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)

**Informal Presentations**
- Poster
- Digital Object exhibition (e.g., user interface, video)

**Unstructured Presentations**
- Panel (30 mins. with 3-5 presenters)
- Demo/Interactive
- 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!
## Types of #infoshow Presentations

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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

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!

Useful Links

Submission Form: bit.ly/infoshow23cfp

Archive of Past #InfoShow projects: studentwork.pratssi.org/infoshow/

Tips for Presenters: studentwork.pratssi.org/infoshow/for-presenters

For any other questions, contact si@pratt.edu