

# You, Your Slides, and Your Posters: Allies or Foes?

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## Abstract

In the first few blinks of an eye after you stumble onto the stage, or make an opening stab at your slides or poster, most of your audience has likely made up its mind. The rest of your performance serves as confirmation of your audience's bias and impressions. And besides you, your slides and posters have their own agenda that reflects you, your expertise, your authenticity, and much more. As a writer and director of plays as well as a professor and entrepreneur—with experience in operating exhibition booths—I elaborate on effective presentations: understanding and embracing your audience's needs; gaining trust: the importance of clarity, citation and acknowledgement; those crucial first few seconds and your first few slides; your slides and you: an exercise in psychology and art; and how to identify and avoid potential traps and pitfalls.

## About John Bandler

McMaster professor emeritus [John Bandler](#) is an engineer, entrepreneur, innovator, researcher, artist, speaker, and author of fiction, including stage plays. He wrote and directed [That The Multitude May Live](#), which can be seen on [YouTube](#), along with other examples of his theatrical work. Some of his talks, including his [2014 TEDx McMaster U](#) talk, are available on the internet. He has published 500 technical papers and contributions to books, has won numerous awards, and pioneered the [space mapping](#) technology in 1993. In 1997, Hewlett-Packard acquired his company Optimization Systems Associates Inc. He is a Fellow of several societies, including the IEEE and the Royal Society of Canada, and has been honoured by a Queen Elizabeth II Diamond Jubilee Medal. He mentors individuals for public presentations, and spearheads the team bringing the [first ever 3MT® competition](#) to the IEEE International Microwave Symposium in 2017.

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