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# Creating your Proposal Presentation

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# Overview

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- Goals and components of the Module 3 Presentation
- Dividing up the presentation
- Delivering the presentation with your partner
- Questions to ask yourselves: organization, slide design, delivery

# **A proposal presentation has a distinct audience and purpose**

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## **Persuading evaluators to support your research project**

- Assume that your audience comprises
  - experts in your topic
  - intelligent generalists with exposure to your field
- How can you **make your proposal compelling?**
  - Convince audience that project is worth doing
  - Convince audience that you are capable of carrying it out

# Components of the presentation

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- brief project overview
- sufficient background information for everyone to understand your proposal
- statement of the research problem and goals
- project details and methods
- predicted outcomes if everything goes according to plan and if nothing does
- needed resources to complete the work
- societal impact if all goes well

# Dividing up the presentation: general principles

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- Each partner should speak roughly the same amount of time
- Audiences will assume change in speakers corresponds to change in topic -- don't confuse them
- Changing speakers can distract audience/slow the talk down -- keep shifts to a minimum
- How you choose to divide the talk depends on the shape of your presentation -- many different options!



Courtesy of VancityAllie

<http://www.flickr.com/photos/30691679@N07/3879281532/>  
on Flickr.

# Dividing up the presentation: Option 1 (Down the Middle)

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## Speaker 1:

- brief project overview
- sufficient background information for everyone to understand your proposal
- statement of the research problem and goals

*division assumes that Part I is roughly as long as Part II*

## Speaker 2:

- project details and methods
- predicted outcomes if everything goes according to plan and if nothing does
- needed resources to complete the work
- societal impact if all goes well

# Dividing up the presentation: Option 2 (The Sandwich)

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## Speaker 1:

- brief project overview
- sufficient background information for everyone to understand your proposal

*context=bread*

- needed resources to complete the work
- societal impact if all goes well

## Speaker 2:

- statement of the research problem and goals
- project details and method
- predicted outcomes if everything goes according to plan and if nothing does

*experiment nuts & bolts = filling*

# Dividing up the presentation: Option 3 (Back and Forth)

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## Speaker 1:

- brief project overview

*each partner speaks long enough to establish flow*

- project details and methods
- predicted outcomes if everything goes according to plan and if nothing does

## Speaker 2:

- sufficient background information for everyone to understand proposal
- statement of the research problem and goals
- needed resources to complete the work
- societal impact if all goes well



# More options (for specific kinds of projects)

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- Two discrete research questions OR
- Two discrete methods
  - each partner follows one strand
  - introductory and concluding material each presented by a single partner
- Other possibilities, depending on the particulars of your material

# Revision is an essential part of the collaborative process

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- Be prepared: collaborative presentations will require more revision than individual ones
- Invest yourself in the success of the presentation as a whole
  - don't get too emotionally attached to your own contributions
- Rehearse before and after you revise

## Help focus the audience's attention on the right speaker

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- During overview, identify who will speak on what topic
- Review/Preview as you proceed through the talk
  - Articulate transitions explicitly -- “hand off”
- Only one partner “onstage” at a time
  - If you’re not speaking, don’t hover nearby
- Do not interrupt each other

# Rehearse as a team

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- Note timing of each section and of talk as a whole
- Practice moving into speaking position at transition points
- Will you advance each other's slides?
- Aim for similar speaking styles
  - don't imitate each other, but match your formality levels
- Familiarize yourself with partner's material
- Practice Q&A



Courtesy of Southern Methodist University.  
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<http://smu.edu/bobhope/images/hope-crosby.jpg>

# Questions to ask yourselves about organization

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- Does our talk fit together as a coherent whole?
- Are all sections of the talk adequately developed?
  - Do we have a focused, well-defined hypothesis?
  - Is it clear **what** is going to be done and **how**?
  - Have we realistically articulated the scope of the work?
- Have we omitted extraneous material?
- Will our project fire up an audience's interest?
- What might make this proposal more convincing to a funding body?

# Questions to ask yourselves about slide design

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- Is everything on the slide readable?
- Are our slides a good balance of text and figures?
- Have we chosen clear, specific titles that express the main point of each slide?
- Is the design/format of our slides consistent, or were they obviously designed by different people?

# Questions to ask yourselves about delivery

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- Can we get through our whole presentation in 12 minutes?
- Do we know where to position ourselves, and how to coordinate our shifts smoothly?
- Do our speaking styles work well together?
- Are we making the transitions between topics and speakers clear to the audience?

## For more information

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- Useful tips on creating funding proposals at <http://www.wvu.edu/depts/rsp/insideview.pdf>
- “Guide for Proposal Writing,” National Science Foundation, 18 Feb. 2004, <http://www.nsf.gov/pubs/2004/nsf04016/nsf04016.pdf>
- Andrew J. Friedland and Carol Folt, *Writing Successful Science Proposals* (Yale, 2000).



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