 PennState

AGRICULTURAL AND BIOLOGICAL ENGINEERING

"Rething Engineering Presentations: The Assertion-Evidence Structure"

From an audience's perspective, many presentations in engineering and science suffer because the talks are unfocused. This lack of focus leads to much noise, which reduces the understanding by the audience. Much of the problem arises from speakers following PowerPoint's defaults and building their talks on phrase headlines supported by bulleted lists. This seminar presents the assertion-evidence approach *(http://www.assertion-evidence.com)* to designing scientific presentations. In this approach, the speaker builds the talk on key messages supported by visual evidence. Our research has found that assertion-evidence talks are more focused and much better understood by audiences. In addition, our speakers (even those initially nervous about making presentations) report that using the assertion-evidence approach has given them more confidence. Before this seminar, participants are encouraged to download a template from *(http://www.assertion-evidence.com/templates.html)* and create a couple of slides for their next professional presentation.

Presented By
Michael Alley
Associate Professor of Engineering Communication

Holding a master of science in electrical engineering and a master of fine arts in writing, Michael Alley is an associate professor of engineering communication at Penn State. He is the author of The Craft of Scientific Presentations (Springer, 2013), which has been translated to Japanese and Chinese. Over the past decade, he has taught presentations to engineers and scientists on four continents. Sites include Google, Harvard Medical School, MIT, Sandia National Laboratories, Shanghai Jiao Tong University, Simula Research Laboratory (Norway), and Texas Instruments. Alley's website on presentations (*www.assertion-evidence.com*) is a top Google listing for engineering presentations.

Wednesday, January 31, 2018
12:00 – 1:15 PM
304 FOREST RESOURCES LAB