, 72
- word count, 57