

# **Presenting at #InfoShow (and beyond)**

with Prof. Craig  
MacDonald

# What is #InfoShow?

#InfoShow is the annual showcase and celebration of Pratt SI student work, and is part of Pratt Shows, the Institute-wide showcase of student work.

It is modeled after a professional conference with presentations, panels, posters, demos/interactives and more.

Students, alumni, family, friends, potential employers and NYC professionals are all invited to attend.



**When is #InfoShow23?**

**Thursday, May 11**

**5:30 - 7:30p**

**PMC**

**6th & 7th Floors**

The Graduation Party will start immediately following #InfoShow and continue until ~9:30p

# Types of #infoshow Presentations

## Structured Presentations

Presentation (10 minutes + QA)

Portfolio Highlight Lightning Talk  
(5-7 minutes)

## Unstructured Presentations

Panel (30 mins. with 3-5  
presenters)

Demo/Interactive

## Informal Presentations

Poster

Digital Object exhibition (e.g.,  
user interface, video)

Non-digital Object exhibition  
(e.g., artwork, materials)

Why present your work at  
#InfoShow?

# Improve your presentation skills.

Presentation skills are highly useful and highly desirable throughout the professional world.

# Learn what it's like to present at a professional conference.

Conferences are a great way to boost your professional profile and build your professional network.

# Showcase your work to a wider audience.

Usually, only your professor and your classmates get to see the great work you do.



# Be recognized for your hard work.

(And maybe even win an award.)

How should you present your work?

#InfoShow is about celebrating student work, not giving you more of it.

Choose a format that works best for you and your project.

Note: we will print your posters for free!

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The two keys to presenting  
your work - in any format - are:

**1. Preparation**

**2. Presence**

# Informal Presentations

Poster

Digital Object Exhibition (user interface, video)

Non-Digital Object Exhibition (artwork, materials)

# Informal Presentation Guidelines

## Preparation

Prepare a short (~1 minute) summary of your work that you can deliver to anyone who is interested.

(Yes, you will get sick of saying it)

## Presence

Be there; stand around or near your poster or exhibition for the entire session.

Engage people who seem interested, but don't be offended if they're not.

60% will ignore you  
30% will look but keep walking  
10% will engage

# Unstructured Presentations

Panel

Demo/Interactive



# Unstructured Presentation Guidelines

## Preparation

Do not wing it. Have a plan and make sure everyone presenting is on board.

For demos, write it out step-by-step.

For panels, have a list of questions to ask in case the audience is quiet.

## Presence

Stay focused, on-topic, and on-time.

For demos, run through it on your own at least once.

For panels, keep track of time and make sure nobody dominates the conversation.

# Structured Presentations

Presentation (10 mins)

Portfolio Highlight Lightning Talk (5-7 mins)

# Structured Presentation Guidelines

## Preparation

Prepare yourself emotionally to handle the (understandable) anxiety.

Prepare yourself intellectually to tell the story you want to tell.

Prepare your slides thoughtfully to support your key messages.

## Presence

Face the audience at all times; always keep your hips pointed in their direction.

Look at specific people (not for too long).

Use calm gestures and don't pace or fidget too much.

The two keys to presenting  
your work - in any format - are:

**1. Preparation**

**2. Presence**

How do you submit your  
project to #InfoShow?

To submit your work, go to:

[bit.ly/infoshow23cfp](https://bit.ly/infoshow23cfp)

Deadline is **April 30**.

Submissions include a title and abstract (max. 50 words). Group projects are eligible; only one student needs to submit and attend #InfoShow.

# Thank you!

**Pratt**

## Useful Links

Submission Form:

[bit.ly/infoshow23cfp](https://bit.ly/infoshow23cfp)

Archive of Past #InfoShow projects:

[studentwork.prattsi.org/infoshow/](https://studentwork.prattsi.org/infoshow/)

Tips for Presenters:

[studentwork.prattsi.org/infoshow/for-presenters](https://studentwork.prattsi.org/infoshow/for-presenters)

For any other questions, contact

[si@pratt.edu](mailto:si@pratt.edu)