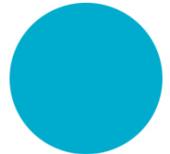


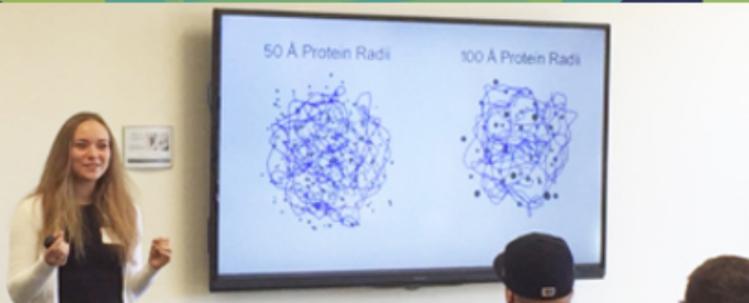
# PREPARING ORAL PRESENTATIONS



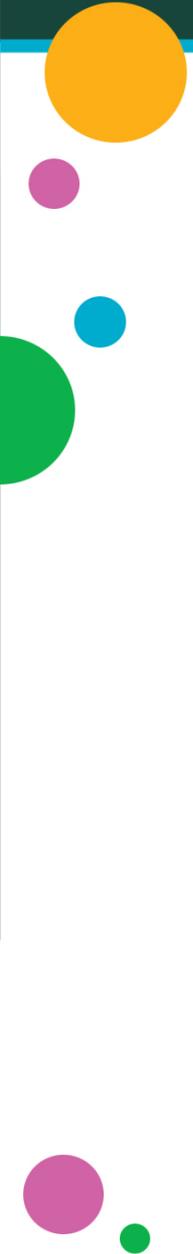
[www.digitalwriting.org/UURAF](http://www.digitalwriting.org/UURAF)

# PREPARING ORAL PRESENTATIONS





# QUESTIONS?





# Danielle Nicole DeVoss

## Professor of Professional Writing

Writing, Rhetoric, and American Cultures

- WRA 202: Intro to Professional Writing
- WRA 331: Nonprofit Communication
- WRA 360: Visual Rhetoric / Document Design
- WRA 415: Digital Rhetoric
- WRA 455: Portfolio Seminar
  
- CAS / AL 114: Creativity, Innovation, and Entrepreneurship
- IAH 241e: Social and Cultural Entrepreneurship

FEMINIST CITIZEN ACTIVIST



DESIGNER

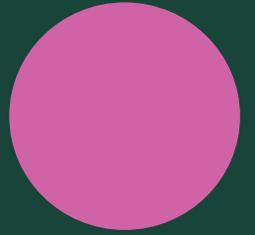
	is		
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			137.327 Ba 56
			



# OVERVIEW

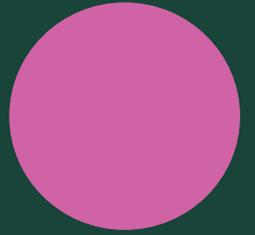


1. discuss basic presentation tips
2. talk about outlining and getting started on your presentation
3. cover the “rules” of slideshow content writing and design, and look at some well-crafted slides
4. look at some hideous slides
5. explore some slideshow design schemes
6. address any questions you have about UURAF presentations



# What do **good** presenters do?





# OUTLINING YOUR PRESENTATION

- it is hard work to whittle an entire research project into a few slides and into bullet points
- begin by asking around or doing some research to see what is conventional among practitioners in your field



- 
- for instance, in the sciences, presenters often construct their slideshows following this format:

1. title
2. problem or issue studied
3. research method
4. data collected
5. research findings
6. implications
7. conclusions

- another typical format is:

1. title
2. abstract
3. introduction or background
4. literature review
5. methodology
6. results
7. discussion
8. conclusion

- 
- in the humanities, depending on your focus, you might often construct your slideshow following this format:
    1. title
    2. problem or issue studied
    3. history and background
    4. analytical approach or guiding theory
    5. findings
    6. implications
    7. conclusions



# Political Rhetoric and Technological Change in the American Presidency:

Roosevelt and Radio, Kennedy and TV,  
Dean and the Internet

# OUTLINE / OVERVIEW

1. introduction
2. research questions
3. analysis
  - A. Roosevelt and radio
  - B. Kennedy and TV
  - C. Dean and internet
4. conclusions
5. recommendations



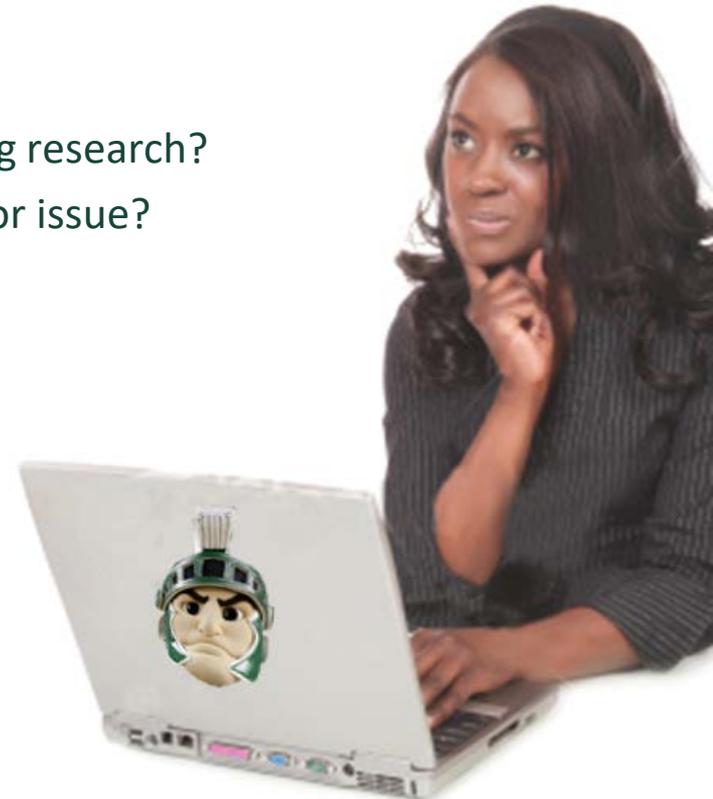
# PHOTOGRAPHIC TRUTH

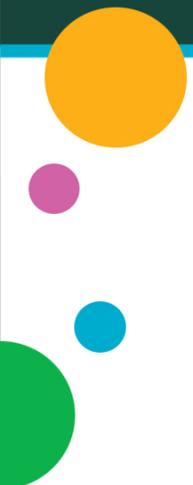


Dyana Males

- 
1. overview
  2. introduction
    - a. what is photographic truth?
    - b. why is it important to understand and research?
  3. motivation and influence
  4. purpose and goals
  5. research process
    - a. Kruger and her influence
    - b. Kruger's work
    - c. Kruger's acts of appropriation
  6. ethical implications
  7. conclusions

- one helpful way to craft your outline and organize your presentation might be to focus on **what, who, how, and why**
  - **what** was the problem or issue?
  - **who** is involved, affected, etc.?
  - **why** is this problem or issue important?
  
  - **how** does your research fit into already existing research?
  - **how** did you research or analyze the problem or issue?
  
  - **what** are your findings?
  - **what** do these findings tell us?
  
  - **what** are the implications of these findings?
  - **what** are your conclusions?



- 
- A decorative graphic in the top-left corner consisting of several overlapping circles in orange, purple, blue, and green.
- after you have a sense of how professionals in your field typically format slideshows and organize their material, you might **think about your audience**— and determine what information you must present, and what information your audience likely already knows
  - you don't have an hour, for instance, to provide a complete background on your topic; you may wish, though, to spend a couple of minutes providing enough background info for your audience to understand your project



# Introduction

## Organizing Questions:

- What impact has technology had on presidential rhetoric?
- How have individual presidents used specific emerging technologies?
- What is the impact on our Democracy?





# RESEARCH GOALS



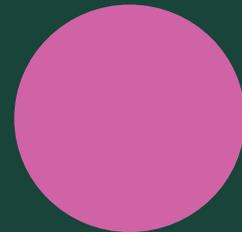
- Look at how publishing has traditionally been practiced

- Research how blogs have become popular digital spaces

- Interview professionals in the field of editing and publishing

- Determine whether or not blogs are transcending the digital medium (and moving into print)





# Why talk about the “rules?”

1. the “rules” aren’t so much rules as they are conventions—aspects people are used to and comfortable with
2. you have to know the rules to be able to break them
3. you have to know your audience to know whether or not it’s appropriate for you to break the rules



# SLIDE RULES #1

- do not copy and paste entire paragraphs into your slideshow; rather, whittle your arguments down to a few key points per slide
- include no more than three or four bullet points per slide
- use short—but descriptive!—phrases in your bullet points
- outline your presentation carefully and conventionally



# Recruitment

- 250 initial invitations to two student email lists
  - received 62 replies
- additional notice sent to 218 people on Facebook.com
  - received an additional 24 more replies
- 29 volunteers began study; 20 volunteers completed study

# CONCLUSION

- **China's rise with its continued streak of economic dominance should be viewed as a threat to Central Eurasia**
  - **Why?**
    - Regional alliances neighboring China should be wary of measures taken to build international alliances
- **Russia is losing power and credibility in the region and relying on China for economic support**
  - **Now what?**
    - Needs to reconsider the anti-West rhetoric, this could help lift sanctions imposed by EU

# Conclusions: Technology and Democracy

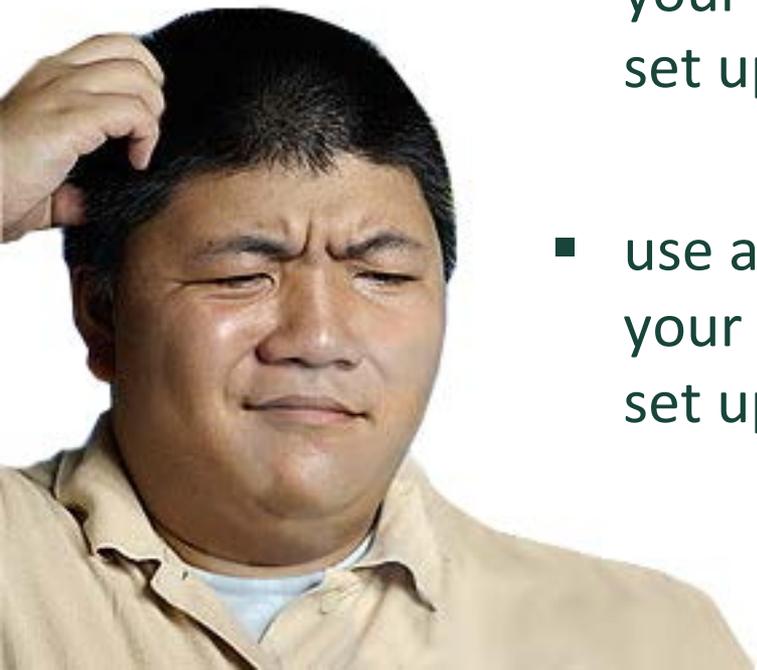
- Technology restricts the content of presidential discourse, but expands its reach
- New media give politicians more power to combat crises and political nihilism
- The tasks of citizenship become more complex as the volume of information rises



# SLIDE RULES #1

continued

- make sure each slide has a clear, descriptive heading
- use a large, readable font face and size for your headings, for instance, this slideshow is set up to use Calibri Bold 80 pt
- use a medium, readable font face and size for your bullet text, for instance, this slideshow is set up to use Calibri 24 pt



# DEFINITIONS

- **Health Communication:** professionals help the public make sense of health information, by translating scientific findings; “the study and use of communication strategies to inform and influence individual and community decisions that enhance health” (National Institutes of Health, U.S. Department of Health & Human Services, 2002, p. 183)
- **Health Communication Campaigns:** “a communication campaign seeks to bring about specific outcomes, is directed at a large audience, has a defined time limit, and involves an organized set of communication activities” (Rogers and Storey, 1987, p. 814)
- **Social Norm Theory:** individuals incorrectly perceive the behaviors or attitudes of those around them; theory helps correct “misperceptions of social norms...to reveal and enhance already existing healthy norms that have been underestimated and weakened” (Berkowitz, 2004, p. 195).





# CONCLUSIONS

Leaders who create an excellent work environment:

- have a **vision** for the future—and invest time and energy to communicate that vision
- provide **clarity**—try to make sense of people’s different interpretations
- pay **attention** to thinking, emotion, and action—connect the “head” with the “heart” and the “feet”

# Experiment No. 2

Moviegoers given  
M&Ms in 10 colors  
ate 43 percent more  
than those offered  
the same number of  
M&Ms in seven  
colors



-<http://www.sciencedaily.com/releases/2004/05/040511040654.htm>



# SLIDE RULES #2

- adopt an overall design scheme that lends visual consistency to your slideshow
- avoid garish, distracting backgrounds (just because PowerPoint *lets* you use them doesn't mean you should)
- make sure your visual content—photos, icons, clipart, etc.—complements the purpose and focus of your presentation
- think deeply about how your audience will respond to the visual elements of your presentation



# SLIDE RULES #2

continued

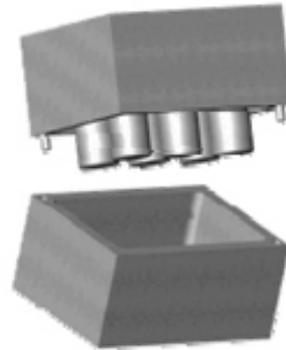
- **when integrating visuals:**
  - should be used to illustrate specific points—try to avoid decoration-only graphics in your slideshow
  - should be incorporated in a way that is complementary to the slideshow’s overall content
  - should be explained and prefaced—either in the slide itself (e.g., “Figure 1 shows...”) or by the speaker (e.g., “As you can see in this figure...”)
  - should be cited if taken from a source



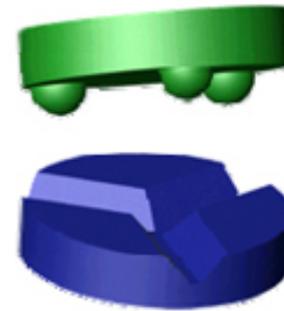
# Review of Common Coupling Methods



**Elastic Averaging**  
Non-Deterministic



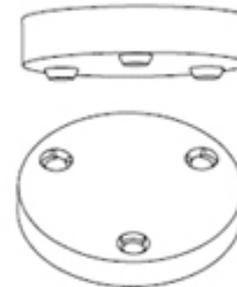
**Pinned Joints**  
No Unique Position



**Kinematic Couplings**  
Kinematic Constraint



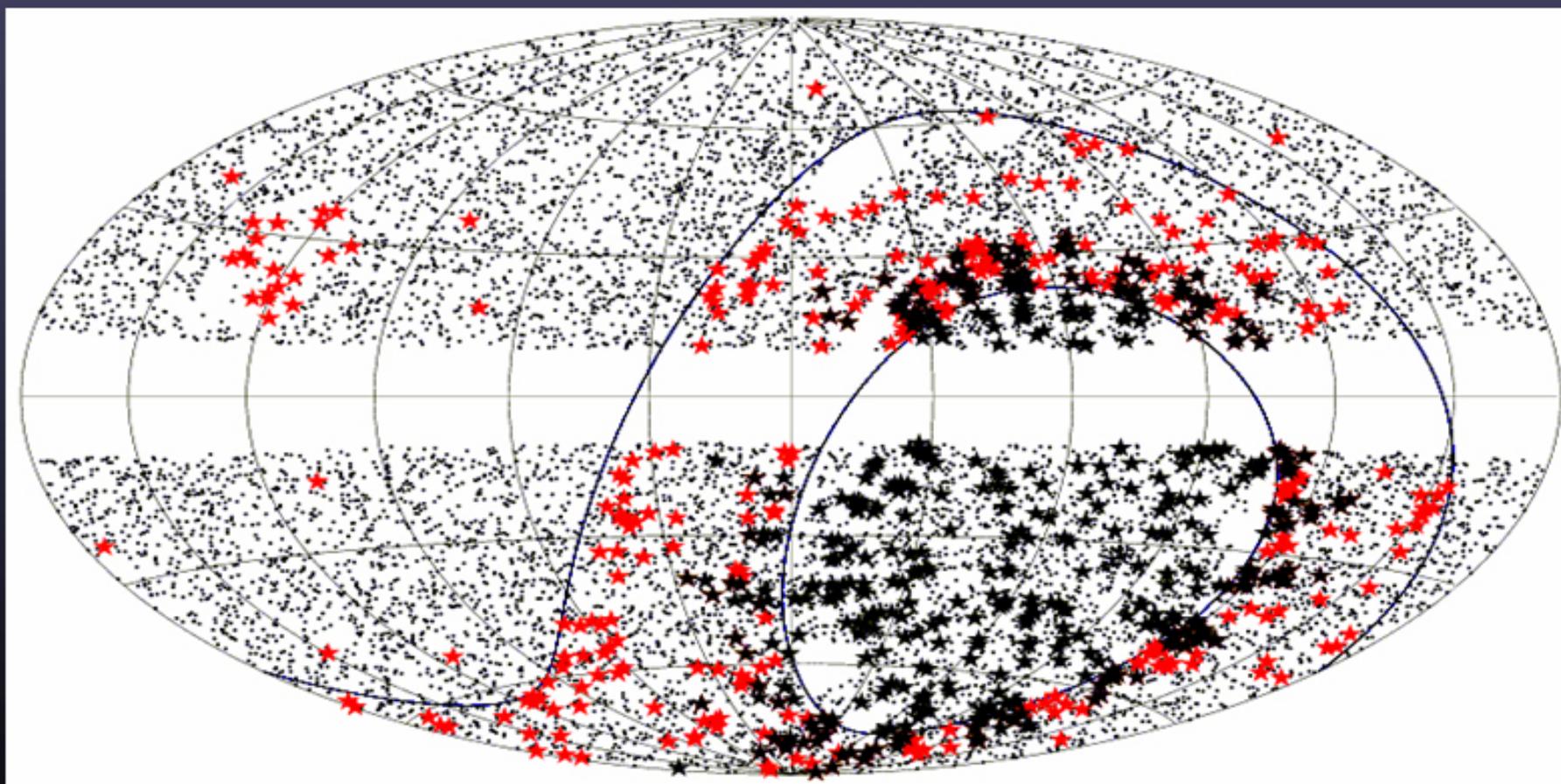
**Flexural Kin. Couplings**  
Kinematic Constraint



**Quasi-Kinematic Couplings**  
Near Kinematic Constraint

# CRATES Source Distribution

flat-spectrum sources, CLASS + VLA + ATCA  
(Healey et al. 2007)



11,000 flat-spectrum sources,  $|b| > 10$  deg.,  $S > 65$  mJy

# III: Mormon Fashion Blogs



Elaine Hearn of *Clothed Much?*, Kristine Consador Biggs of *Kristine or Polly*, Kathryn Bingham of *Kitsune-Kun*

# CHINA–RUSSIA



- “If the Russian side needs it, we will provide necessary assistance within our capacity”  
(Xi Jinping)
- “The role of Ukraine, as a transit country, will be reduced to zero... Gazprom has de facto abandoned Ukraine as a transit party”  
(Gazprom CEO)



# Kruger's Work



# SLIDE RULES #3

- read and review and proof and proof and edit and polish and proof
- make sure there are no spelling errors, grammer errors, or **typos** in your slideshow



# SLIDE RULES #3

continued

- practice your presentation, but don't just read through it—you have to deliver it out loud (it takes almost twice as long to read something out loud as it does to read it silently)
- practice your presentation in front of friends, or schedule an appointment at the Writing Center to demo it and get some feedback
- as you practice, identify not only clunky areas or poorly written chunks and typos, but also time yourself (10 minutes!)
- consider practicing in a presentation room to see how your materials look on the big screen (they will look *different* than they look on your computer!)



# SLIDE RULES #4

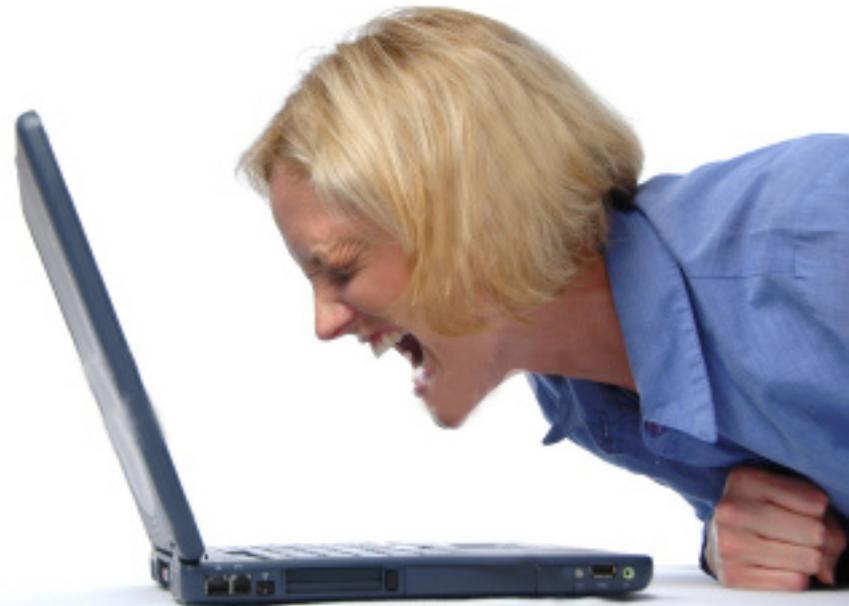
- test your presentation!
  - if you created it on a Mac using PowerPoint 2012, test it on a PC
  - if you created it on a PC using OpenOffice, test it on PowerPoint 2013
- **all the laptops for UURAF will be PCs running Microsoft Windows with Microsoft PowerPoint 2013**
- each computer will have a USB port for flash drives
- each computer will have wireless access, but you will probably want to have a back up for Internet content (especially big files, like video)
- **be ready to load your presentation onto the computer in your presentation room *before* presentations begin**

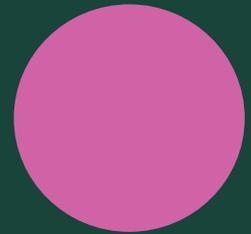


# SLIDE RULES #4

continued

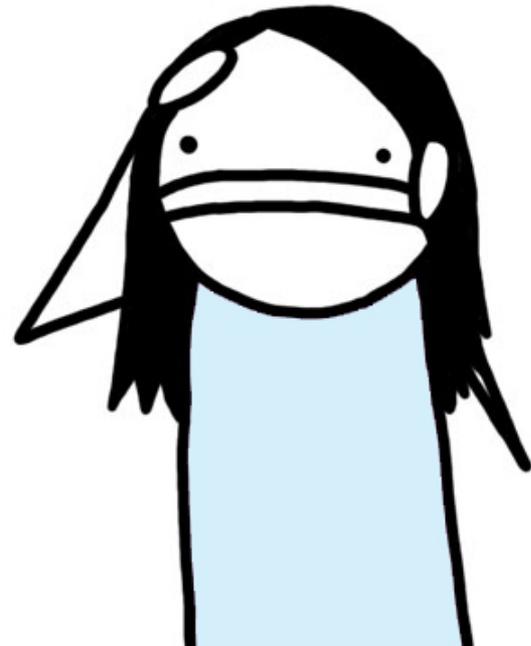
- save in multiple places—for instance,
  - upload your presentation to Google Drive and bring it on a USB drive
  - email your presentation to yourself and bring it on a USB drive



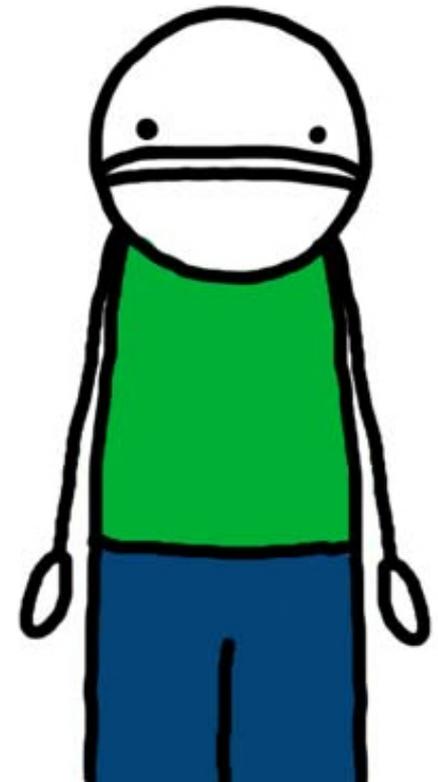


# UURAF **BLUNDERS** !

- getting to your room late and not having time to set up your presentation
- not knowing who's in charge of bringing your materials for a group presentation
- not testing your presentation and sending or bringing it in an incompatible format
- going crazy with the cursor or mouse (or clicker or laser pointer if you bring one)



- jumping in without a title or situating introduction
- not practicing your timing (10 minutes!), and getting cut off
  - ★ there will be a facilitator in each room to make sure each presentation goes no longer than 10 minutes, and no more than 5 minutes are devoted to a question-and-answer period
- ending without a conclusion > “uh, that’s it” is *not* a conclusion
- not handling questions well





# ORAL PRESENTATIONS | Judging Form

PROGRAM CATEGORY:

JUDGE:

TIME	PRESENTER(S)	TITLE	Use 1-5 scale on bottom of page.						TOTAL POINTS (30 max)	FIRST PLACE (Check one)
			<i>Delivery</i>	<i>Comprehensibility</i>	<i>Significance</i>	<i>Elements</i>	<i>Current status</i>	<i>Visual aids</i>		


A five point scale is used to score each criterion. Points are added up to determine a total score. Maximum total score is 30 points.

1	2	3	4	5
Poor/Not Addressed	Fair	Good	Great	Exceptional



# ORAL PRESENTATIONS

PROGRAM CATEGORY:

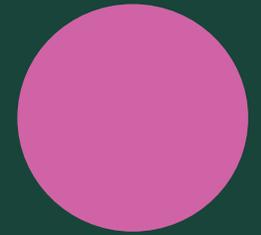
JUDGE:

TIME	PRESENTER(S)	TITLE


A five point scale is used to score each criterion. Points are added up to determine a total score.

1	2	3	4	5
Poor/Not Addressed	Fair	Good	Great	Exceptional

- CRITERIA**
- Delivery
- Comprehensibility
- Significance
- Elements
- Current status
- Visual aids
- ASSESSMENT**
- Poor/Not addressed
- Fair
- Good
- Great
- Exceptional



powerpoints that have

hurt

people







# GLAST Unique Program Elements

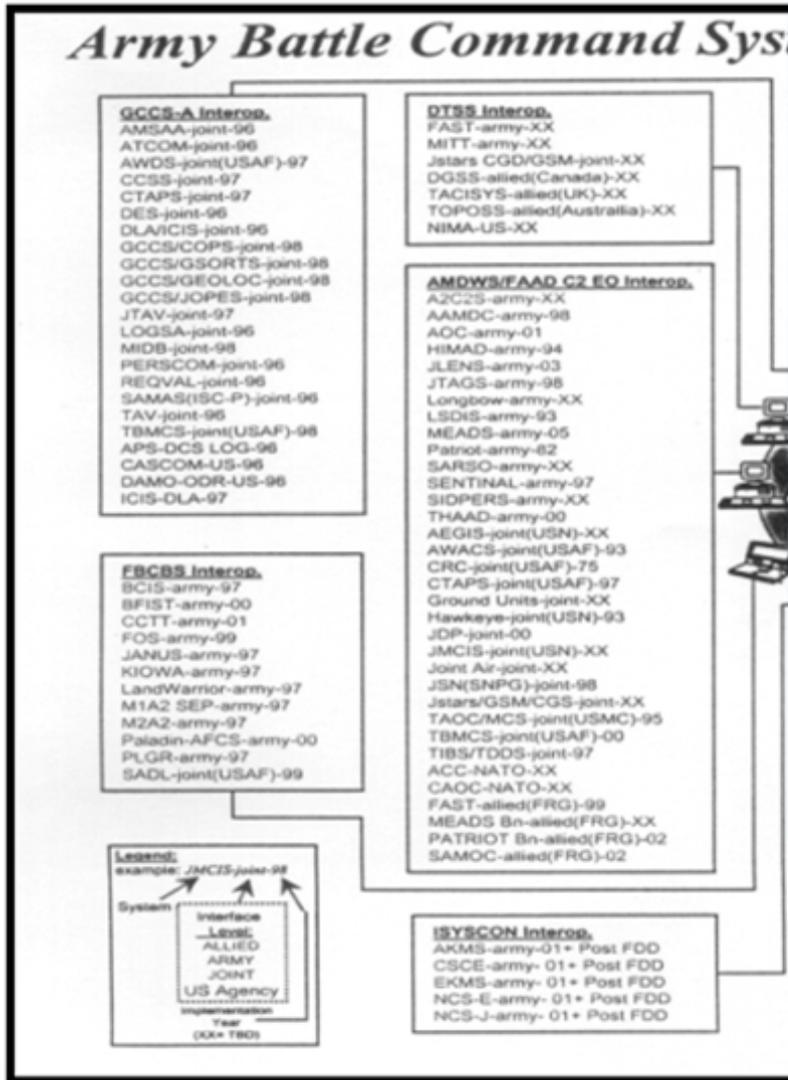
---

- **Major partners:** TL Productions, SEU Forum, Hands On Universe, AAVSO, Maryland Science Center, SLAC, TOPS Science, NASA/GSFC, NASA/MSFC
- **PBS Television Special with Tom Lucas Productions**
- **Museum Exhibit with SEU Forum**
- **Telescope Network**
  - High schools and amateurs
  - Will observe GRBs and AGNs
- **SLAC Virtual Visitor's Center**
  - Web site upgrade
  - Gamma-ray detector interactive
- **TOPS Science Printed Lessons**
- **GLAST Ambassadors Program**
  - 10 educators who will help develop
- **Planetarium Show with Maryland**



Too much clutter! Too much unrelated information for one slide.

# FCS Product/Process Interoperability Challenge



Too much clutter! Too much information for one slide.

Only include something like this if this information is meant to be conceptual.

# 2008 House Targets: Top 20

			BC '04 %	'06 DEM %
TX	22	Lampson	64%	52%
FL	16	Mahoney	54%	49%
CA	11	McNerney	54%	53%
OH	18	Space	57%	62%
IN	9	Hill	59%	50%
PA	10	Carney	60%	53%
PA	08	Murphy	48%	50%
KS	2	Boyda	59%	51%
PA	7	Sestak		
IN	8	Ellsworth		
NC	11	Shuler		
TX	23	Rodriguez		
WI	8	Kagen		
GA	8	Marshall		
IN	2	Donnelly		
GA	12	Barrow		
PA	4	Altmire		
NY	19	Hall		
NY	20	Gillibrand	54%	53%
SD	AL	Herseth	60%	69%

Distracting background and poorly selected colors make this impossible to read.

**My book r**

Distracting background and poorly selected colors make this impossible to read.

## 6. The Federalist Papers

- The *Federalist Papers* are a series of articles published in 1787-88 with the aim of promoting the ratification of the new constitution. They were written by three authors, Jay, Hamilton and Madison, under the pseudonym “Publius”
- Some of the papers (cases joint) authors Stylometric methods bear by Mosteller 1960s to attempt to answer this question. It is now considered as settled.

Entire paragraphs clearly copied and pasted into a slideshow.

# The Dark Lady: an unusual way of love in Shakespeare

*We can find in Shakespeare no "dark lady" or "black woman" who is "black" and "desirable." This is a novelty, but for what she really is. In the Petrarchan tradition. The woman described is a woman who has got also defects, who is not "black" and "desirable" as in Petrarchan poetry, but also who is "black" and "desirable" as in Petrarchan poetry. She describes his woman's physical and actions (breath, words, gau...) that make her special although she's not beautiful and her words are not music. In conclusion, Shakespeare is aware of the complexity of a feeling like love, which is something more important than beauty. Love can survive through the time and be immortal, while beauty is bound to die.*

Distracting graphic elements—flare background and TextArt—make the content unreadable.

Very little room for content.

Vertical text positioning is hard to read.

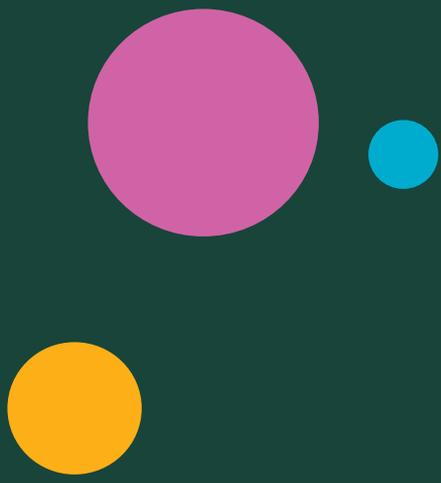
*As a good idea*

# Seismologically Speaking

- there's water in them  
thar hills

*Very* audience- and context-dependent.

*Only* for use with a geology presentation!?





Info

New

Open

Save

Save As

Save as Adobe PDF

Print

Share

Export

Close

Account

Options

# New

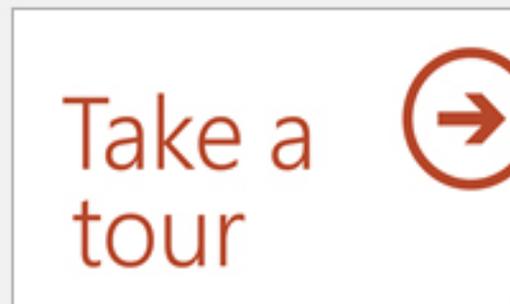
templates built into PowerPoint

Search for online templates and themes

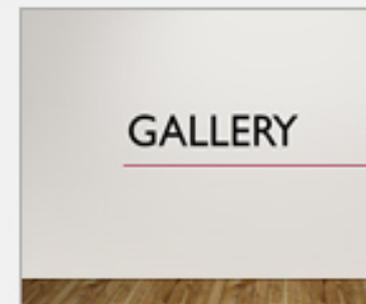
Suggested searches: Presentations Business Industry Education Labels Charts Personal



Blank Presentation



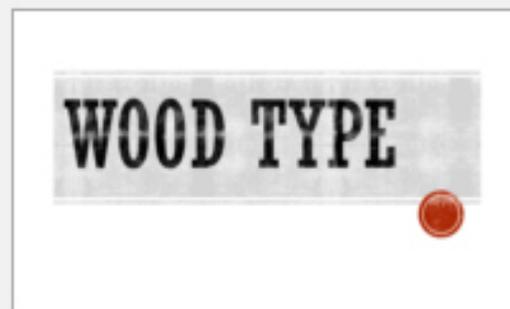
Welcome to PowerPoint



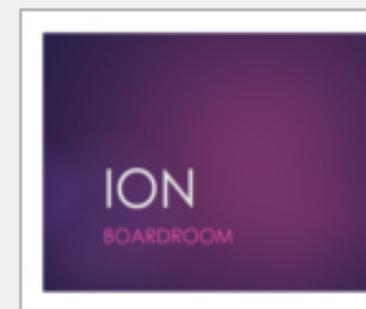
Gallery



Parcel



Wood Type



Ion Boardroom

# Featured PowerPoint Templates and Themes

## Browse by Product

Excel

PowerPoint

Word

## Browse by Category

Agendas

Blank and General

Brochures

Budgets

Business



Ion  
PowerPoint, PowerPoint Online



Business digital blue tunnel presentation (widescreen)  
PowerPoint, PowerPoint Online



Organic  
PowerPoint, PowerPoint Online



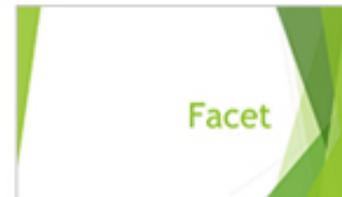
Nature presentation, illustration landscape design (widescreen)  
PowerPoint, PowerPoint Online



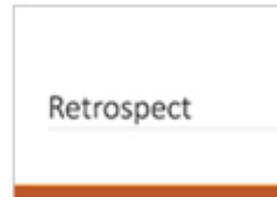
Badge  
PowerPoint, PowerPoint Online



Blue bookstack presentation (widescreen)  
PowerPoint, PowerPoint Online



Facet  
PowerPoint, PowerPoint Online



Retrospect  
PowerPoint, PowerPoint Online

download more templates: [templates.office.com](http://templates.office.com)



Academic presentation, pinstripe and ribbon design (widescreen)  
PowerPoint, PowerPoint Online



Feathered  
PowerPoint, PowerPoint Online



Mesh  
PowerPoint, PowerPoint Online



Berlin  
PowerPoint, PowerPoint Online



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Settings

Tools

About 3,570,000 results (0.49 seconds)

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Welcom to Download **Free powerpoint templates** design - Download absolutely free powerpoint

# ADJUSTING DESIGN DEFAULTS

- View → Master → Slide Master
  - Slide Master view allows you to choose your font faces, font color, and background color, and embed images
  - adjusting the Slide Master affects your entire PowerPoint presentation



**REMEMBER: font faces don't follow you from machine to machine (stick with system fonts *or* create title images in Photoshop and embed them in PowerPoint)**



# SPARTANS WILL

**MAKE  
CONNECTIONS**

**STRETCH  
YOURSELF**

**PLAY WITH  
A PURPOSE**

**EMBRACE  
DIFFERENCE**

**FAIL  
FORWARD**

**MAKE TIME  
TO REFLECT**



# SPARTANS WILL

**MAKE  
CONNECTIONS**

**STRETCH  
YOURSELF**

**PLAY WITH  
A PURPOSE**

**EMBRACE  
DIFFERENCE**

**FAIL  
FORWARD**

**MAKE TIME  
TO REFLECT**

[Gotham Bold]



# SPARTANS WILL

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A PURPOSE

EMBRACE  
DIFFERENCE

FAIL  
FORWARD

MAKE TIME  
TO REFLECT

[Gotham Bold not installed on presentation computer; computer defaulted to Courier]

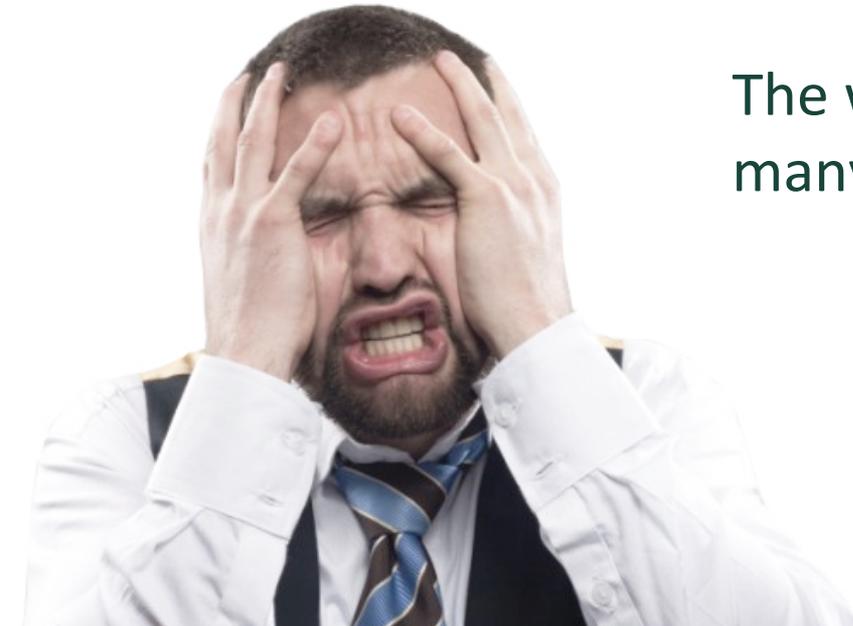


- If you have embedded an audio or movie file in your slideshow, you *must* save it with your presentation.
- If you don't, the computer won't know where or how to find it and play it.
- If you have embedded a *link* to online audio or video (e.g., a YouTube clip), you should be all set.

- For large video files and other online content, you may want to download a copy to play/show it.

The Union is wireless and the computers will be connected, but...

The wireless might be sluggish with so many people connecting.



# Save As

Save in:

creating ppt

My Recent Documents



Desktop



My Documents



My Computer



My Network Places

- **you may not use your own laptop for your presentation**
- the laptops for UURAF will be PCs running Windows and PowerPoint 2013
- laser pointers or USB clickers are not provided
- if you use Apple Keynote, Google Slides, OpenOffice, Adobe Persuasion, or a non-compatible version of PowerPoint, be sure to save your presentation in a compatible format

File name:

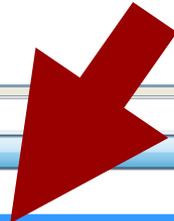
DeVoss\_PPTs\_FINAL

Save as type:

- PowerPoint 97-2003 Presentation
- PowerPoint Presentation
- PowerPoint Macro-Enabled Presentation
- PowerPoint 97-2003 Presentation
- PDF
- XPS Document
- PowerPoint Template
- PowerPoint Macro-Enabled Template
- PowerPoint 97-2003 Template
- Office Theme
- PowerPoint Show
- PowerPoint Macro-Enabled Show
- PowerPoint 97-2003 Show
- PowerPoint Add-In
- PowerPoint 97-2003 Add-In
- PowerPoint XML Presentation

Save

Cancel



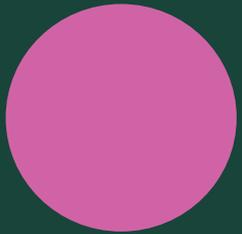
# LIFE BEYOND POWERPOINT

- PowerPoint is just one presentation tool
- there are many others—for instance, online presentation creators like Prezi, building presentations on Google Drive, or using shareware software like OpenOffice

*however...*

- most of the conventions discussed today apply using these different tools or different presentational techniques





# PRESENTATIONS > LESSONS LEARNED

1. ???

# PRESENTATIONS > LESSONS LEARNED

- crafting well-designed, well-written slideshow presentations is tricky and takes time and care
- plan to spend *a lot* of time **organizing your materials and outlining your presentation**
- as for design, templates are just templates—they are *starting* points; be sure to choose a template that complements the content of your presentation
- familiarize yourself with the resources available
  - like Microsoft’s download site, where you can download tons of PowerPoint templates
  - like the Writing Center, where you can get one-on-one help, and demo your presentation
  - like the UURAF web site, which includes all sorts of sample materials and advice



# PREPARING FOR UURAF

## Oral Presentations

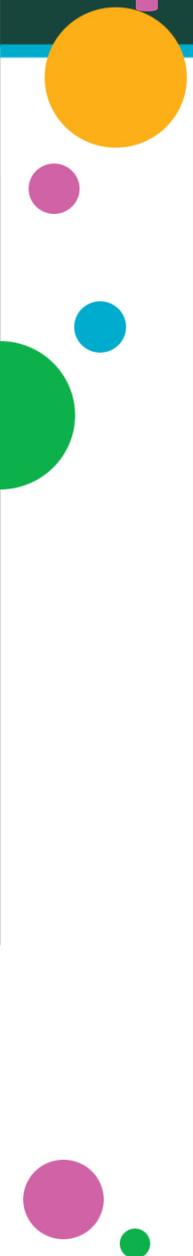
- Session A: 8:30–10:30am
- Session B: 11:00am–1:00pm
- Session C: 1:30–3:30pm

*Remember to check in and get to your room EARLY (ideally, 15 minutes before the session starts).*

## Poster Presentations

- Session A: 9:00–10:30am
- Session B: 11:00am–12:30pm
- Session C: 1:00–2:30pm
- Session D: 3:00–4:30pm

# PREPARING FOR UURAF



To check your time slot and presentation room for UURAF:

<https://uuraf.msu.edu/>

(search for your last name)

# UPCOMING WORKSHOP

## Preparing for Success at UURAF

panel of seasoned UURAF presenters available to answer questions, offer tips and advice, etc.

113 Bessey Hall

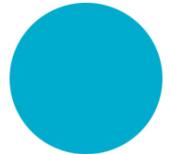
Tuesday, March 26 from 6:00–7:00pm

A decorative graphic consisting of a dark green horizontal bar at the top, a thin light blue horizontal line below it, and several colored circles (orange, pink, blue, green) scattered on the left side of the page. The word "QUESTIONS?" is written in a large, bold, dark green font at the bottom right.

**QUESTIONS?**

[www.digitalwriting.org/UURAF](http://www.digitalwriting.org/UURAF)

PREPARING **ORAL** PRESENTATIONS



# PREPARING ORAL PRESENTATIONS

Danielle Nicole DeVoss • devossda@msu.edu

Writing, Rhetoric, and American Cultures • Professional Writing

## OUTLINING YOUR PRESENTATION

Follow the general outlining conventions of your field, for instance:

### general science format

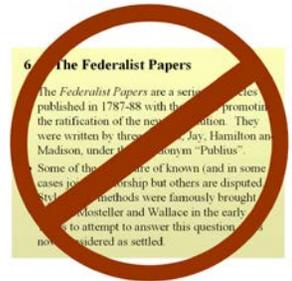
- 1) title
- 2) problem or issue studied
- 3) research method
- 4) data collected
- 5) research findings
- 6) implications
- 7) conclusions

### general humanities format

- 1) title
- 2) problem or issue studied
- 3) history and background
- 4) analytical approach or theory
- 5) findings
- 6) implications
- 7) conclusions

## SLIDE RULES #1

- do not copy and paste entire paragraphs into your slideshow
- include no more than three or four bullet points per slide
- use short—but descriptive!—phrases in your bullet points
- make sure each slide has a clear, descriptive heading
- use a large, readable font face and size for your headings (e.g., Times New Roman 60pt)
- use a medium, readable font face and size for your bullet text (e.g., Calibri 26 pt)



## SLIDE RULES #2

- adopt an overall design scheme that lends visual consistency to your slideshow
- avoid garish, distracting backgrounds (just because PowerPoint lets you use them doesn't mean you *should* use them)
- make sure your visual content—photos, icons, charts, etc.—complements the purpose and focus of your presentation



## SLIDE RULES #3

- read and review and proof and proof and edit and polish and proof
- make sure there are no spelling errors, grammar errors, or typos in your slideshow
- practice your presentation—OUT LOUD!—make sure you have your timing down (10 minutes)

## SLIDE RULES #4

- test your presentation for potential technical issues
- be ready to load your presentation onto the computer in your presentation room *before* presentations begin
- save in multiple places—for instance,
  - upload your presentation to D2L or Google Drive and bring it on a USB drive
  - email your presentation to yourself and bring it on a USB drive

- ✓ each room will have a laptop, a projector, and speakers
- ✓ the laptops for UURAF will be PCs with Microsoft Office 2013
- ✓ each computer should be connected to MSU wireless