

## Seminar Presentations

- Guidelines -

### 1. General Information: Submission of Presentation Slides

Please send the set of slides you have prepared for the presentation as a PowerPoint file to the chair's office **8 days before the presentation date**.

### 2. Preparing the Presentation

When preparing for the presentation, please keep the following in mind:

- The presentation is a standalone course requirement and forms part of the seminar.
- The following factors, among others, are evaluated in the presentation:
  - the (correct) content of the oral presentation;
  - whether the slides are properly organized;
  - whether you are focusing on what matters most;
  - the (correct) content of the slides;
  - whether you are able to present a complex topic in such a way that you can clearly introduce listeners with no prior knowledge of the subject area you are covering.

### 3. Presentation

#### 3.1 Creating the slides

When creating the slides, please note the following:

- Avoid elaborate graphic designs! It's all about the content!
- Focus on the key points ("Less is more"; a maximum of 6 bullet points per slide).
- Check the content of the slides for consistency. Is there a common thread?

#### 3.2 What has a positive effect on the presentation?

The following factors have a positive impact on the presentation:

- if you present the topic in a way that allows your audience to follow along, understand the topic, and grasp the results of your work;
- if you structure your presentation clearly and engage your audience;
- when you show your audience that you have thoroughly researched the topic and understand it.

### 3.3 What has a negative impact on the presentation?

The following factors have a negative impact on the presentation:

- exceeding the specified number of slides;
- slides "covered in writing";
- exceeding the time limit;
- unstructured presentation;
- lack of clarity;
- weaknesses in the discussion;
- misrepresentation of content or slides containing incorrect information.

### 4. Speaker Responsibilities

As a presenter, you should structure your topic clearly. Your goal should be to present the topic in such a way that your audience can understand the issue and follow your reasoning without having studied it in depth.

Be sure not to lose sight of the "central theme" even during the presentation. Connect the key points presented on the slides and use them to guide the audience through the presentation. The presentation should be delivered "off the cuff." This means that you should not read the text aloud, but rather use keywords or notes merely as a guide.

### 5. Number of Slides and Length of the Presentation

- **Important:** A maximum of 6 bullet points per slide
- Use the "slide master" with the presenter's name and the page number in the footer
- **Duration:** 20–30 minutes for the presentation (followed by a discussion)

### 6. Evaluation of the Seminar Presentation

The evaluation of the seminar presentation is based on two components: (1) the slide deck and (2) the oral presentation. Submitting a slide deck based on the term paper may already confirm the written grade for the seminar presentation. If the slide deck goes significantly beyond the scope of the term paper (e.g., by including additional aspects) and you deliver the presentation with above-average confidence, the overall grade achieved in the seminar can be significantly improved by the seminar presentation (slide deck and presentation). A standard slide deck for an average presentation, therefore, confirms the written performance. There will be no penalty for a below-average presentation based on the term paper upon submission.