



Deliver to Win:

How to Present Your 3-Minute Talk Effectively

Elena Kallestinova, PhD. and Chris Featherman, PhD.

The Writing and Communication Center

MIT's 4th Annual Research Slam is here!



<https://researchslam.mit.edu/>

**Submit your 3-min
presentation by
Mon, Mar 11th, 11pm**

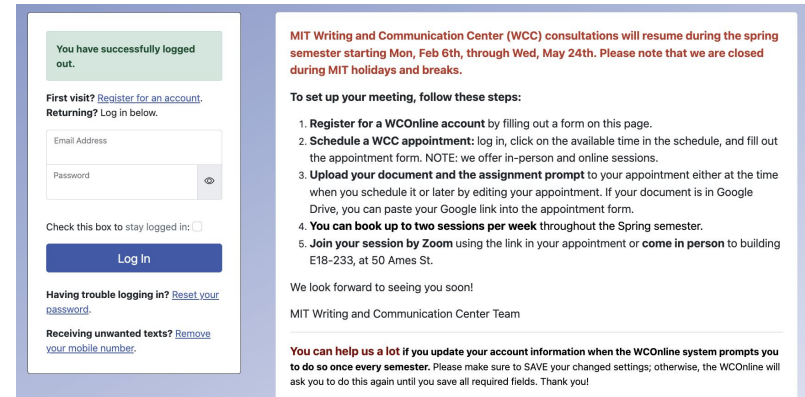
**The showcase is on
Wed, Apr 17th, 5-7pm
followed by a reception**

**Winner gets \$600.
Runner-up gets \$300.
Audience-choice
award of \$300.**

The Writing and Communication Center can help you!

<https://cmsw.mit.edu/writing-and-communication-center/>

- Free one-on-one advice from WCC specialists
- In-person or by Zoom
- Mon - Fri, 9am-6pm
- Two 50-min sessions per week



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MIT Writing and Communication Center (WCC) consultations will resume during the spring semester starting Mon, Feb 6th, through Wed, May 24th. Please note that we are closed during MIT holidays and breaks.

To set up your meeting, follow these steps:

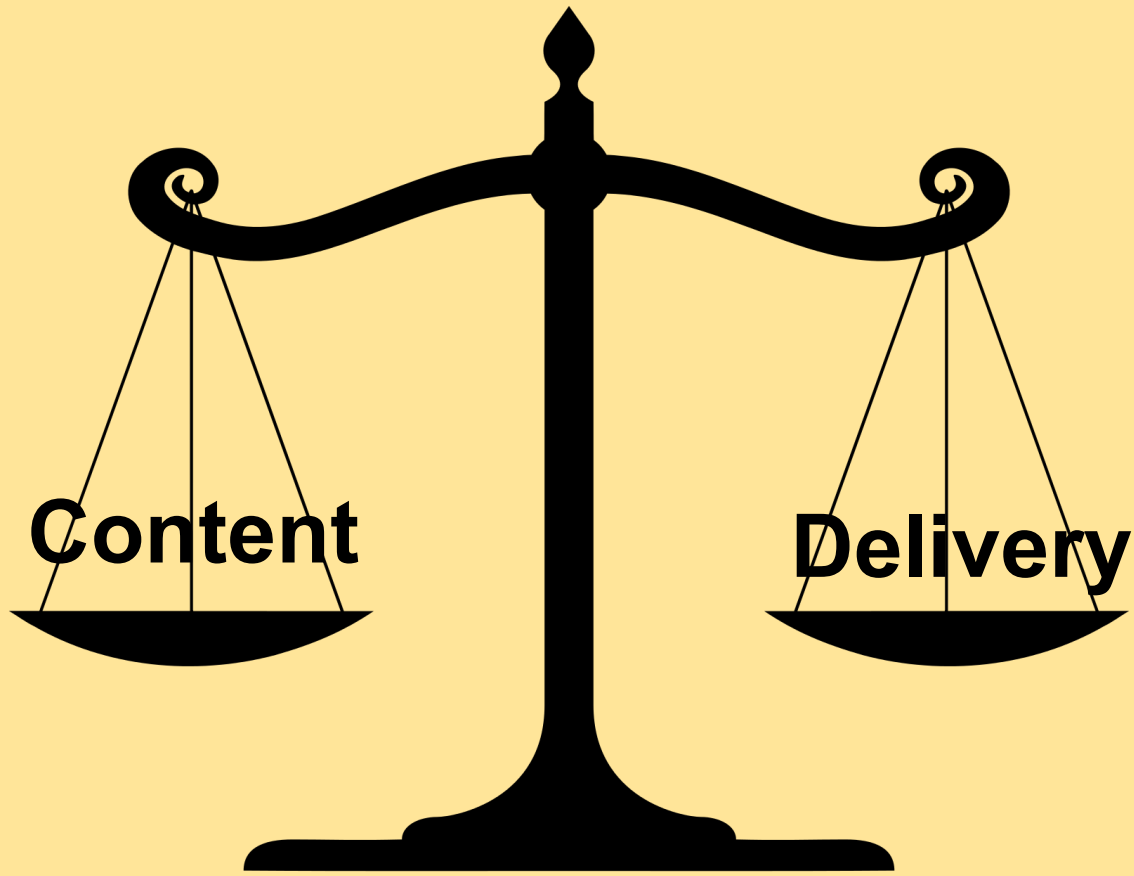
1. **Register for a WOnline account** by filling out a form on this page.
2. **Schedule a WCC appointment:** log in, click on the available time in the schedule, and fill out the appointment form. NOTE: we offer in-person and online sessions.
3. **Upload your document and the assignment prompt** to your appointment either at the time when you schedule it or later by editing your appointment. If your document is in Google Drive, you can paste your Google link into the appointment form.
4. **You can book up to two sessions per week** throughout the Spring semester.
5. **Join your session by Zoom** using the link in your appointment or **come in person** to building E18-233, at 50 Ames St.

We look forward to seeing you soon!

MIT Writing and Communication Center Team

You can help us a lot if you update your account information when the WOnline system prompts you to do so **once every semester**. Please make sure to SAVE your changed settings; otherwise, the WOnline will ask you to do this again until you save all required fields. Thank you!

- **Schedule a session to go over your script**
- **Get feedback on your slide**
- **Practice your presentation with a WCC specialist**



What makes a presentation winning?



**Matthew Ellis, 1st Prize at IvyPlus 2021 and
2nd Prize at NAGS 2022 3MT Competition**

<http://tinyurl.com/d2w-Feb2024>

Activity 1:

What do you notice about the speaker's delivery?

How does the speaker use **pace**, **tone**, **movement** and **body language**?

Jot down a few notes and please be ready to share.

Principle 1

Written and spoken English are different

delivered at the dedication of the
Gettysburg.

and seven years ago our fathers
on this continent, a new na-
tion in Liberty, and dedicated
principle that all men are cre-

are engaged in a great civil war,
that nation, or any nation
and so dedicated, can long
are met on a great battle-field

We have come to dedicate a
hate field, as a final resting
place for those who here gave their lives
that this nation might live. It is alto-
gether and proper that we should

larger sense, we can not dedice
and consecrate - we can not
take this ground. The brave men, live
and, who struggled here, have cons-
pired far above our poor power to add

or detract. The world will
long remember what we say -
never forget what they did to
the living, rather, to be ded-
icated to the unfinished work which
these who here have thus far so
nobly done. It is rather for us to be here
dedicated to the great task remaining be-
fore us from these honored dead
to whose devotion to that cause for
the last full measure of
our lives we here highly resolve that
these dead shall not have died in vain - that
this nation, under God, shall have a
new birth of freedom - and that governmen-
t of the people, for the people,
shall not perish from the earth.

Abra

November 19, 1863.

Lincoln's speech of the Gettysburg Address

Written Text

Oral Presentation

Repetition is kept to a minimum.

Repetition helps an audience follow and remember your talk.

Word choices tend to be more formal and disciplinary.

Word choices tend to be more colloquial and accessible.

You can use longer, more complex sentences.

Sentences tend to be shorter.

Rhetorical questions are used sparingly.

You can use rhetorical questions and reference yourself more often.

You only have the written word.

You can communicate a lot through tone, gesture, and facial expression.

Written Text

Oral communication presents many benefits. It is a quick and direct method of communication. Be it criticism, praise, or information, oral communication conveys the message immediately to the receiver.

Moreover, oral communication elicits immediate feedback and hence enables a two-way communication.

Oral Presentation

Activity 2:

How would you present this message in an oral presentation? What would you change?

Written Text

Oral communication presents many benefits. It is a quick and direct method of communication. Be it criticism, praise, or information, oral communication conveys the message immediately to the receiver.

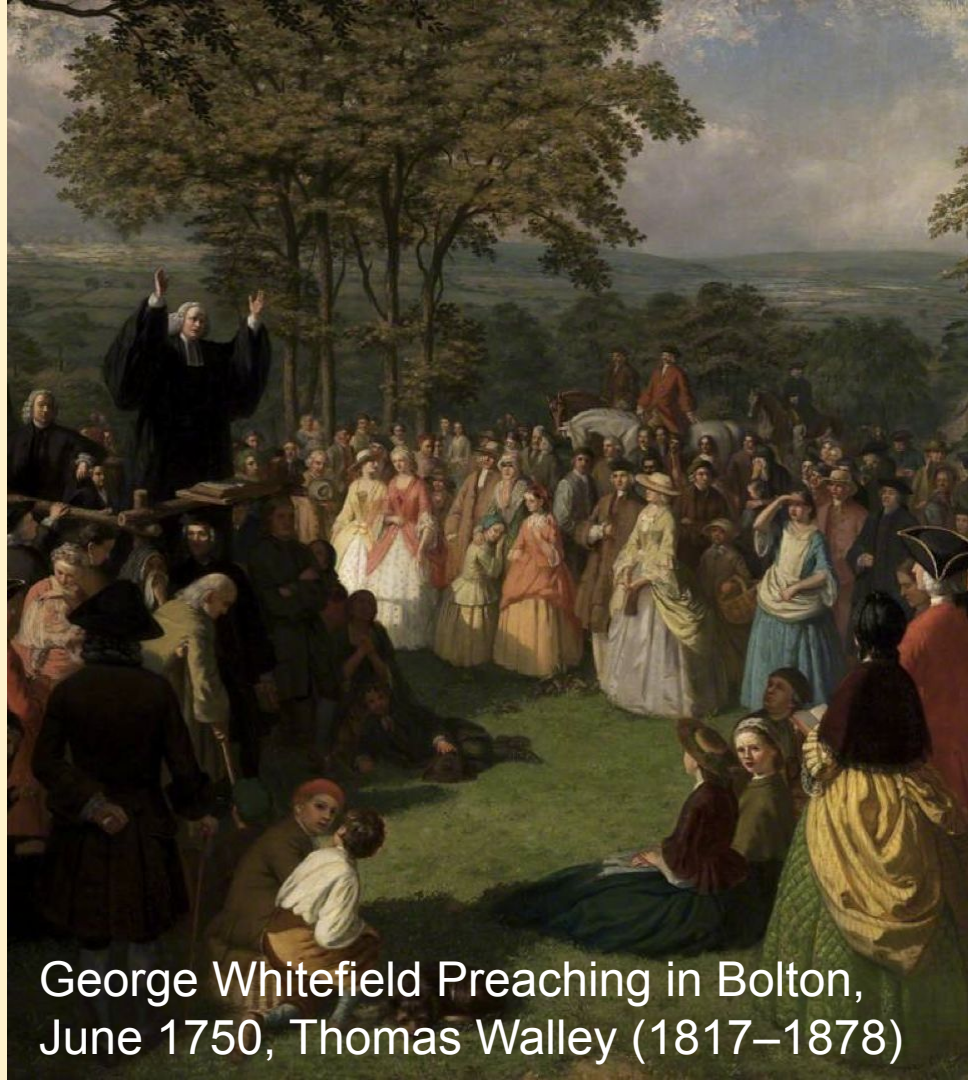
Moreover, oral communication elicits immediate feedback and hence enables a two-way communication.

Oral Presentation

What are the benefits of oral communication? First, oral communication is quick and direct. Whatever we do—criticize, praise, or inform—oral communication helps us to convey the message immediately to the receiver. Second, oral communication allows us to get immediate feedback from the listeners, so it is a two-way communication.

Principle 2

You should move yourself and move your eyes if you want to move your audience or hold their attention.



George Whitefield Preaching in Bolton,
June 1750, Thomas Walley (1817–1878)

Enhance Your Communication



Body language



Facial expressions

Use Your Body Language



Position yourself powerfully

- take up more space
- straighten your spine
- send your shoulders back
- breathe slowly

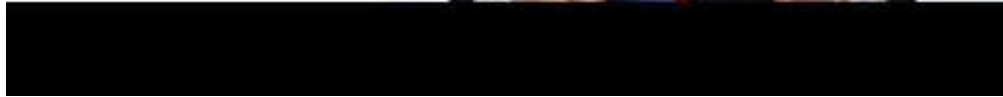


Should I use or not use my hands?

Control Your Hands



Learn
your
nervous
gesture



Kelly Decker “What do I do with my hands?”



Awkward



Relaxed



Lonely



Resentful

Use Your Facial Expressions



Elated



Bitter



Interested



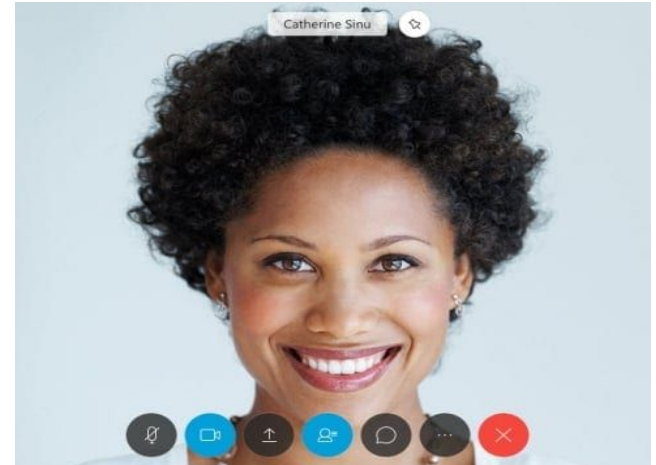
Regretful

Using Your Facial Expression



Show enthusiasm and passion with your face and SMILE

- sit at the right distance
- look into camera
- use your face muscles
- smile before and during your presentation



**Use your 42 face
muscles for your
benefit**

Principle 3

**You should
rehearse your
spontaneity.**



Barack Obama

Rehearse Your Spontaneity

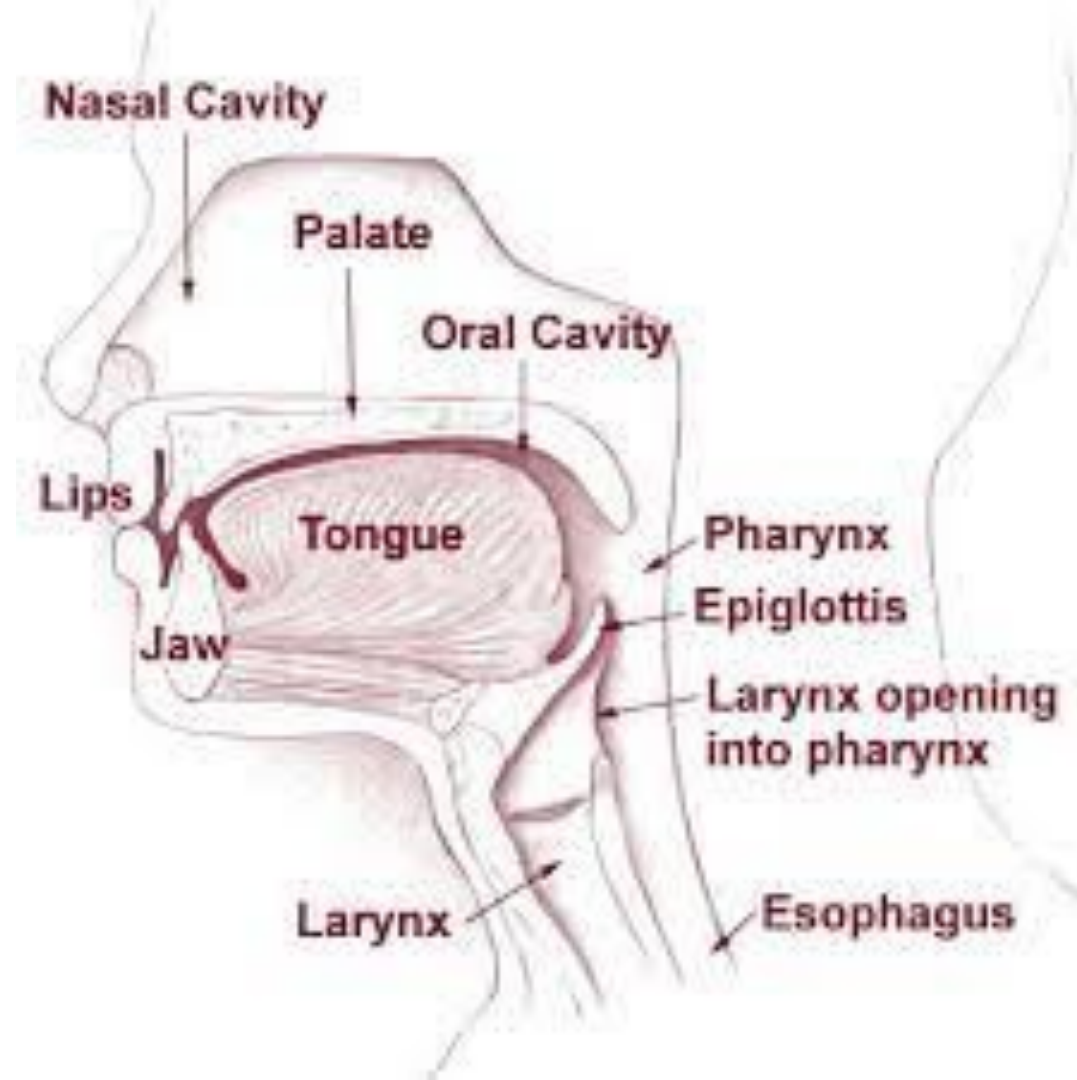


**Make use of your tone,
voice, and intonation.**



**Control your
word fillers.**

**Make use of
your tone,
voice, and
intonation**



Your articulation and voice are your tools

Intonation/ prosody

Pronunciation

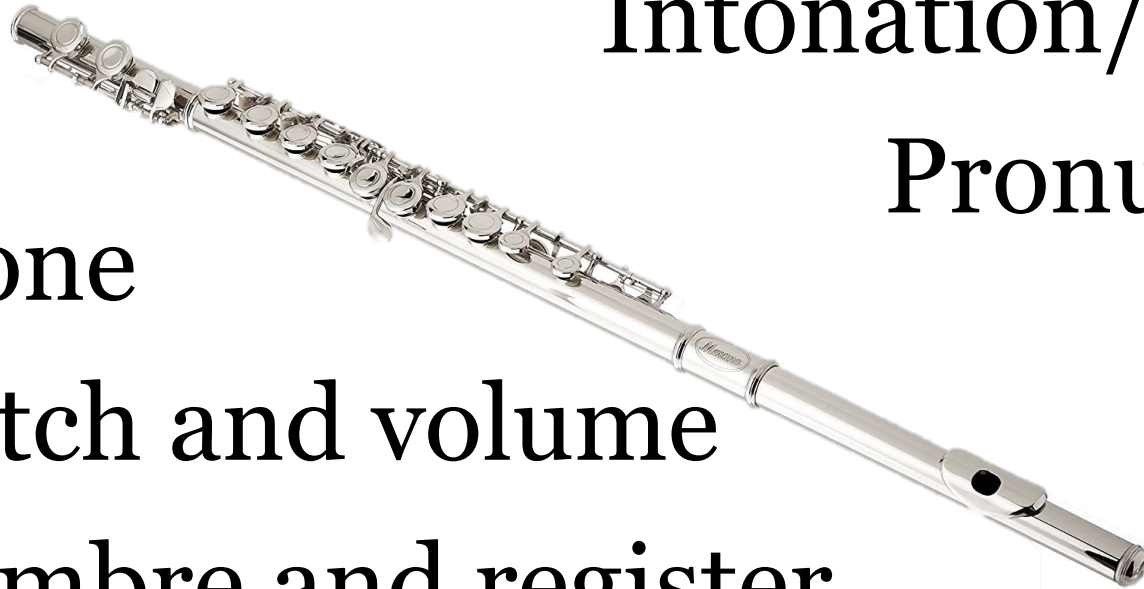
Pausing

Pace

Tone

Pitch and volume

Timbre and register



How to speak so that people want to listen | Julian Treasure



Remember:

1. Avoid speaking monotonously.
2. Vary your tone and intonation.
3. Practice speaking with a deeper voice.*
4. Articulate your message.
5. Vary pace and use it to your advantage.
6. Do not be afraid of silence.

Warm up exercises:

Ba-ba-ba

Roaring B

La-la-la

Roaring R

Wi-a

Control your word fillers

Like I Said

Yeah

All right

So

I mean

Sort of

Well

OK

"Kinda"

You Know

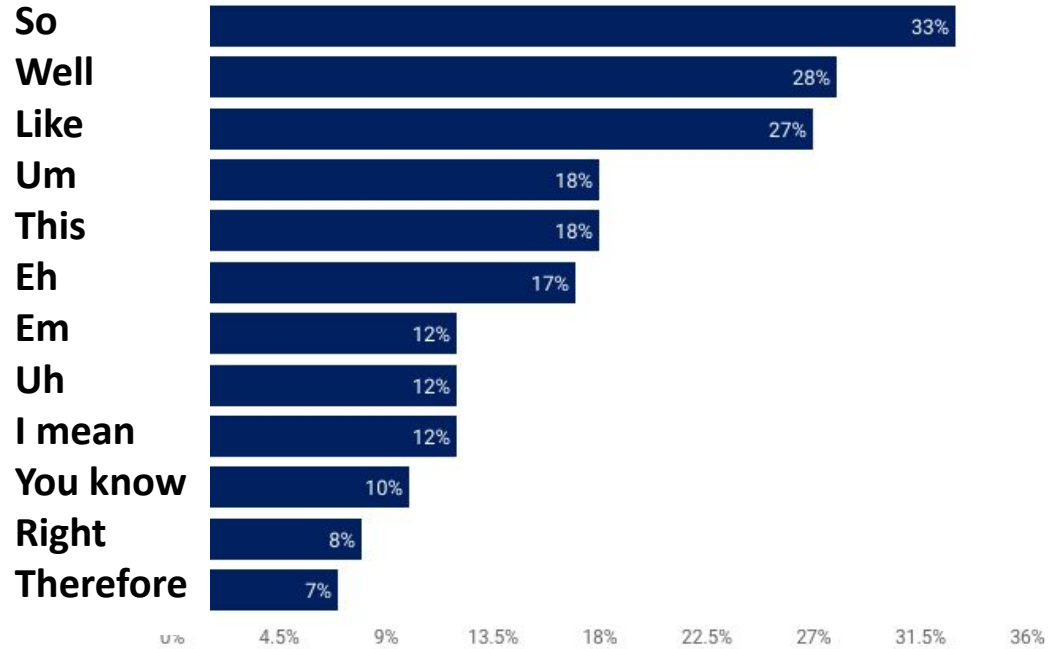
Like

Um

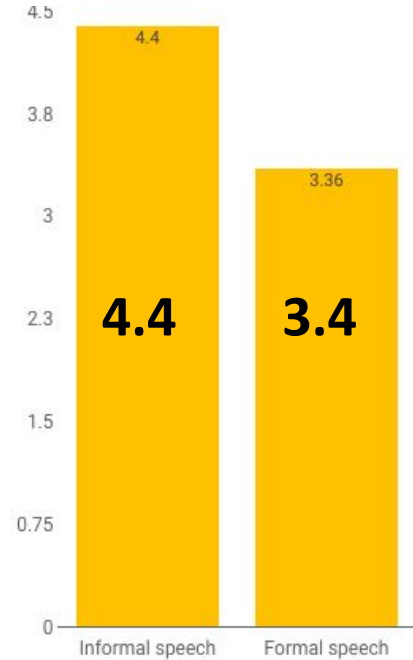
You know

Most Common Linguistic Fillers

Frequency filler appear in languages



of users per minute



Data source: Nimdzi linguistic filler study 2018

Are they good or bad?

- Allow for thought
- Act as a cushion for a delicate topic
- Emphasize what we will say next
- Indicate a degree of uncertainty

- Disrupt ideas
- Impede comprehension
- Ambiguate the message
- Show lack of control
- Pollute delivery

How to Avoid Word Fillers

1. Learn your fillers
2. Start noticing them
3. Stop before using them
4. Use a pause
5. Practice

How to Avoid Word Fillers

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2. Start noticing them
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Practical approach:

Record yourself speaking for 1 min
Listen to your recording and mark
all filler words.

Go slowly and focus on your
speech.

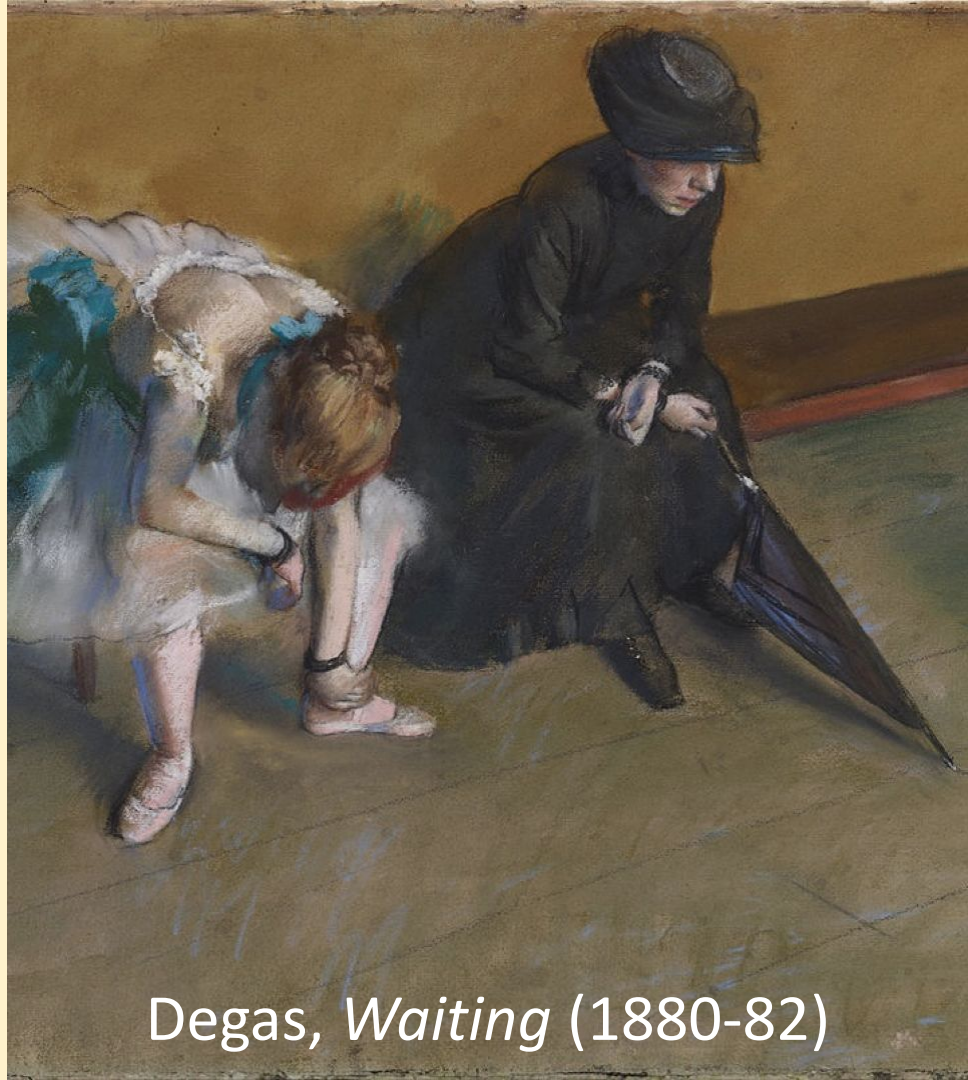
Rather than use a filler word, be
silent at that point instead.

Practice before public speaking.

Principle 4

**What you feel
is not what
they see.**

Why are we nervous?



Degas, *Waiting* (1880-82)

Nervousness shows in many ways

- body language
- face expression
- tone and voice
- memory

**Can we make ourselves
feel more confident?**



How to Lower Your Stress Level

How to Lower Your Stress Level

Power Poses

- Keeping a power pose for 2 mins.
- They increase our confidence level.



How to Lower Your Stress Level

Penguin exercise:

1. Progressive muscle relaxation
2. Raise shoulders to ears and keep for 3 seconds
3. Then relax
4. Repeat a few times



How to Lower Your Stress Level

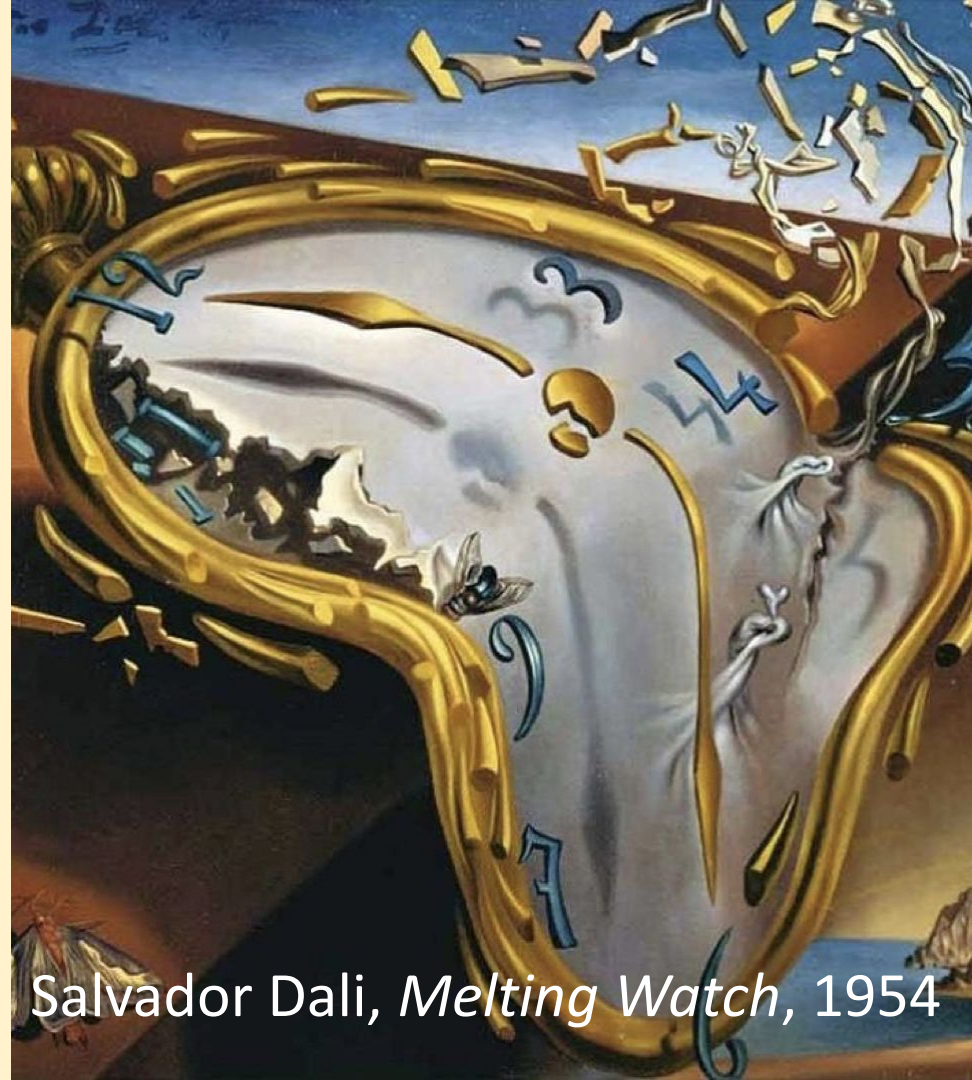
Breathing exercise: 5X5

- Breathe in 1-2-3-4-5
- Hold your breath
- Breathe out 1-2-3-4-5
- Hold your breath
- Repeat five times



Principle 5

**Time works
differently
during public
speaking**



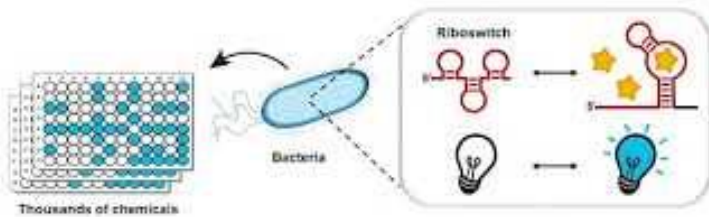
Salvador Dali, *Melting Watch*, 1954

Tips for Research Slam Presenters

1. Create and memorize your script
2. Plan your body language and facial expressions
3. Rehearse your intonation, tone, pace changes, and pauses
4. Record yourself several times
5. Fit in 3 minutes



Developing riboswitch biosensors to find new antibiotics



Activity 3:

Evaluate the speaker's delivery.

Use the rubric on the attached handout to collect your feedback, and please be ready to discuss after the video.

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The WCC (MIT Writing and Communication Center), E18-233(50 Ames Street)

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AVAILABLE SCHEDULES

Spring 2022

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4. **Come in person to building E18, room 233, at 50 Ames St., or join by Zoom** using the link in your appointment.

We look forward to seeing you soon!
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