



**Showing Off Your
Science:
Preparing a
compelling LDRD
presentation**

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Why are we doing this?

- We've heard from you that you want more LDRD prep activities
- LDRD presentations can be tricky - we want you to be able to show off your new ideas to a diverse group of reviewers!
- We hope these tips help with other presentations



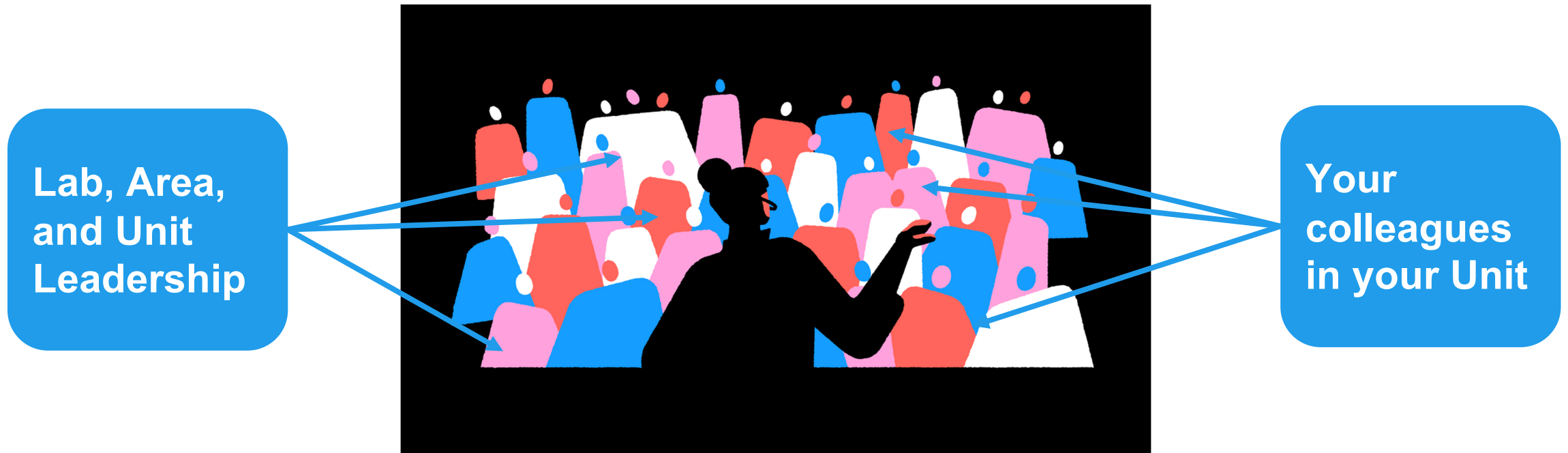
- Key messages from today's presentation
- Some differences between LDRD presentations and scientific presentations
- Knowing your audience
- Storytelling
- Content
- Tips on specificity and practice
- LDRD schedule - upcoming dates

Key messages from today's presentation

- Others should feel just as excited as you are about your proposal
- Your audience is smart, but not all experts in your field
- Be reasonably specific in your presentation
- Take a thoughtful approach to building your presentation

Differences between LDRD and scientific presentations

		LDRD	Scientific	Specific things to consider for LDRD presentations
1	Audience	Not experts, most of the time	Experts, most of the time	<ul style="list-style-type: none">• Variety of professional expertise amongst LDRD reviewers• They are hearing lots of ideas from different disciplines
2	Storytelling	Forward looking	Retrospective	<ul style="list-style-type: none">• LDRD presentations need to generate enthusiasm for new research projects• “Why is this important?”
3	Content	Proposed research, IDEA statement, project details	Experimental results, new knowledge that was generated	<ul style="list-style-type: none">• LDRD presentations need to cover non-scientific information• Few certain outcomes to highlight in an LDRD proposal



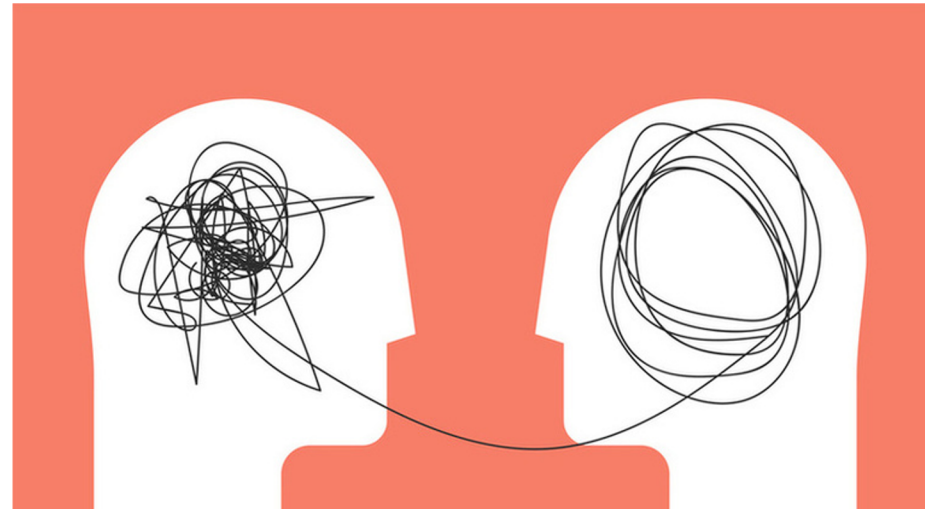
They all have something in common:
No one is an expert in everything presented to them

Reaching your audience

You want your audience to be excited about your proposal –
They need to hear you and understand you



Highlight your key points



Convey your points clearly and concisely



Avoid specialist jargon as much as you can

Tips on reaching your audience

- Simplify your slides
- Avoid walls of text (except for last slide)
- Use images to help convey your message

Think about some of the best presentations you've seen:

What were some of the techniques the speaker used to capture the audience?
Are there some that you can use in your presentation?





LDRD presentations are a look into the future

What do you see?

- Amazing new research
- Why the topic is important
- Why the time is right
- Why Berkeley Lab is the right place for this research
- What will be different if you are successful

You want your audience to see the future with you

Use the Heilmeier Catechism as a guide

- What are you trying to do? Articulate your objectives using absolutely no jargon.
- How is it done today, and what are the limits of current practice?
- What is new in your approach and why do you think it will be successful?
- Who cares? If you are successful, what difference will it make?
- What are the risks?
- How much will it cost?
- How long will it take?
- What are the mid-term and final “exams” to check for success?

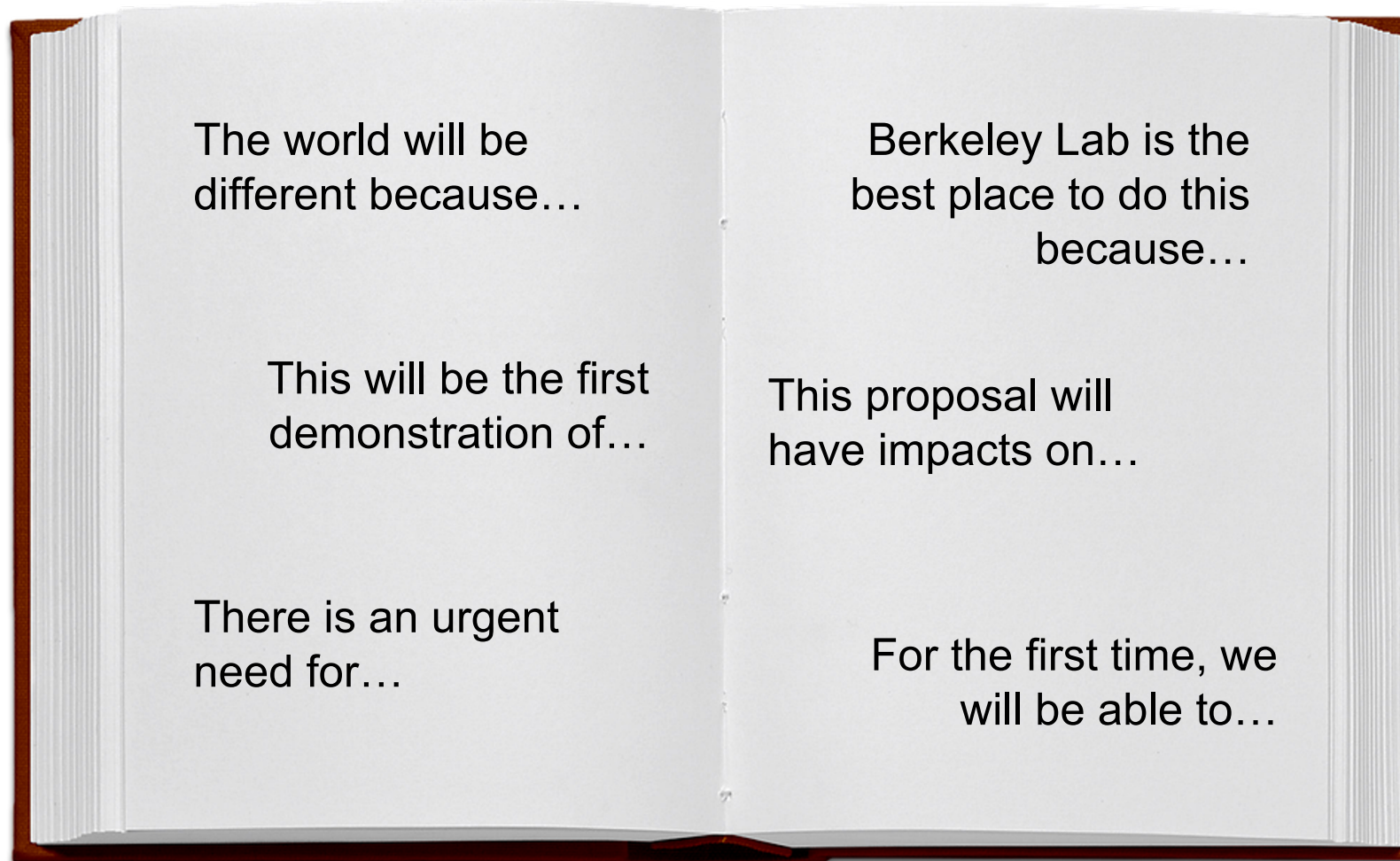


Start with your most important message

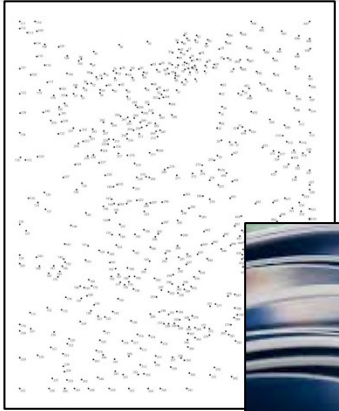
- Think about the “executive summary” for your presentation
 - Make sure your audience knows what you will be talking about
 - Provide context for following information
 - Keeps the audience engaged
 - Even if the audience gets distracted, they’ve heard your most important message



Highlight the reasons you are proposing this project



Bring your audience along with you



- Explain ideas that may not be self-evident to your audience
- Be able to show evidence where needed
- Pace your talk to ensure that you can spend sufficient time on slides
- Use descriptive titles on slides

You have a lot of content to share in 7 minutes!

Background

- State of the science
- Rationale for the proposal
- Relevant reports and other justifications

Proposed project

- Your project proposal
- Figures or diagrams to explain the approach

Impact and outcomes

- Anticipated project results
- How the field is advanced
- New capabilities
- What's next

IDEA statement

- Thoughtful
- Actionable
- Reasonable

Project information

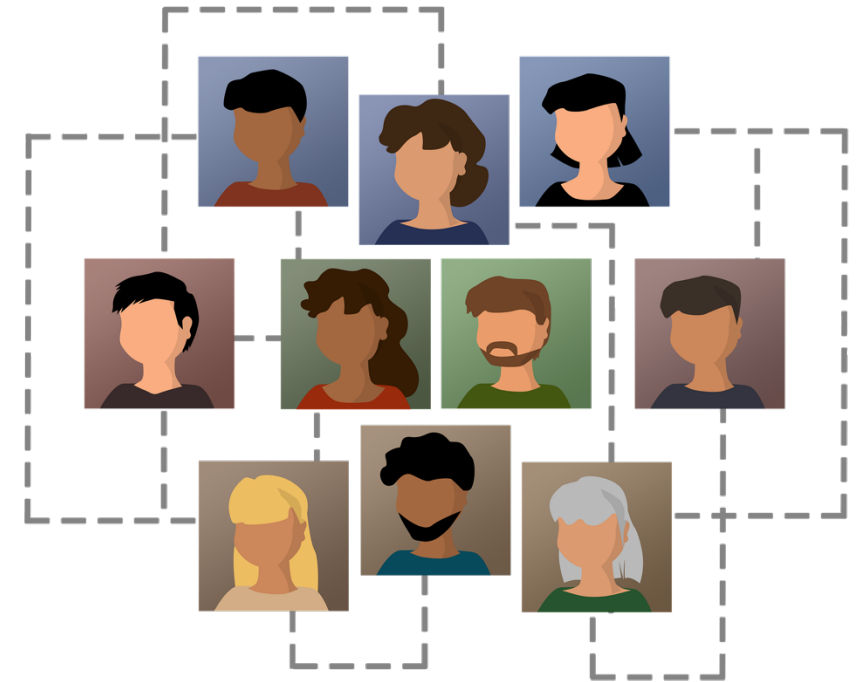
- Project details as asked for in the template

Be reasonably specific in your presentation



Use cases, applications, and areas of impact

Possible follow-on funding

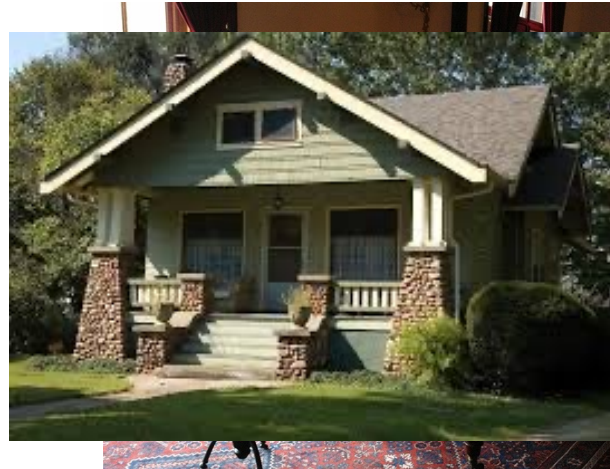


IDEA statement

An analogy for specificity in your presentation



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HOW DO YOU
practice
GET TO
practice
CARNEGIE HALL?
practice
CARNEGIE HALL

- For timing and pacing, by yourself
- For advice and guidance, your Unit leadership and colleagues
- For telling a compelling story, your family, friends, or others that are not experts

- Top five (5) proposals from each division/facility selected to present to Area Leadership (*ALD, Directors, Deputies/Department Heads*)
- New proposals are evaluated against other new proposals and requests for third-year continuing projects.
- The top proposal from an Early Career Researcher will be selected as the Early Career representative for the Biosciences Area
- A subset of proposals will be recommended to Lab Leadership for funding
 - # of proposals will be based on funding target provided by the Directorate
 - In FY22, 20% of the 38 new BSA proposals were approved for funding

The Timeline

Activity	Due Date
• 300-word Pre-Proposals Due	• Late January - Early February
• Leadership review of pre-proposals	• Late January - Mid February
• Feedback communicated to PIs	• No later than February 28, 2022
• Oral presentations to Division/Facility Leadership	• late February – early March
• Proposals submitted and locked in Lab system	• March 25, 2022
• Area presentations	• April 6th, 13th, 14th
• Lab presentations	• May 9 – 10, 2022
• ALDS notified	• July 1, 2022
• PIs notified	• September 1, 2022 (<i>no later than</i>)

