

## Guidelines for Rhetorics - Not only for ERC

Prof. Dr. Meinert A. Meyer  
Universität Hamburg, Germany

### *Suggestions for future presentations of papers at the Emerging Researchers' Conference*

- (1) If you have a time slot of 15 Minutes, this means that you can produce 3 or – at most – 4 pages of written text, Times new Roman 12, one and a half lines distance. (Don't forget the time you need to show and explain your figures and diagrams.)
- (2) You should prepare your presentation with a written version, but after that you should speak freely, addressing your audience, not your laptop. Make sure that you do not reduce your eye contact to one or two persons or to only one half of the audience.
- (3) Try to speak as simply and down to earth as possible. The majority of your listeners does not have pre-information concerning your topic, your special interest and focus. A list of keywords/a crib is helpful for that, and – of course– practice. Talk to the mirror; tell your friends what you have to say, as simply and understandably as possible.
- (4) It is helpful to have your presentation videotaped, in advance, and to analyse it carefully. Please watch the rhetoric of your presentation. Are you slow enough? How many “ehms”, “okays” et cetera did you produce? How many break downs of sentences did you produce? Can you reduce their number?
- (5) Very many presenters produce power point slides with too much information and with too small letters. Use size 24, fat, as a rule, and size 18, fat, as the absolute minimum.
- (6) Don't produce a full version of your paper on slides and read that out. This is the best guarantee for a boring presentation. I suggest not more than 12 slides for 15 minutes.
- (7) Avoid reading your text at full speed. Even though it may be that you yourself understand what you say, the listeners won't.
- (8) Make sure that your time for discussion equals your presentation time. Good presentations always have ample time afterwards. (You may have a few slides in reserve, in case the listeners ask you what you would have liked to integrate into the paper if you had had more presentation time.)
- (9) You should be able to say, in one sentence, what your message is/what the gist of your story is.