

# Powerful Presentations:

## Helping non-experts understand your research

University Communications and Marketing

**August 12, 2025**



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*Go far, together.*

# Tell a story

Research shows that research is better understood through storytelling.

DATA



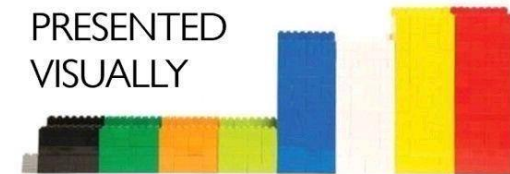
SORTED



ARRANGED



PRESENTED  
VISUALLY



EXPLAINED  
WITH A STORY



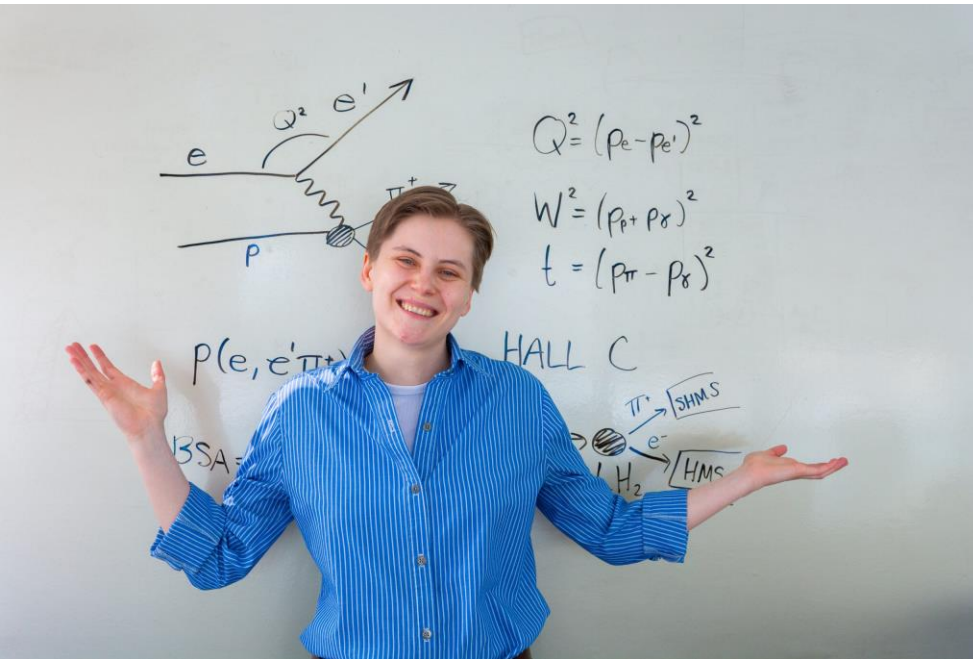
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# Use plain language

- It's not...dumbing it down
- It is...finding the best way to tell a story

# Analogy



PhD candidate Alicia Postuma

“After the explosion, we look at the pieces to help determine the speed they were traveling at and the direction they were heading. We then work backwards to see how that proton would have looked before the collision.”

Postuma likens this process to throwing tennis balls at a covered sculpture and using the angles at which the balls bounce back to deduce the sculpture's shape.

# Talk to your aunt!

Pick a person in your life and explain your research to them



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# Know your audience

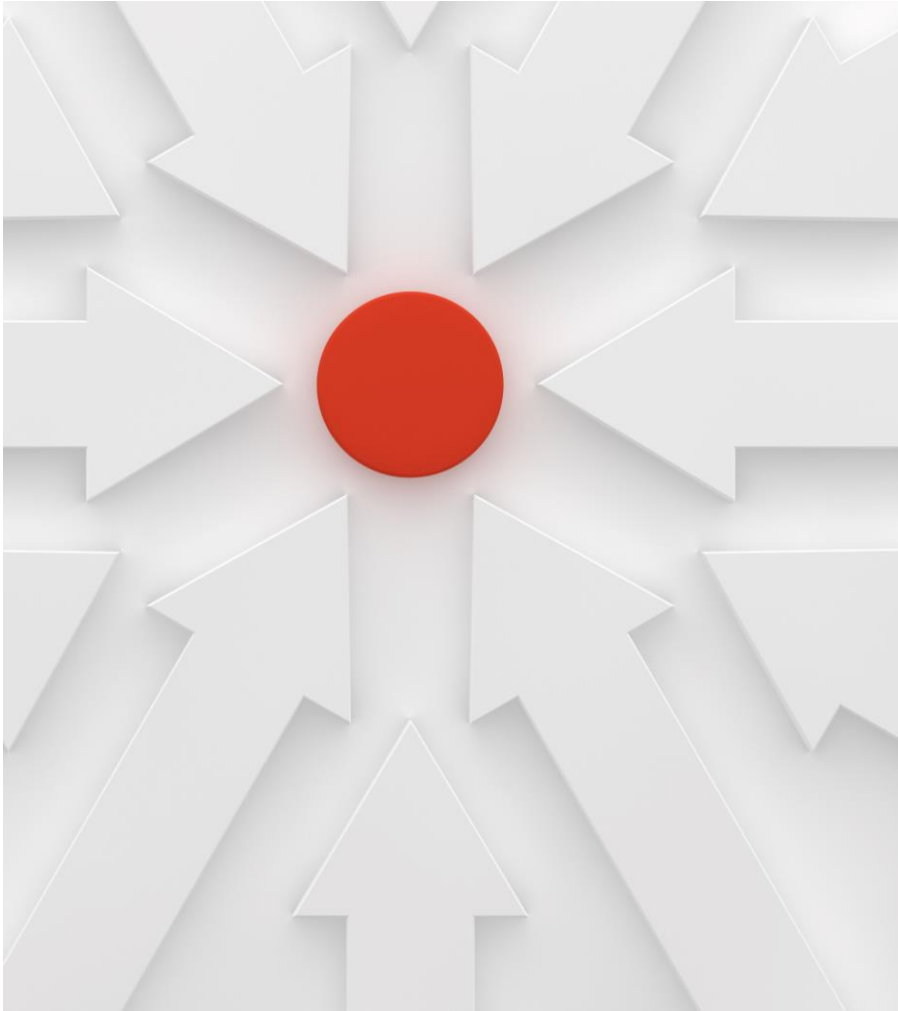
It's your job to help your audience understand your research...even the basics.



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# Focus



- Start with the BIG PICTURE
- More on the why and less on the how
- What do you want your audience to walk away knowing?



# Know your goals

- Be concise – explain your research succinctly and without jargon
- Be compelling – focus on potential impacts and results rather than process
- Be memorable – relatability and genuine emotion can go a long way

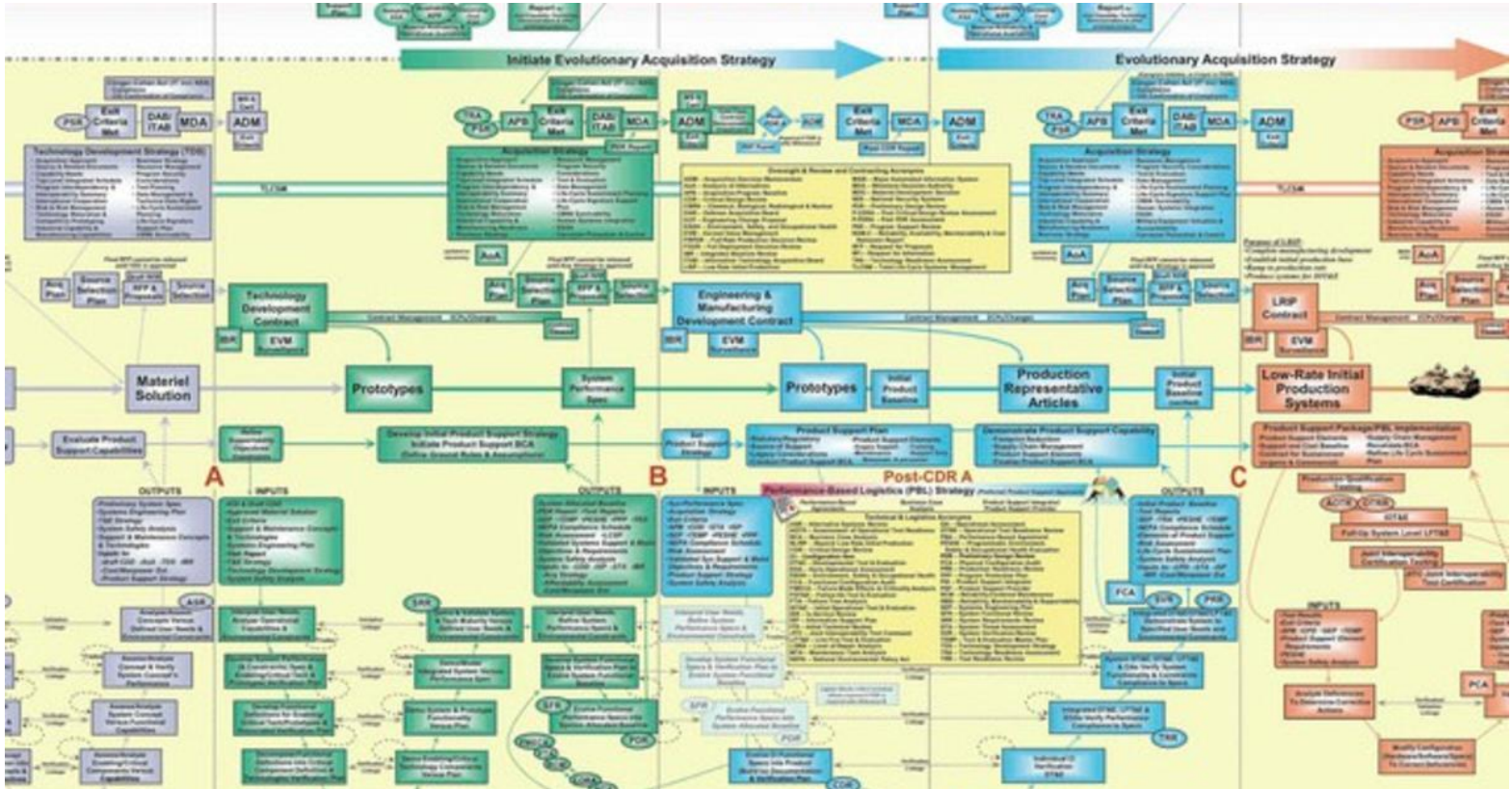


# What's the point?

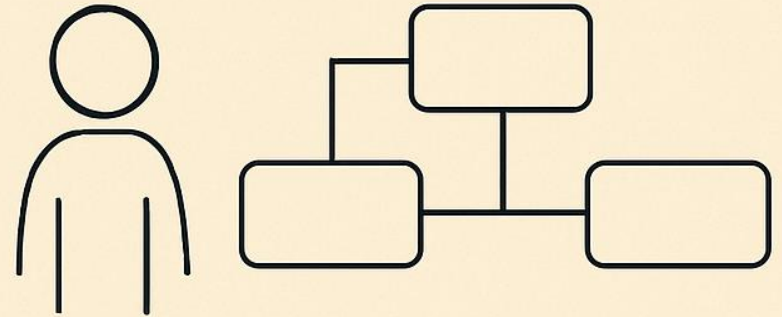
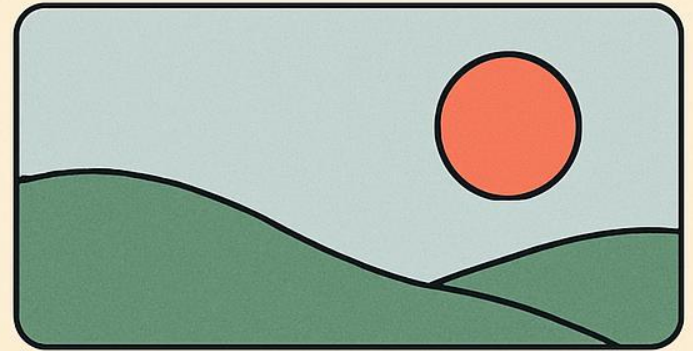
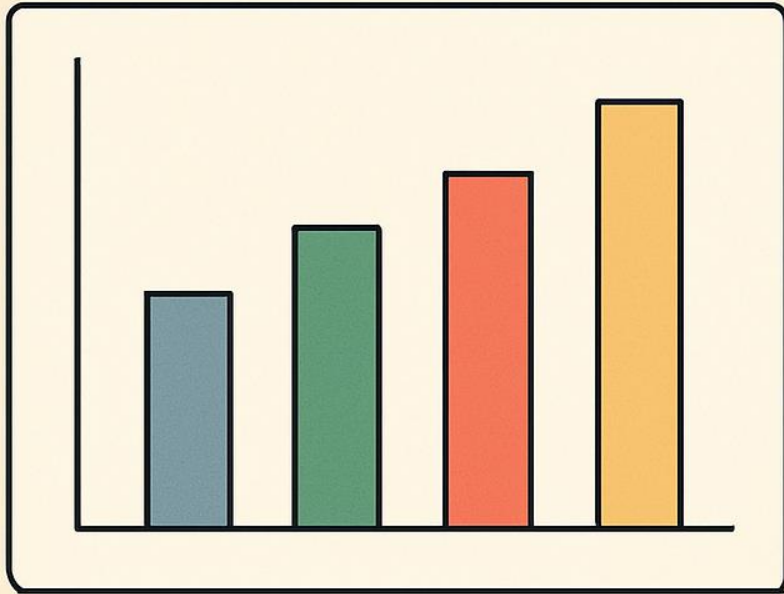
“If scientists can't communicate with the public, with policy makers, with one another, the future is going to be held back. We're not going to have the future that we could have.”

- Alan Alda

# Slides are important



# Slides are meant to tell a story, too



# 3-Minute Thesis





# The Conversation Canada

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## Love in the age of conspiracy: 5 tips to deal with disinformation and political polarization in relationships

Published: April 3, 2025 12:19pm EDT

The current socio-political environment has created a context where conspiracy narratives about COVID-19, vaccines, election fraud and other misinformation appear to be flourishing everywhere. (Shutterstock)



Listen to this article

ADAURIS.AI

If you're in a relationship with someone who believes in a conspiracy theory, you might find yourself feeling like you don't know the person you're in a relationship with anymore. And you might be thinking about whether things will get better or wondering if you should leave them.

The World Health Organization has declared we are [living in an infodemic](#), where misinformation is spreading like an infectious disease. [A Leger opinion poll](#)

### Authors



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### Disclosure statement



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# Any questions?



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