



Thanks for that introduction Daniel!

For those who I haven't met, my name is Ngaire Greenwood, and I work in the Research Office and PMO team here at AIMS.

Before we begin our session today I'd like to acknowledge the Traditional Owners of the various lands we're meeting on. I acknowledge their continuing connection to land, waters and community. I pay my respects to the people, the cultures, their stories, the Elders past and present, and any Traditional Owners with us here today.

Hello! It's nice to meet you



Before we get into today's session, I wanted to tell you a bit more about my experience relating to today's topic, so that you can understand where the techniques, tips and tricks I'll share with you come from.

And that experience is quite diverse. It includes:

- 2 years as Duty Manager at a backpackers hostel, meeting and helping people from around the world with varying levels of English.
- 8 years as a professional opera singer, performing on stage in front of audiences both in solo roles and as part of the W.A. Opera Chorus.
- 13 years as a bid manager and writer, working with teams to develop and write persuasive narratives about why clients should choose us for their next project.
- As part of that experience, I also prepared hundreds of presentations to clients, and coached those who were going to speak on their delivery of those presentations.
- I've also presented myself. Throughout my career I've created and presented on various topics, including onboarding, training and information sessions to audiences in person and online.

Topics

- 2-part “Learn and Practice” session
- Who is your audience?
- Structuring your presentation:
 - Narrative structures
 - Using storyboards
 - The ISBP Framework
- Presentation content:
 - Writing a script
 - Using appropriate language
 - Value Proposition statements
 - Slide contents
- Tips for presenting
- Next Session: Workshop

Can I use AI?

If you want to. However, make sure you understand the creative process and decisions you need to make, so that you can edit and refine whatever AI produces so that it sounds genuine, not generic.

- On screen is an outline of what I’ll discuss today, [READ SLIDE]
- There is no one way to do things when it comes to crafting presentations and public speaking, and there are a lot of different techniques that I’ve learned about, seen in action, and heard about over the years. However, what I’ll be sharing with you today are the fundamentals that I keep going back to time and again, and that’s why I’ve chosen these topics today.
- Hopefully we’ll have time at the end for a Q&A, and I’m happy to chat individually afterwards if you like as well. For those in the room who are neurodiverse, I’d be happy to see if there’s anything else I can suggest that might support you. I’m no expert, but I’ve worked with a lot of people over the years and might have an example of someone with the same challenge and what they did about it.
- Also, a word about AI tools. If you want to use them, then that’s your choice. AI will spit out a decent looking presentation, and it is pretty good at preparing first draft scripts from existing papers or reports. But as we all know, AI produced content is pretty generic, and it’s not written the way you would say it out loud. So know that you’ll still need to do plenty of refining and practice. As an audience member it’s really easy to tell when the presentation is “generic”, rather than “genuine” to the person speaking it.
- I’m here to share my knowledge and techniques for the creative process, and creative decisions, that you will need to make in order to craft a good presentation. If you choose to use AI as part of your workflow,

then understanding these fundamentals will help you critique what the AI produces, and then tailor it to your specific audience.

- But for me, the crafting of a presentation will always be 100% human, because after 25 years of doing this I can absolutely say that the creative process of deciding what my presentation structure is, and what I am going to talk about, then refining my slides and messages, is 80% of my practice for the big day. In essence I've already done the hard work in my head, and I know the contents back to front so I can pivot as needed.

2-part “Learn and Practice” series



Easier presentation creation and public speaking through implementing tried and tested techniques.



Question for the chat:
What do you find most difficult?



[READ SLIDE]

Let’s also take a moment to get on the same page. What do I mean when I say “Presentations and Public Speaking”, in the context of today’s session.

There are many types of presentations you might need to give in your career. These range from information sessions like the SRIF information session I did recently for Research Office. Or a training session that you’ll give about a particular laboratory technique. You might be the facilitator for a panel of experts, talking about a topic at your conference. You might be leading a workshop with stakeholders for your project.

While many of the things I’ll be talking about today can be transferred to those kinds of presentations, they’re not the main kind of presentations I’m focussing on today.

What we’re going to talk about are the ones you’re more likely to be doing relating to presenting your research, so things like:

- A research highlight for the AIMS All Staff meeting,
- A presentation as part of the ECR and HDR research series,
- Delivering a paper at a conference or industry forum
- Presenting the final report on your research to the project stakeholders, e.g. the client, DBCA, GBRMBA, other researchers.
- A slot in the “Pint of Science” event that I know a few researchers at AIMS have taken part in.

So what do I mean with public speaking? That includes all of the above plus.

- An invitation to speak to the local community while on a field trip
- You might be at a conference workshop and everyone is asked to give 2 mins about who they are and what their research is.

- You might get asked to talk about your research to your friend's year 10 science class as an outreach activity.

What I'm not going to talk about today is talking to the media.

While everything I'm going to talk about today does have some relevance, there are very specific skills associated with talking to the media and making sure that you stay on message that I am not experienced in. The AIMS Communications team are most definitely the experts and there is a course that they offer that will prepare you for that, and I believe Daniel has completed that if anyone wants to talk to him about what it was like.

Who is your audience?

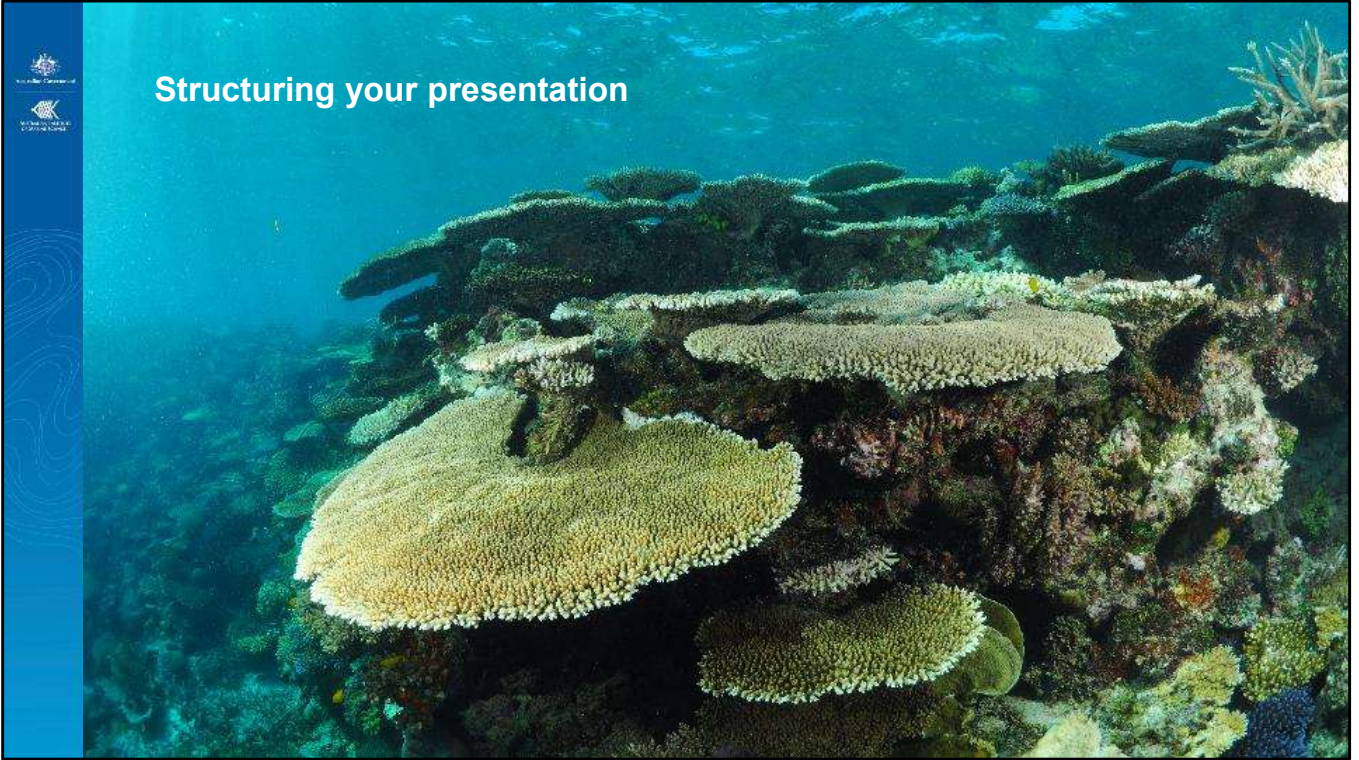
- Who are they and why are they here?
- What age and demographic are they?
- What do they want to know, or what are they be interested in hearing about?
- What eventualities do I need to be prepared for?
- What is the venue and occasion?



Your audience should be front of mind before you even start planning what your presentation content should be.

Are they researchers? Other scientists? Clients? Members of the public? Your colleagues at an AIMS All Staff meeting? A group of high school students who are doing citizen science as part of a collaboration between your project team and a local high school? All of these and more could be your audience.

Age and attention span is also a factor. I once spent a day delivering talks about opera to primary school students, so Years 1 to 7. But going in I knew it would be tough to hold their attention so I had plenty of props and silly stories on hand ready to pivot and talk about other things. Most importantly I prepared myself for the many children who covered their ears and screamed “Nooooo” when I started singing opera. It was a tough gig, I was totally exhausted at the end of that day. But I learned a lot.



Narrative structures and why they are useful

Narrative structure:

Beginning -> Middle -> End

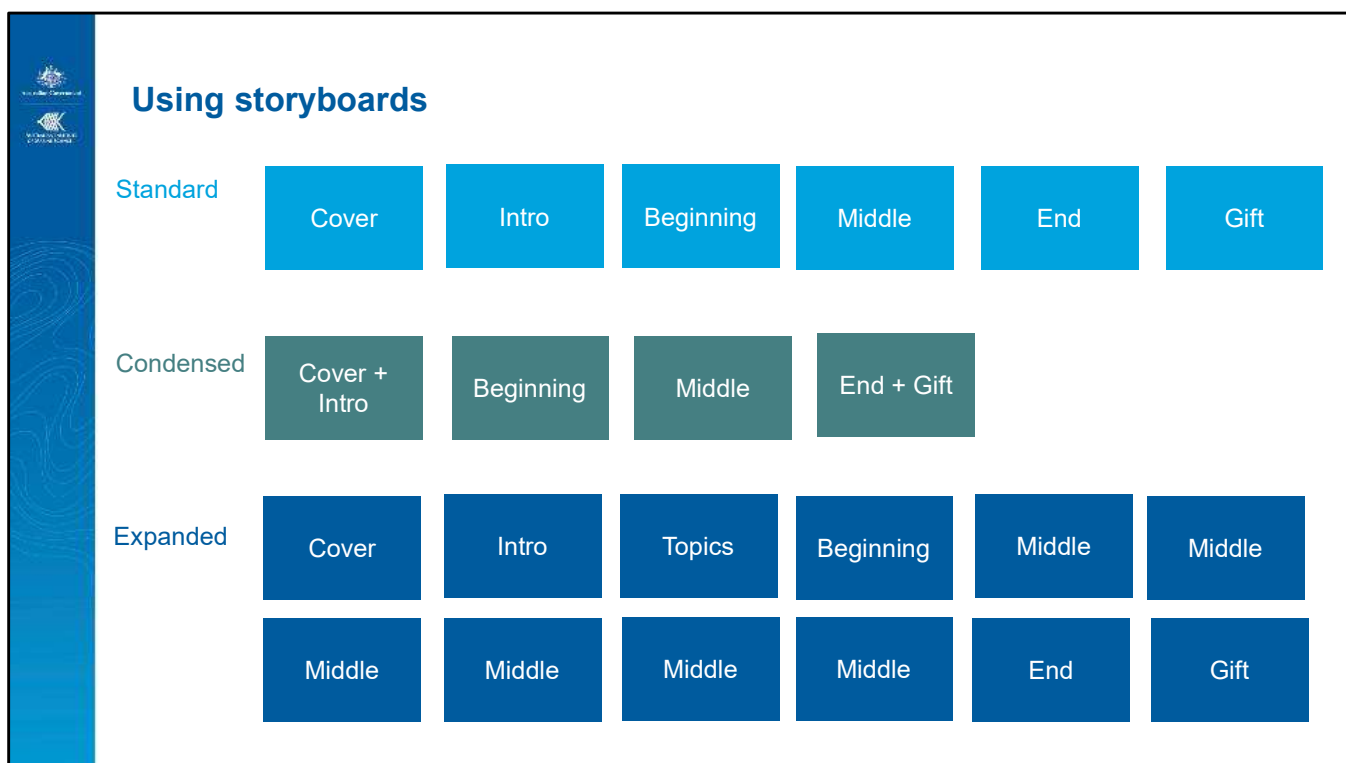
Presentation structure:

Intro -> Beginning -> Middle -> End -> Gift

Your presentation as a story – people are used to stories, and there’s a reason why the structure of Beginning – Middle – End exists.

Sure, there are the “To be continued” ones, but if you’ve got a one off opportunity to talk about your research, I’d advise against using it, otherwise no one will leave satisfied. It’s like going to the first day of a new movie, only to learn at the end that you have to wait to

This does not mean that you cannot do a presentation only when you have all the research questions answered. Far from it, as the “Gift” that I’ll talk about

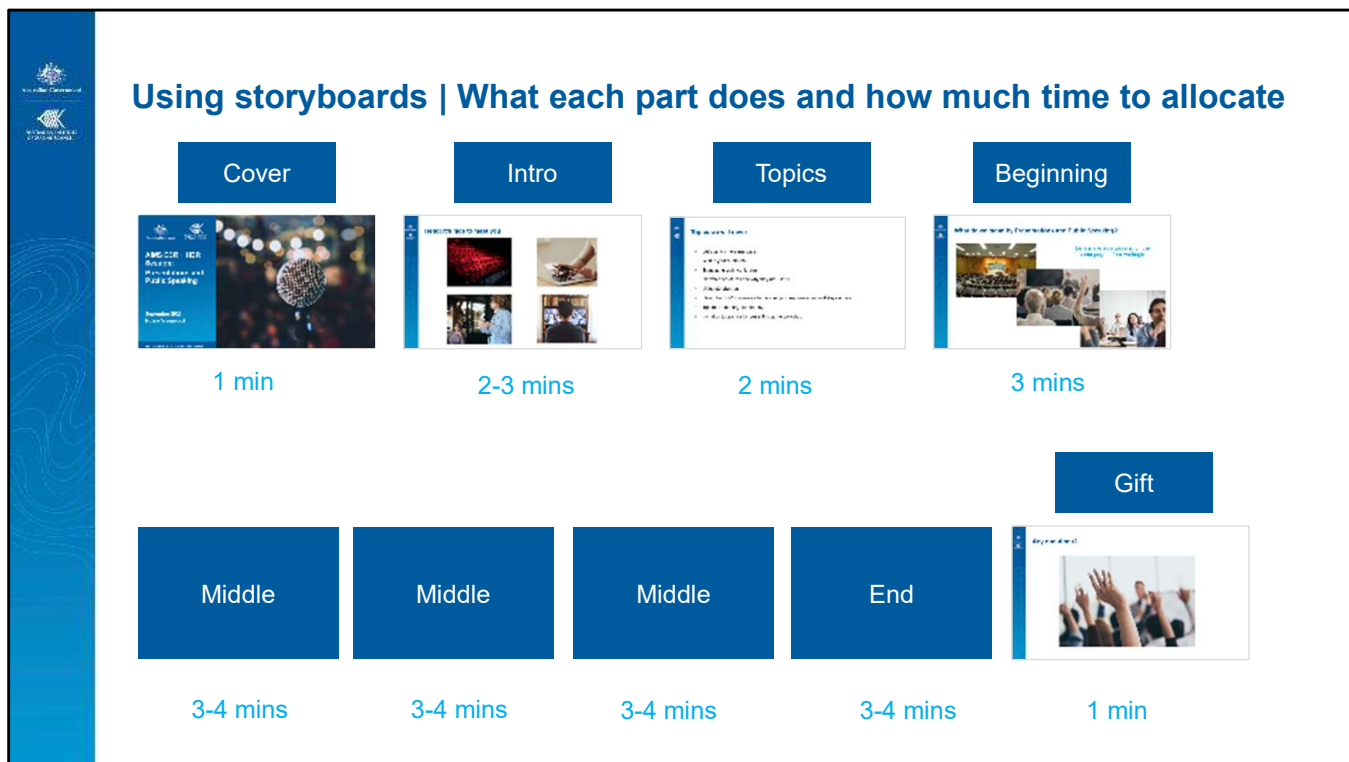


You might be familiar with movies using storyboards to plan out their scenes in order, so that everyone involved in the production knows what the structure is, so that they can keep on track and get each part done.

In crafting presentations, and in writing proposals, storyboarding does the same thing. It is a way of outlining the key things you need to talk about, so that you then stick to the structure as you flesh out the detail. I've done this on whiteboards, on post it notes, drawn on paper, or visualised it in my head. If you're a list person, then write it in a list.

What you'll see on screen is not prescriptive by any means, but it gives you some general guidelines on how to structure the content. For a 3- 5 min presentation, start with the condensed version, and know that the most time should be allocated to slides 2, 3 and 4.

As you'll see in the expanded version, things change a bit, and I've added an optional Topics slide. However, you might also notice that I've still got one slide for the Beginning, made lots of slides for the Middle, and only have one End slide. This follows narrative structure most closely, where you spend the first chapter setting up the story, you spend most of the time in your middle section, and then you bring it all home in the last chapter. I have, on rare occasions, had a second Beginning slide, but it was more like a Beginning / Middle slide, so that the segue was clearer.



Here is my presentation today, in storyboard format. It's clearly an extended format because I have an hour of your time. I haven't included all the slides but you get the general idea.

Knowing the purpose of each slide, is key to understanding what to include on it, and how much time you need to allow for it. I've also given you some indicative times per slide to aim for but these are just guidelines. In my experience, people start to get a little bored if you talk to the same slide for more than 4 - 5 mins. However, it does depend on what is on the slide itself, and how you're interacting with it, so that's why it's important to remember that these are indicative.

Cover is your placeholder slide. It's not the introduction, but it sets the scene so to speak. This should say your topic, and your name. Ideally, with a photo or graphic that gives a taste of what is to come, or has some relevance to your talk. That way, if the cover slide is up in place for several minutes while people file into the hall, they know they're in the right room. It's also your opportunity to deal with any acknowledgements, such as acknowledgement of country, acknowledging your colleagues and Traditional Owners involved in the research, or thanking the event organisers for inviting you to speak.

Intro is about you, and what people should know about you in order to understand the talk. Hi, my name is Ngaire and this is why you should listen to me. Depending on the time you have, this can be short, or it can be longer. For an hour long session like this one, I allocated 2-3 mins when practicing it.

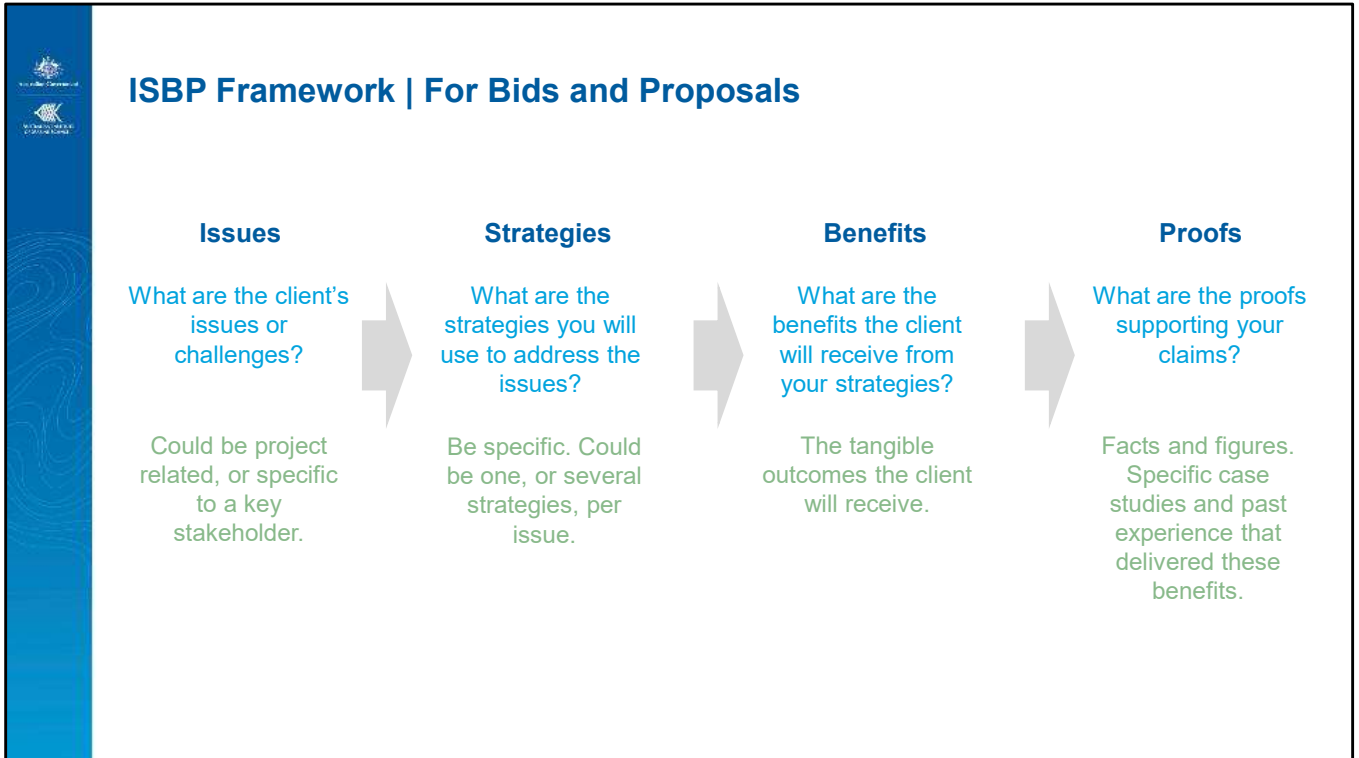
Topics is the table of contents that helps the audience know what they're in for. Don't put every slide title. And if you've got more than 10 items on that list, start thinking about whether you can summarise it or group it into themes.

Beginning is where you really start talking about your topic. So this is setting the scene for what is about to come.

Middle is where you spend most of your time, and in a 5 min talk that means 3 mins of your time. In a 45 min training session, which is what I was aiming for today, you need to break it up into chunks to make it palatable.

End is where you bring it home as a conclusion to your story. Remember when I was telling you about sequels? Yep, we'll get back to that too.

You might have been wondering all this time what the **Gift** is. This is your little present to the audience, something that they get to take away. It can be a warm and fuzzy photo of Daniel with the baby turtles, which is seriously the cutest gift I have ever seen in a presentation. It could be a promise of question time, like I'm doing today. Or it could be an invitation, i.e. if you're interested in collaborating with me on further research in this field, here is my email address and ORCID number on screen.



Let's start talking about what to put on your slides, so the content on your Beginning, Middle, and End slides specifically.

The ISBP Framework was something I only learnt about when I started doing bid management and bid writing. But it has been the single most important tool for writing and speaking persuasively that I have come across.

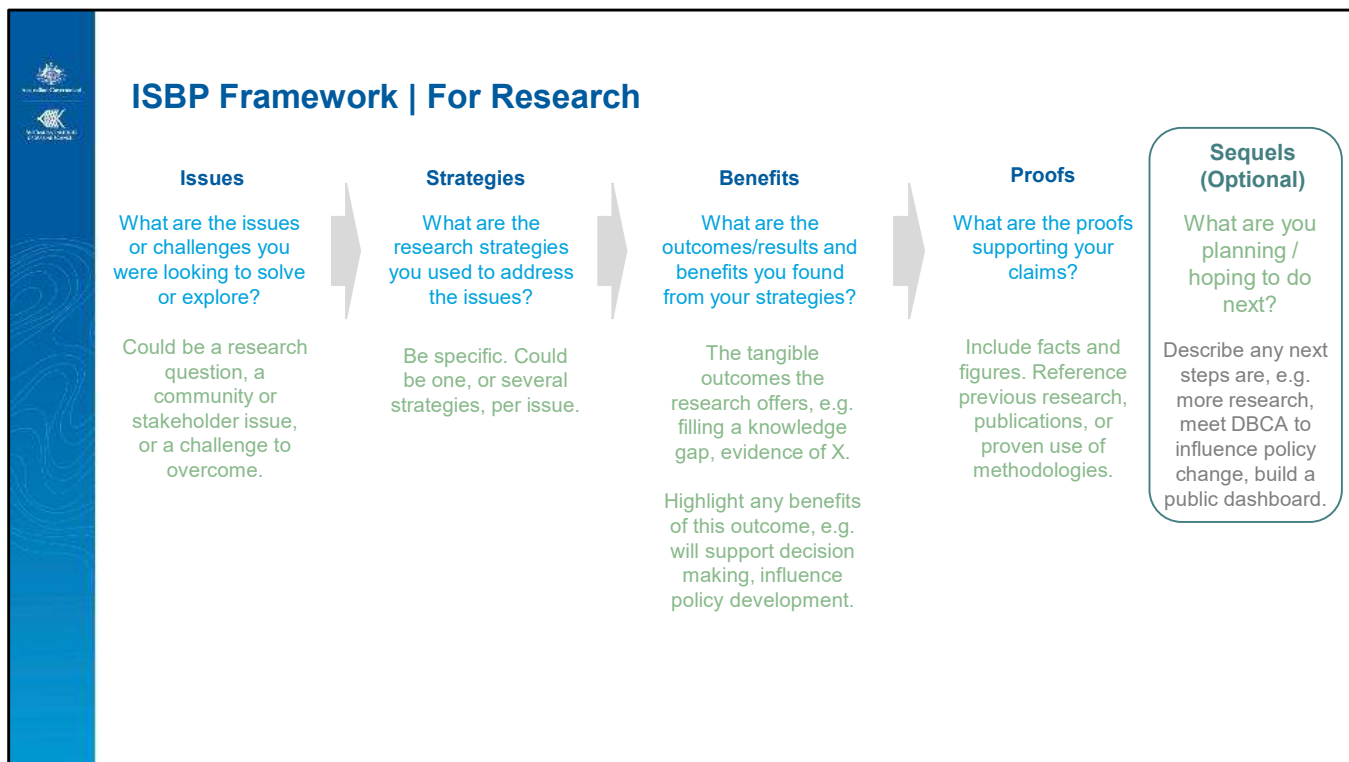
And I use it every day.

I have used this framework to write emails, to craft cover letters for job applications, to work with teams to develop the key messages for a proposal, to write that proposal, even to review other people's proposals, like I have been reviewing funding applications for SRIF and CDF here at AIMS.

What you see on screen is the one that I learned for doing bids. I'm including it here because I know a lot of you will do client proposals in your career. You'll be getting a copy of this presentation, so you will find it useful for that purpose.

ISBP stands for Issues, Strategies, Benefits, Proofs.

Why is it so useful? Because it structures your thinking, and helps you craft content, and key messages.

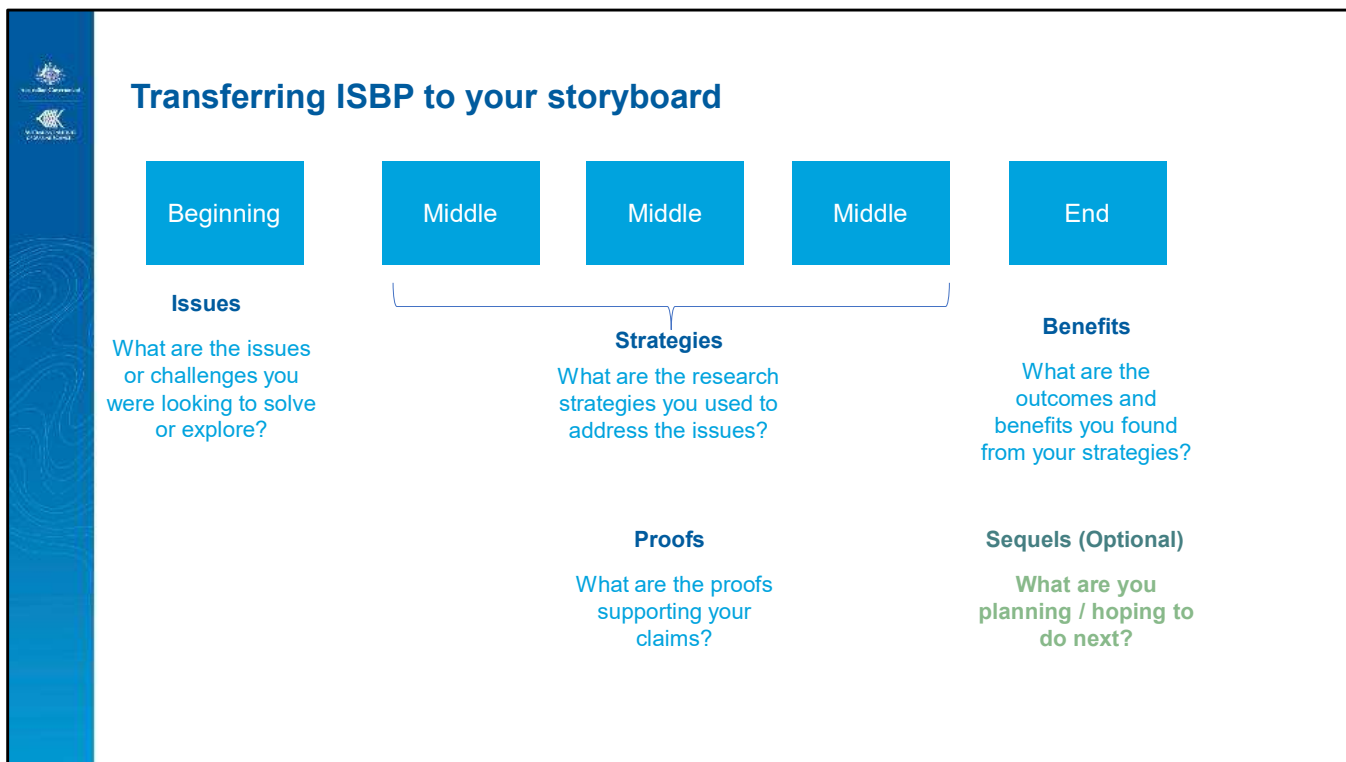


But we're here to talk about how it can be used to craft content for research presentations.

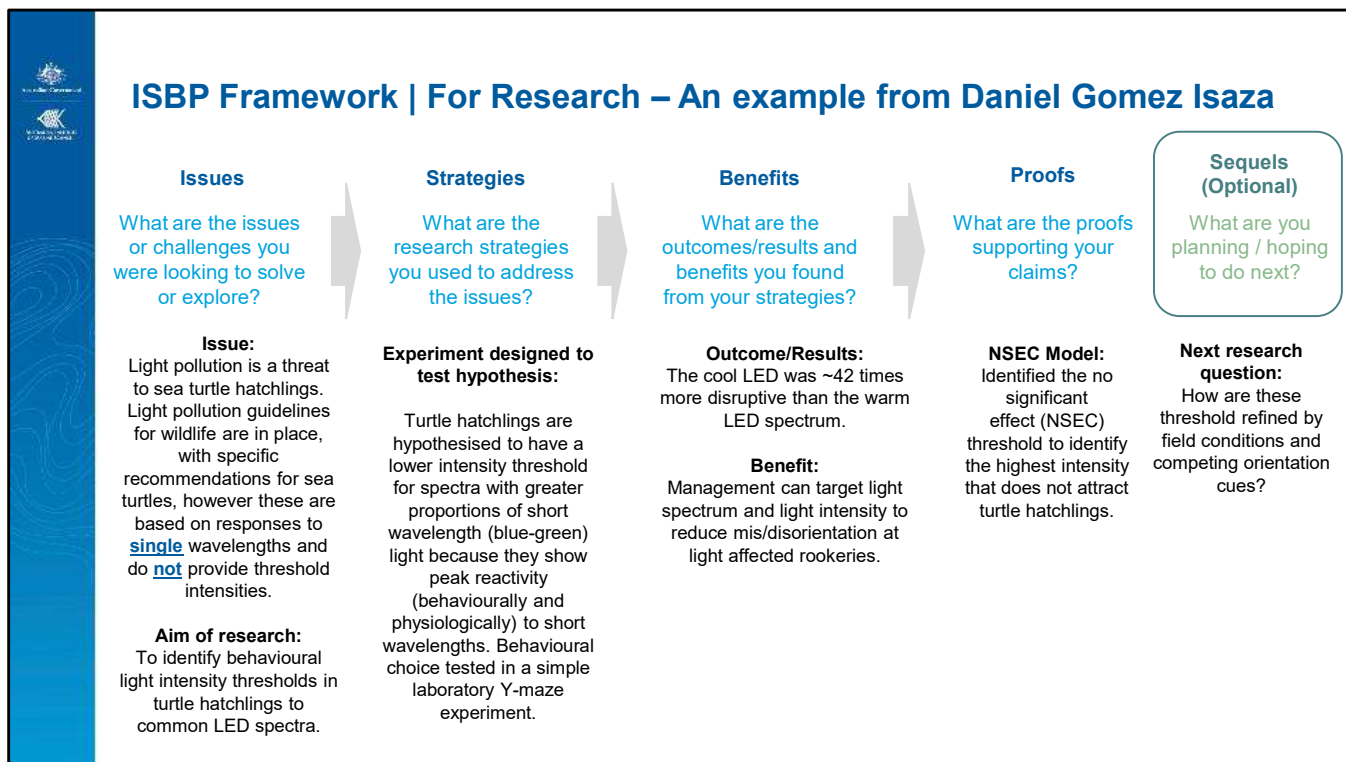
And as I talk through it. You might like to think about your research, and what would go in each part of the framework.

[READ SLIDE]

You can see here that I've added something else at the end, and I've named it the Sequel. This is optional, and I've added it in as something that I've observed is common for research presentations, though not all.



Where does everything go?



So let's look at an example, and to help, I've roped in Daniel to take a specific example from his light effects on baby turtles research, and map it against the framework.

Transferring this to your storyboard | Example from Daniel Gomez Isaza

Beginning

Issues

Issue:
Light pollution is a threat to sea turtle hatchlings. Light pollution guidelines for wildlife are in place, with specific recommendations for sea turtles, however these are based on responses to single wavelengths and do not provide threshold intensities.

Aim of Research:
To identify behavioural light intensity thresholds in turtle hatchlings to common LED spectra.

Middle

Middle

Middle

Strategies

Experiment designed to test hypothesis:
Turtle hatchlings are hypothesised to have a lower intensity threshold for spectra with greater proportions of short wavelength (blue-green) light because they show peak reactivity (behaviourally and physiologically) to short wavelengths.

Proofs

NSEC Model:

Identified the no significant effect (NSEC) threshold to identify the highest intensity that does not attract turtle hatchlings.

End

Benefits

Outcome/Results:
The cool LED was ~42 times more disruptive than the warm LED spectrum.

Benefit:
Management can target light spectrum and light intensity to reduce mis/disorientation at light affected rookeries.

Sequels (Optional)

Next research question:
How are these threshold refined by field conditions and competing orientation cues?



Writing a script

- Always write a script
- Write it in parallel to developing your slide content
- If you tend to overwrite, make sure you edit to only the key messages
- Address the audience questions “So what? Why should I care?”
- Read your script aloud for clarity and whether it sounds like you when speaking
- Get feedback if possible
- Add instructions to yourself, e.g. [READ SLIDE], [POINT TO SCREEN].

Your presentation as a story – people are used to stories, and there’s a reason why the structure of Beginning – Middle – End exists. So write a story, write a script, for your presentation.

Using appropriate language



“We developed a nucleoside-modified mRNA encoding a mutated form of the full-length spike protein of SARS-CoV-2, which is encapsulated in lipid nanoparticles.”



“We developed the Pfizer COVID vaccine.”



“We made a vaccine that stops you from getting sick.”

- The importance of language:
 - Using professional jargon and complex terms
 - Clear, direct language and messages
 - Translate technical jargon into audience appropriate language

Using appropriate language

BUY OUT MY TEACHING!!! \$\$\$\$\$\$\$\$\$\$\$\$\$\$

Ok. We can do that. But first: let's look at the value proposition of the research.

The best budgets:

- Have evidence to defend pricing/calculations
- Include partner contributions (cash or in-kind)
- Include equipment costs



10:42 AM

I'm not familiar with the phrase "Buy out my teaching" can you please explain that?



Aha thanks!



Ngaire Greenwood 8/6/2026 10:45 AM
Aha thanks!

Thanks for asking that question 😊 I wasn't sure of it as well



One of the key things to keep an eye out for is jargon and phrases. Both the ones you say out loud, and the ones that you have up on screen.

Here's an example - the slide on the left was used in a training session that I attended a few weeks ago. And on the right are some snips from the chat, where I asked politely what on earth they were talking about, and someone else then thanked me for asking the question.

Why is this important to remember? Because if people are wondering what you're talking about, they're not listening to your presentation. I don't really recall what the actual point of this presenter's slide was, that's how much I was distracted.

It turned out that this is a phrase common amongst University lecturers, because it's specific to their world. So for some of us on the call who were from other organisations, this was not typical knowledge.



Value Proposition statements | If you need one

Value Proposition Statement template:

[Client name] will be able to improve [what] by [how much, what %] through the ability to [do what] as a result of [what enabler, technology, service] [when].

Benefit [Client name] will be able to improve [what] by [how much, what %] through the ability to [do what] as a result of [what enabler, technology, service] [when]. **Strategy**

The Value Proposition statement is another tool I learned while doing bidding and used countless times when preparing presentations.

You know how some people may have a photo and one sentence on a slide, and that's what they talk to? Sometimes, they're using this template.

I find this template useful for anything requiring a key message, i.e. something that you use once early on, and then expand upon. So a cover letter for a job application, an email where you're trying to persuade the recipient to take a certain action, an executive summary. Or a presentation slide.

Now, you might decide not use one, and that's fine. But having this in your back pocket can be useful.

Remember that a template is just that, a template. There is never one way to write a sentence, and your way of writing and expression is your own. But this template provides a window into what the elements of this sentence should contain. You can see here how I've circled the two parts of the sentence, that come from the ISBP Framework we were just talking about.

Value Proposition statements | Translational research

Value Proposition Statement template:

**[Client name] will be able to improve [what] by [how much, what %]
through the ability to [do what] as a result of [what enabler,
technology, service] [when].**

Effective Elevator Pitch for an Interview [Key Components]

- 1 Introduction**
Start your elevator pitch with a brief introduction that includes your name and a concise statement about your professional background or expertise.
- 2 Value Proposition**
Clearly communicate the value you can bring to the company or role. Highlight your key strengths, skills, and experiences that are relevant to the position you are interviewing for.
- 3 Accomplishments**
Share specific examples of your achievements and successes that demonstrate your capabilities and qualifications. Highlight any relevant initiatives, or results that showcase your skills and expertise.
- 4 Fit with the Company**
Show your enthusiasm and alignment with the company's values, mission, and culture. Explain why you are interested in the company and how your skills and experience align with their needs.
- 5 Call to Action**
End your elevator pitch with a clear call to action. Express your interest in moving forward in the process and ask about the next steps. This shows your proactive approach to continue the conversation.

resumeway.com

How to Create an Elevator Pitch

Introduction	Explanation	Unique Value Proposition	Call to Action
Who are you, and why should they care? Include your name, job title, or company. <i>Hello, I'm [name], and I'm the [title] at [company].</i>	What do you or your company do? <i>I work at Grammarly. We make an AI communication assistant that helps people communicate better.</i>	What is unique about the product or service you provide? <i>Grammarly works everywhere you communicate, helping you start and finish communication tasks more easily and effectively.</i>	What do you want your audience to do? <i>Can we set up some time to discuss a partnership?</i>

examples-of.net

The term Value Proposition is also seen in some elevator pitch, like the examples I pulled off the internet that you can see on screen.

If you know people who work in translational research, where you're turning scientific discoveries into practical applications or products, then this template is probably something they have seen or used at some point. Without at least one of these in their pitch deck, they would find it difficult to get funding from investors.



Value Proposition statements | Examples and where to use them

Beginning:

**“Easier presentation creation
and public speaking, through
implementing tried and tested
techniques.”**

End:

**Reducing baby turtle
mis/disorientation, through proactive
management of light sources in your
community.**

Let's look at a couple of examples, and where you could choose to use them as key messages in a presentation. These aren't the only options, but they're the most common.

The first one is one that I included at the beginning of my presentation; this is not an issue or a challenge like we've been talking about, because I'm here to do a training session. But you can see that this value proposition statement does set the scene for what is to come – and as we've discussed, that scene setting is important.

The second one, is an example of using Daniel's baby turtle research. Here, I've assumed that Daniel is presenting to a community group, who want to know how. With this up on the slide, I would write a script for Daniel that includes him talking about how community and business owners can proactively manage the light spectrum and light intensity of the lighting sources in their community to reduce the harmful effects on baby turtles.

Now just a note, I have included commas in these sentences so you can see where the break between benefit and strategy statements are, but grammatically, those commas are not required.

[READ SLIDE AND EXPLAIN]

Slide contents

- Can they reconstruct your presentation from the slides alone?
- Grammar and formatting of text should mirror a written paper
- Animations – for emphasis only
- Question (Heading) + Response (Contents) can be a useful technique
- Graphics, photos and videos:
 - Graphics selected for the audience
 - Personal vs stock photos
 - Videos - make sure you're prepared if the tech fails.
- Props can be useful but think of the venue.



Constant animations can annoy your audience. Some people like to read things while listening, some people only read, some people only listen. By flying in new words all the time, you're forcing people to do something they may not want to do. Far better to have the content you're going to talk about on screen all the time, as it will also help you stay on track. I've seen several AIMS science presentations where the presenter had already talked about things that were then animated in. By then, it's too late, your audience hasn't had both text and speech to consider at the same time.

Tips for presenting | The preparation

Practice, practice, practice!

- Start early and use practice to refine the script
- Use your script - without it - go back to the script
- Practice in front of an audience
- Vary your volume and pitch - go over the top then bring it back. This can 'free' your voice.

Body language practice

- Try pacing, try standing still. Learn what is comfortable for you but try different things every time to evolve as a speaker.
- We all have our body language preferences – what's yours? Don't try to stop it, just allow for it.
- Try scripting in moments, e.g. a movement, or a stillness, as you're telling the story.

Dressing for comfort and confidence

- Be you, not someone else.
- Think about your outfit from the audience perspective
- Have a dress rehearsal in your outfit.

- Practice, practice, practice!
 - Start early and use practice to refine the script, and the content on the slides.
 - Use your script several times, then try without it, then go back to the script. You should be making tweaks at this point, not major changes.
 - Practice in front of your peers or your family – does it make sense? Is there anywhere you get bored? Any professional jargon or slang or jokes that didn't work?
- Body language:
 - We all have quirks – what's yours? Mine is waving my hands, I do it all the time, whether online or in person.
 - Don't try to stop it, just know you have it, and allow for it. Sometimes, I might write in my script some directions to myself
- Dressing for comfort and confidence:
 - Be you, not someone else. A friend of mine wears high heels as they make her feel powerful and confident. Personally, I choose a favourite outfit that's fairly loose so I can take deep breaths if I

need to calm down, and flat shoes so I can pace without tripping.

- Think about your outfit from the audience perspective. Thongs can work if you're in certain situations like a public talk on the beach, but in a more formal setting the audience might think you don't care about them. As a cold-eyes review panel, or practice audience member, I've had to give some awkward feedback over the years including: "Maybe next time don't wear your lycra bike shorts as I couldn't look at you at all"
- Have a dress rehearsal where you practice in the clothes and shoes you are planning to wear on the day. When I was at university training to be a professional opera singer, one exercise I will always remember is when we took turns practicing walking onstage, bowing, and leaving the stage in our fancy outfits and heeled shoes. We did it several times each, and it really, really made a difference for our confidence.

Tips for presenting | On the day

Get to the venue early

- Check the IT and find a spot for your things
- Have a bottle of water
- Have your script in hard copy in case of laptop malfunction
- Practice “the walk” to the stage
- Warm up – voice exercises
- Check out the acoustics – do you need to speak up so the back can hear?

Dealing with nerves

- Know the audience want you to succeed
- Stretching as warm up – shake out the fidgets and loosen tight muscles
- “Fake it til you make it” mantra can help
- Deep breathing – practice doing it
- Faking a cough or sipping water can be useful to give you a mini-break.

When speaking

- Smile in your introduction
- Plant your friends in the audience – talk to them
- Find 2 or 3 friendly looking people and take turns speaking directly to them
- Choose spots on the wall to look at
- Look at your script if you need to but look up and out whenever you can.

Here are my tips from years of performing, and presenting. Some might seem obvious, but sometimes the obvious things get overlooked.

- Get to the venue early [read slide]
- Dealing with nerves [read slide]
- Find 2 or 3 friendly looking people and take turns to speak directly to them.
 - Smile if you can in your introduction. This is part of the fake it til you make it approach.
 - Plant your friends in the audience – talk to them
 - Just don’t stare at them too long, and definitely don’t look at one person all the time
 - Choose spots on the wall to look at if you don’t know anyone or no-one wants to meet your gaze. Just make sure you choose 2 or 3 spots, and make those close to the tops of people’s heads. I recall one CEO speaking to a single spot on the wall about half a metre above everyone’s heads. She was incredibly polished as a presenter, but we agreed that it felt cold and impersonal, and as a result no-one was particularly interested in the messages she was sharing.

Tips for presenting confidently | Closing out and follow up

When having Q&A

- Have a think about what kind of questions could come from your specific audience, e.g. children vs researchers.
- Have a "Dorothy Dixer" question from your friends in the audience or the organiser to break the ice.
- Offer an opportunity for in-person Q&A after the session.
- Networking is typical.

Post session

- Congratulate yourself!
- Thank the event organiser and get their feedback
- Get feedback from your friends and colleagues
- Self reflect, but not for too long! Use the "What Went Well, Even Better If" approach and write notes
- Before your next presentation, revisit your notes and slides.



https://en.wikipedia.org/wiki/Dorothy_Dix

Do you know what a Dorothy Dixer question is?

The term references American advice columnist [Dorothy Dix](#)'s reputed practice of making up her own questions to allow her to publish more interesting answers. "Dorothy Dixer" has been used in Australian politics since the 1950s, and has become increasingly common in everyday usage.

Next Session | Part 2 - Workshop to practice your presenting skills

- You are giving a presentation to either:
 - Pint of Science – public event
 - AIMS colleagues
- 5 mins presenting, 5 - 10 mins discussion per person
- Facilitators leading discussion with constructive feedback: “What Went Well, Even Better If”
- In person in Perth and Townsville offices
- No hybrid option.

Any questions?

