

FROM DATA TO STORY



**Mastering the Art of
Science Communication for
Earth Observation Experts**

ERIK LUIJTS
thefloorisyours.be



NOT FOR ME
TOO MUCH
BORING



TAILORED
JUST ENOUGH
ENGAGING



FROM DATA TO STORY



Mastering the Art of
Science Communication for
Earth Observation Experts

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TAILORED
JUST ENOUGH
ENGAGING



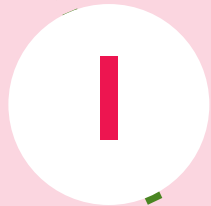


in 3 steps

TAILORED TO
YOUR AUDIENCE

JUST ENOUGH
CONTENT

MAKE IT
ENGAGING



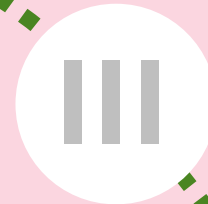
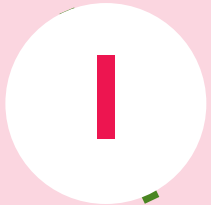


in 3 steps

TAILORED TO
YOUR AUDIENCE

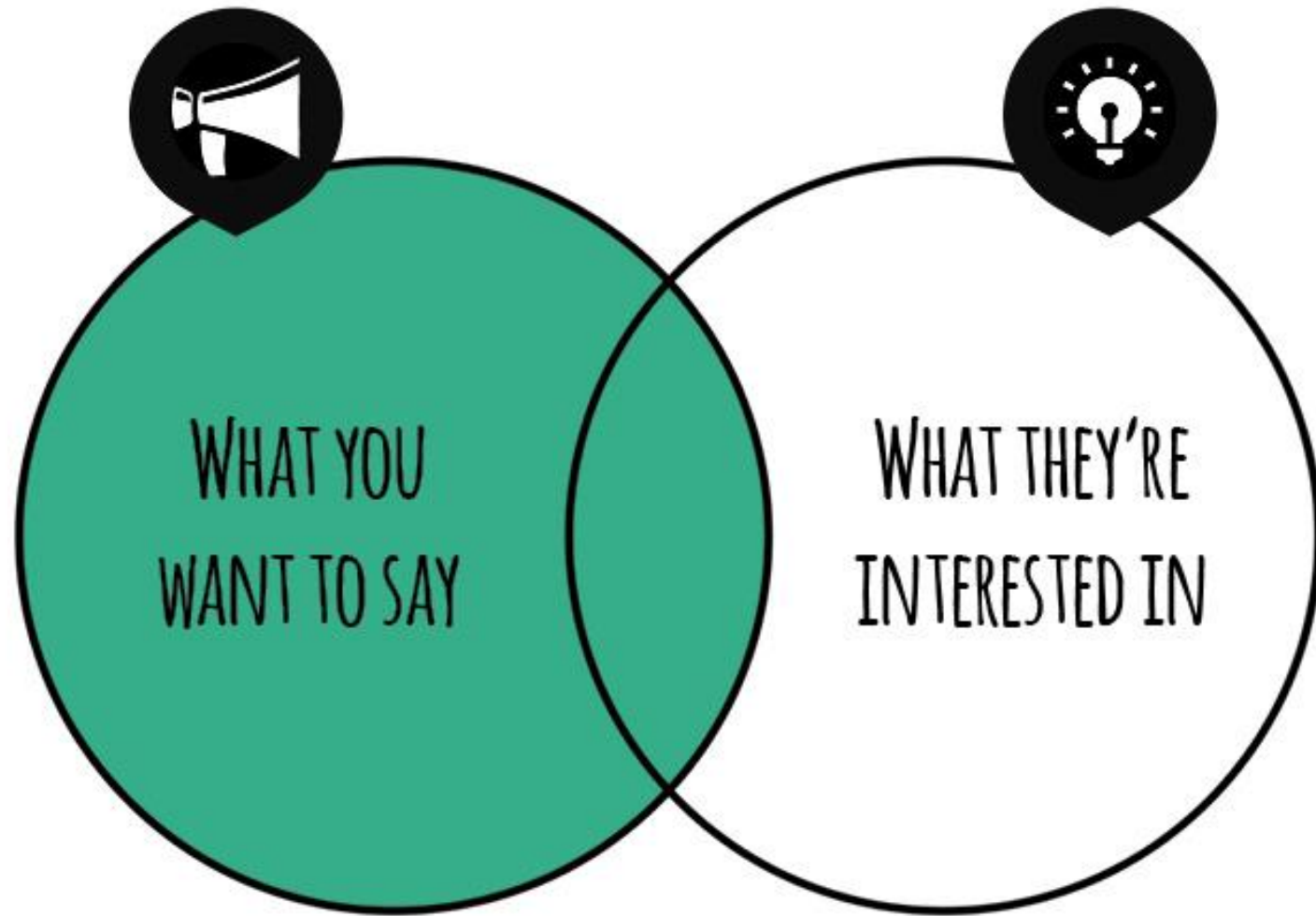
JUST ENOUGH
CONTENT

MAKE IT
ENGAGING





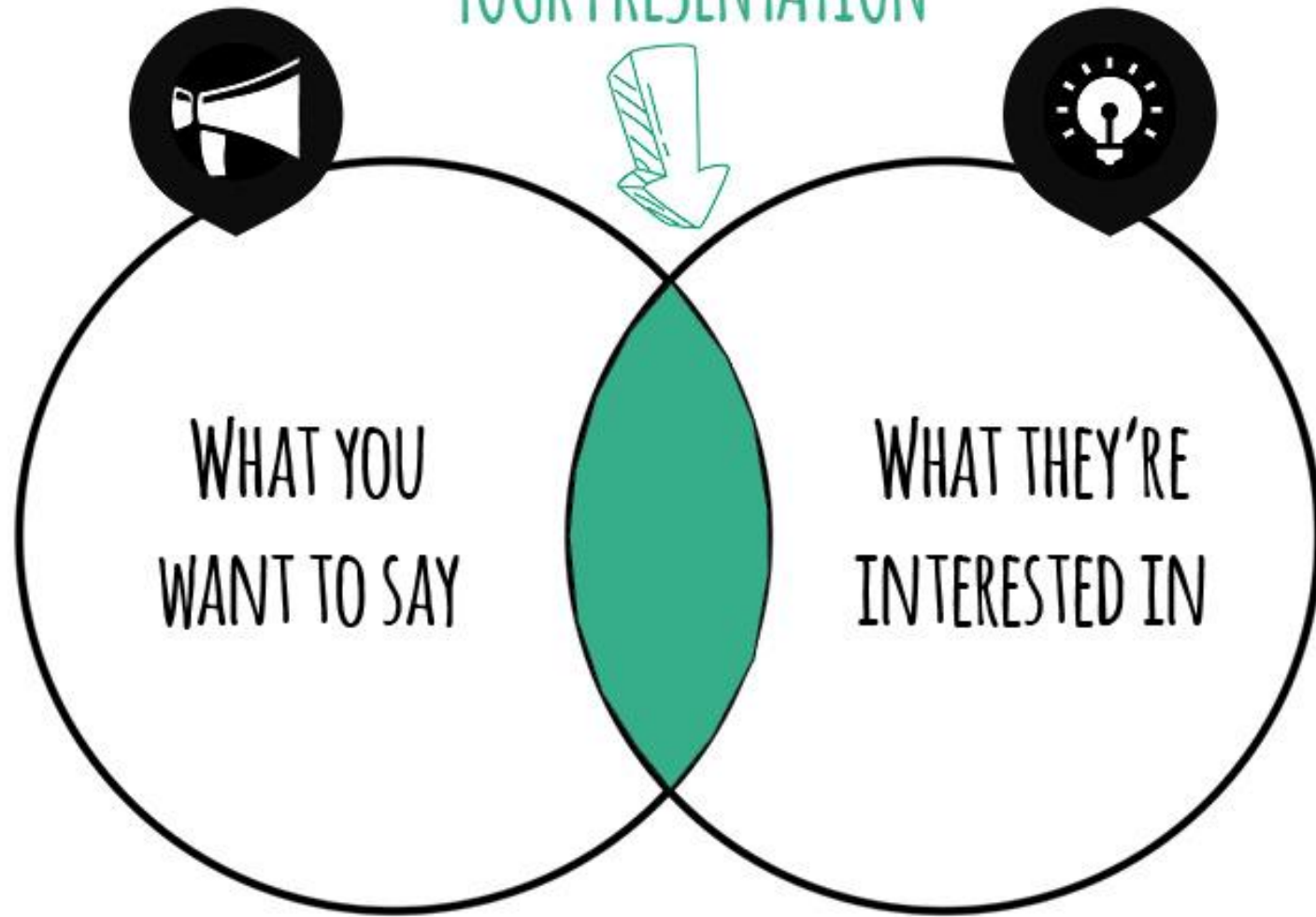
WHAT YOU
WANT TO SAY



WHAT YOU
WANT TO SAY

WHAT THEY'RE
INTERESTED IN

YOUR PRESENTATION



WHAT YOU
WANT TO SAY

WHAT THEY'RE
INTERESTED IN

AUDIENCE



What do
they
KNOW?

What do
they **CARE**
ABOUT?

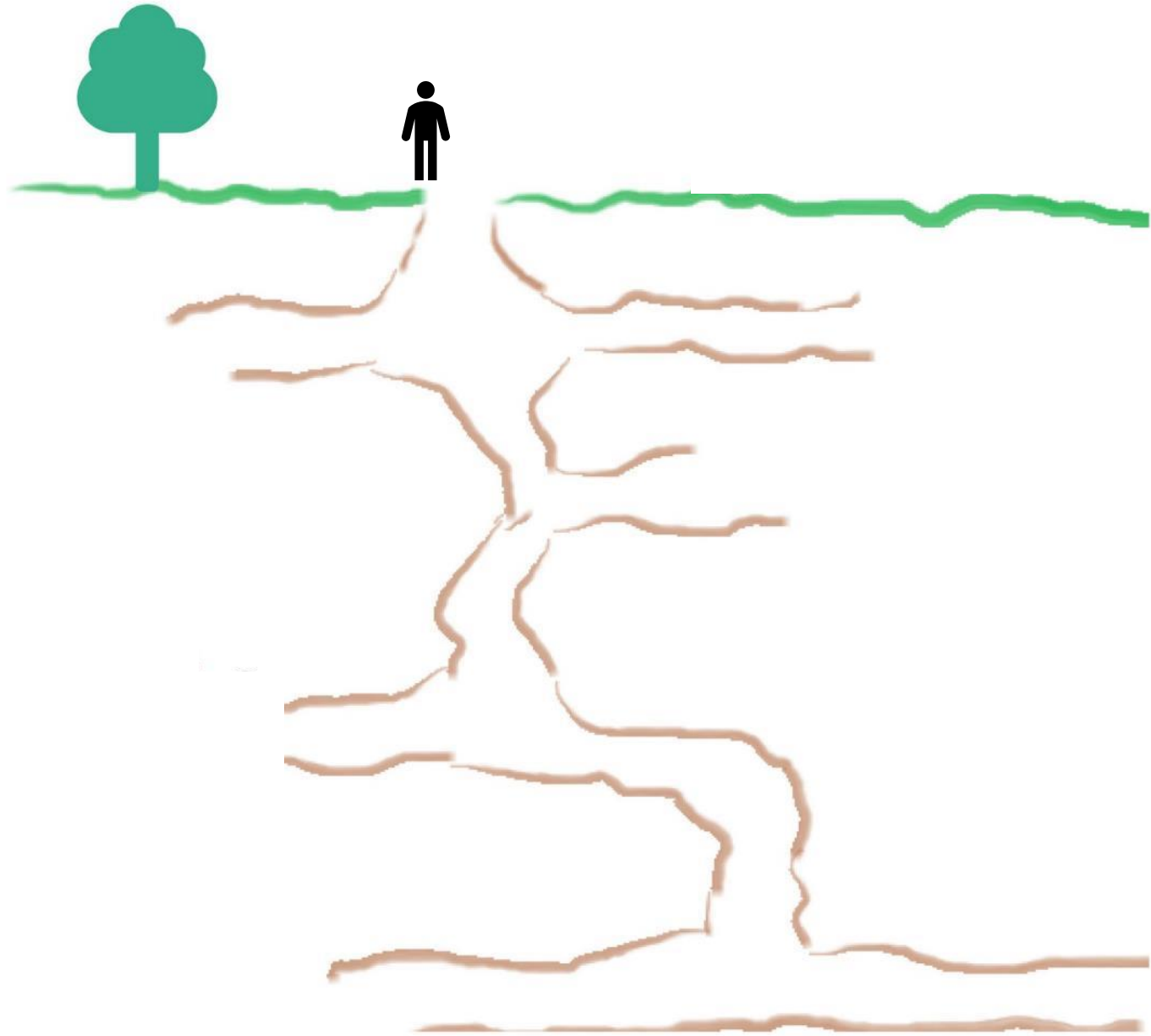
What
do they
consider as
JARGON

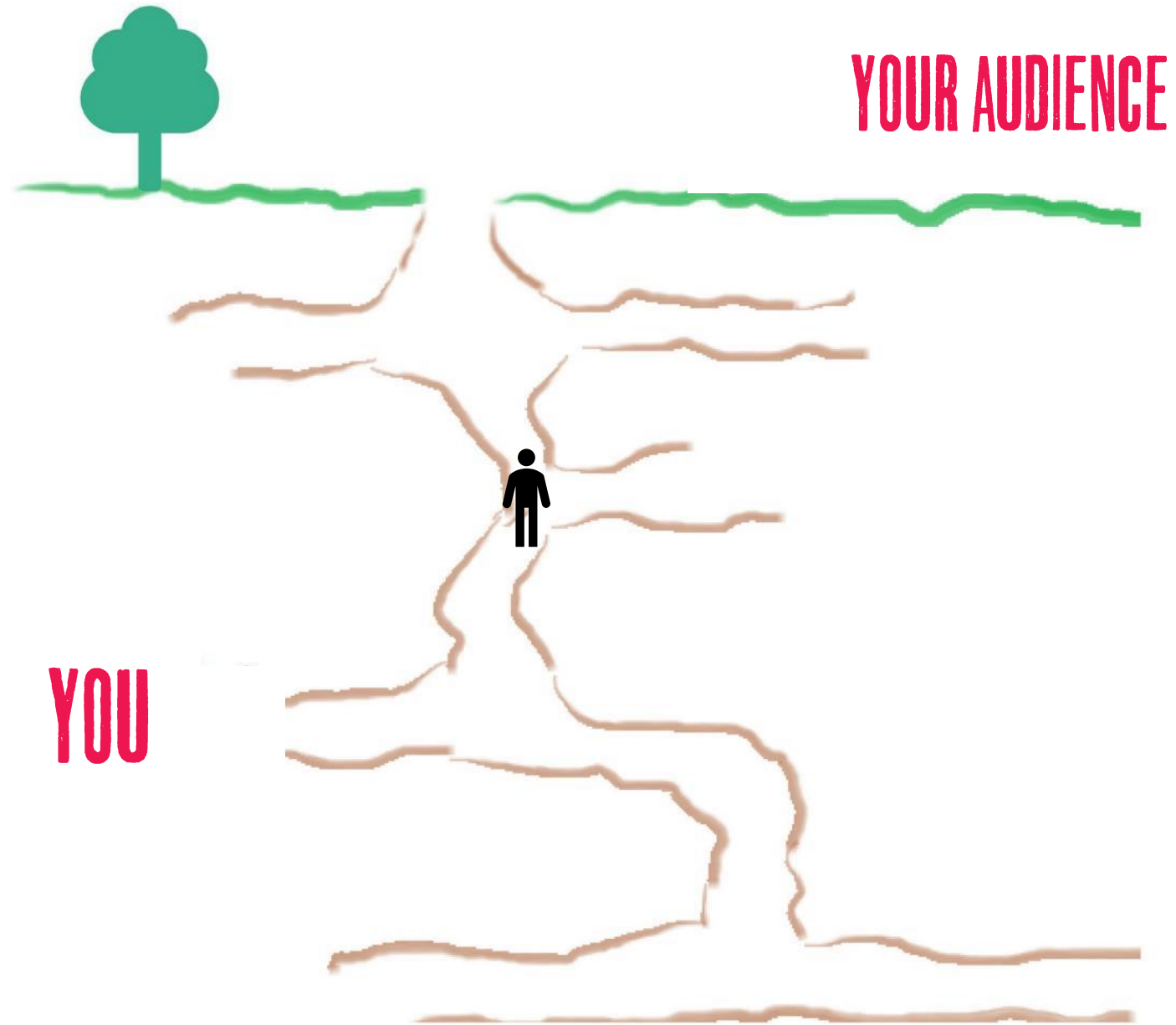
AUDIENCE



What do
they
KNOW?

TADF





AUDIENCE



What do
they
KNOW?

What do
they **CARE**
ABOUT?

What
do they
consider as
JARGON

CVB

SAR

BACKSCATTER

AUDIENCE



What do
they
KNOW?

What do
they **CARE**
ABOUT?

What
do they
consider as
JARGON

What is your

KEY MESSAGE?

THIS IS YOUR FIRST
GOLDEN TICKET

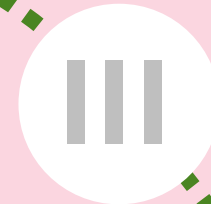
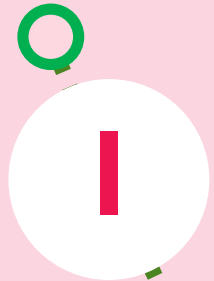


in 3 steps

TAILORED TO
YOUR AUDIENCE

JUST ENOUGH
CONTENT

MAKE IT
ENGAGING



A bunch of data \neq presentation
Look for a story line







SOLUTION

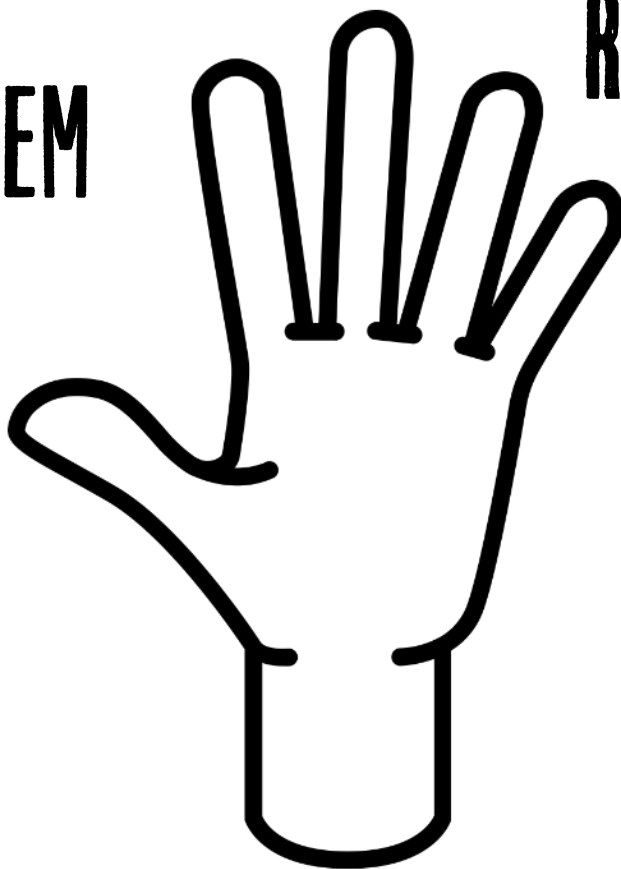
RELEVANCE

PROBLEM

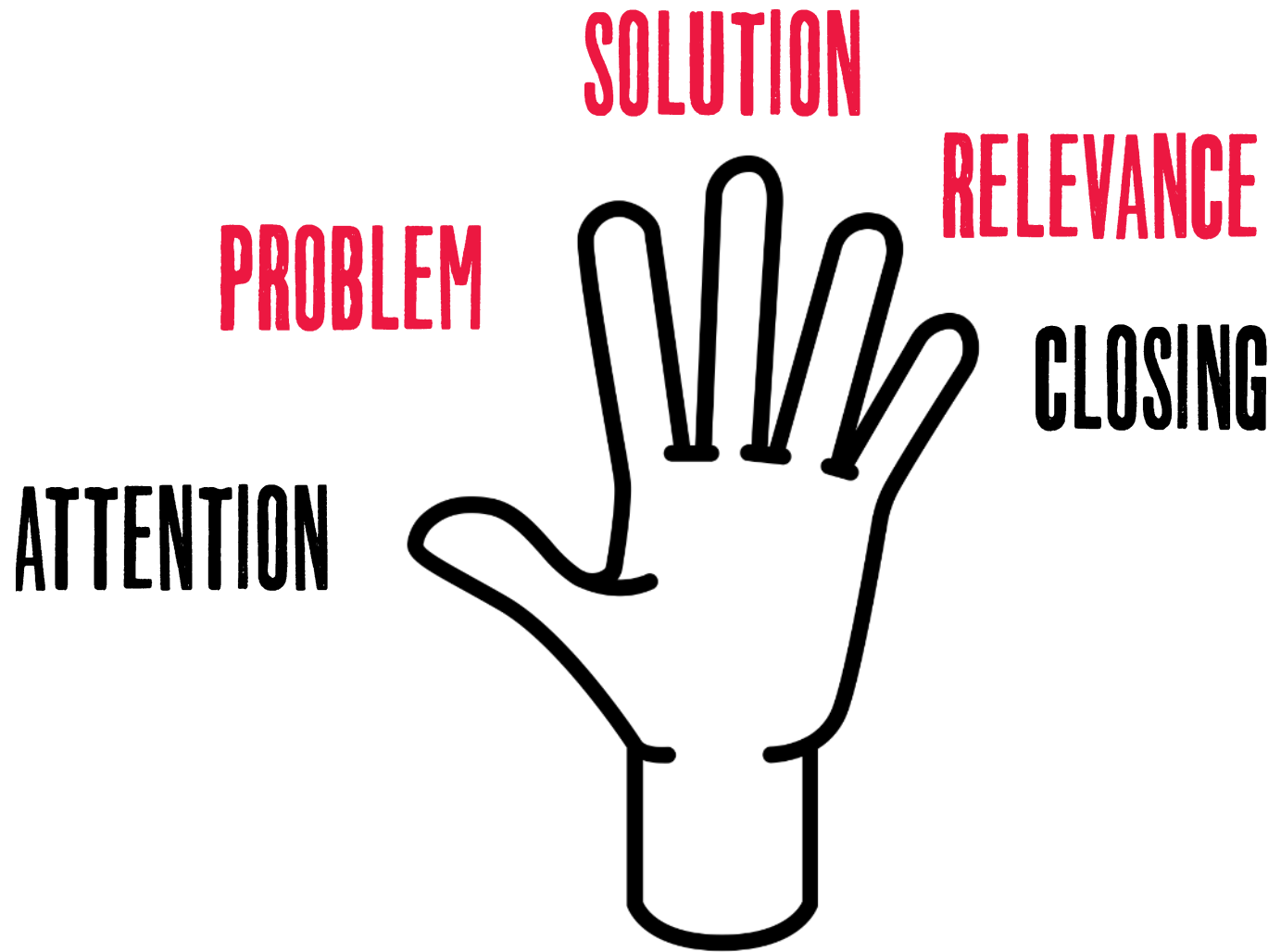
CLOSING



ATTENTION



THIS IS YOUR SECOND
GOLDEN TICKET





National Institute for Public Health
and the Environment
Ministry of Health, Welfare and Sport

Role of flavors in e-cigarette addiction

Erna Björnsson

PhD in Public Health, National Institute for Public Health and the Environment, Stockholm, Sweden

Public Health Specialist, National Institute for Public Health and the Environment, Stockholm, Sweden

PROBLEM

E-cigarettes are available in thousands of different flavors and can be a successful alternative for people quitting smoking. **BUT** it can also encourage tobacco use in non-smokers and adolescents.

SOLUTION

THEREFORE, my project team is investigating the link between flavors in e-cigarettes and addictive effects in the human brain.

RELEVANCE

SO THAT the Ministry of Health will have objective criteria to establish effective laws on how much and what flavors can be allowed in e-cigarettes.

The best way to tell a story that sticks

PROBLEM

(situation) **BUT** (problem)

SOLUTION

THEREFORE (we do something)

RELEVANCE

SO THAT (situation is improved)

The best way to tell a story that sticks

PROBLEM

SOLUTION

RELEVANCE

**TENSION,
RELIEF
& ELEVATION**



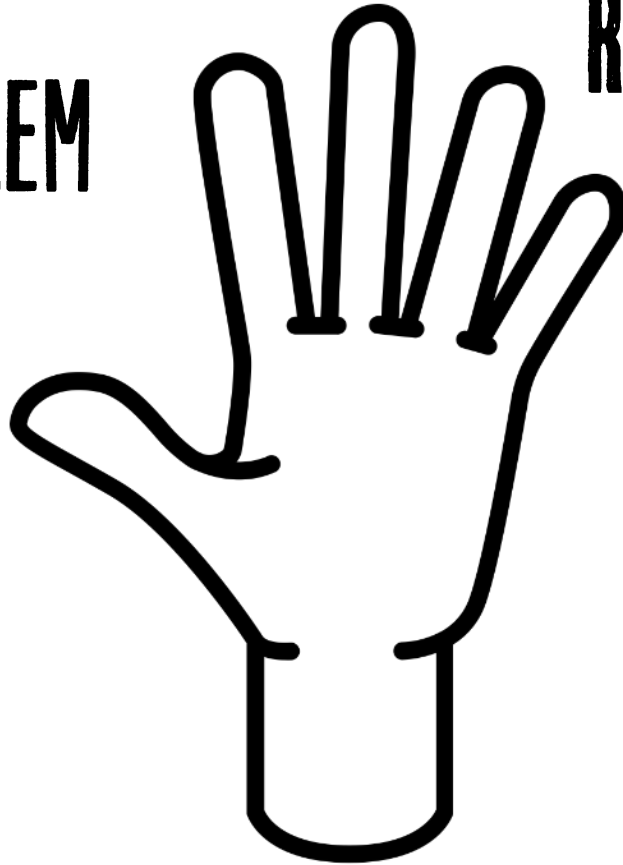
ATTENTION

PROBLEM

SOLUTION

RELEVANCE

CLOSING



NOT a good start

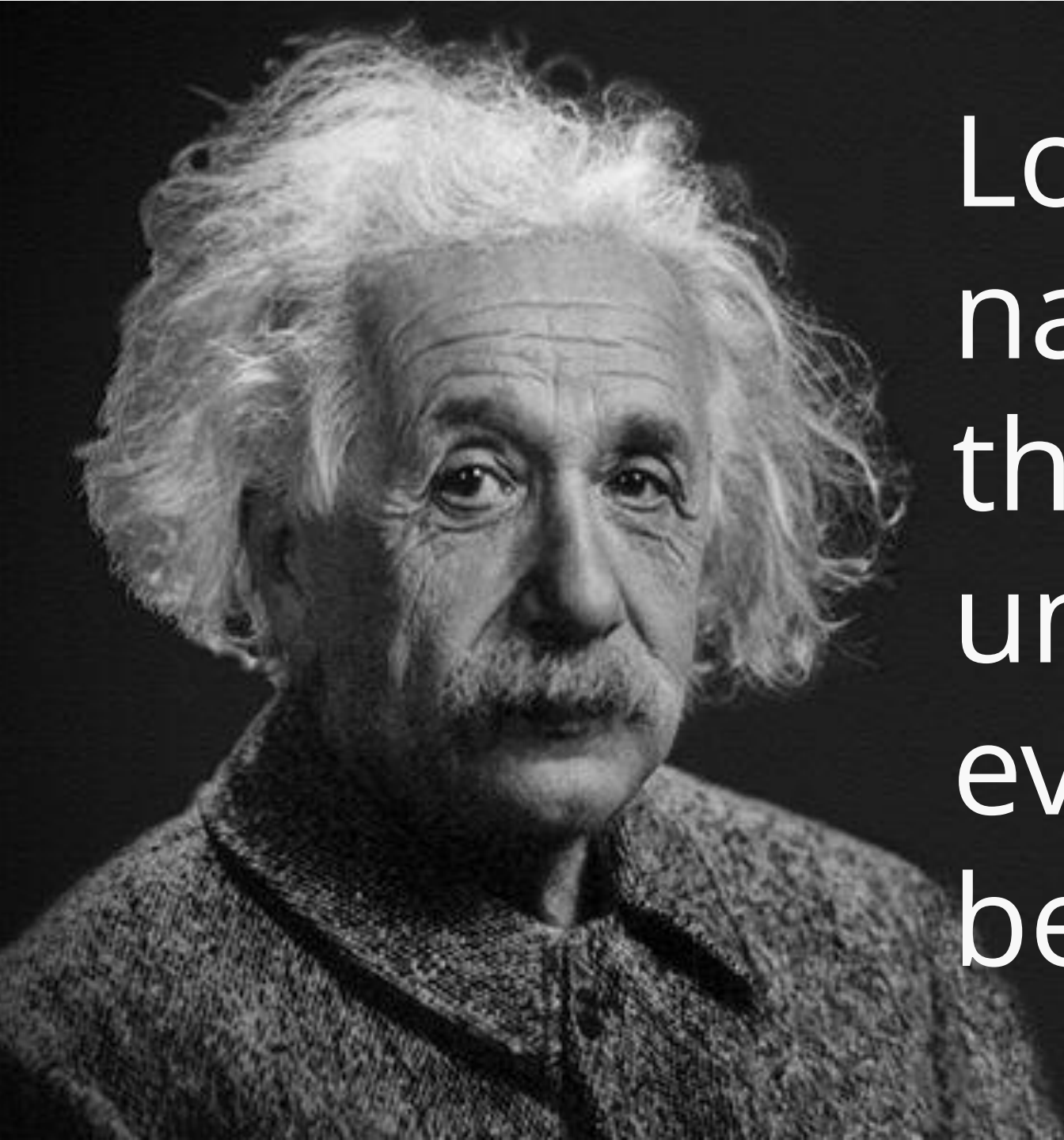
My name is..., I work for....

First I'm going to tell you about,
then I'm going to talk about...

I am sorry, but...

**What about starting
with a **joke**?**

**What about starting
with a quote?**

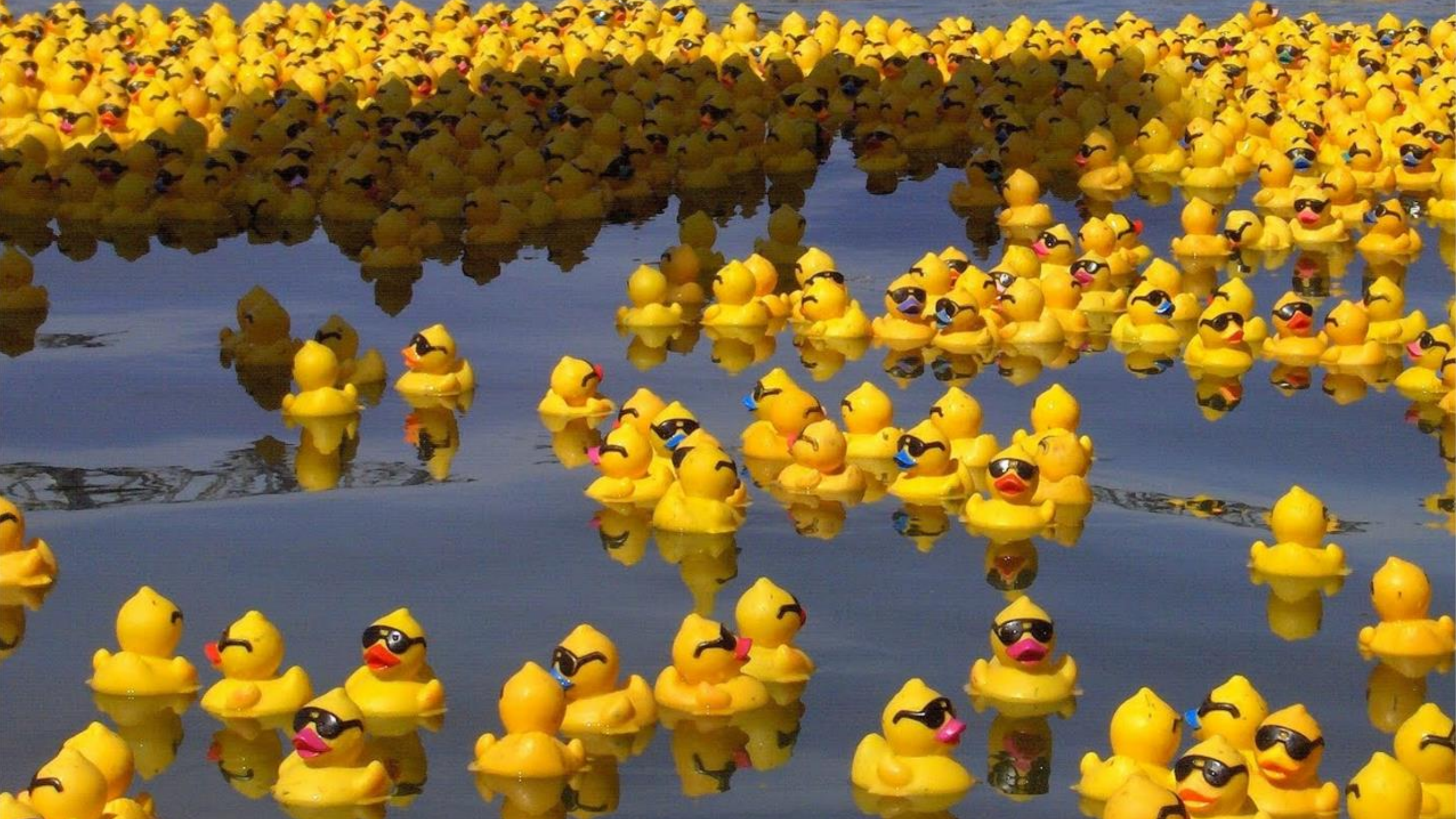


Look deep into
nature, and
then you will
understand
everything
better

- Albert Einstein

HOW TO START YOUR PRESENTATION?

STORY



HOW TO START YOUR PRESENTATION?

STORY

QUESTION

Did you know...

Have you ever...

Can you imagine...

Wouldn't it be fantastic if...

HOW TO START YOUR PRESENTATION?

STORY

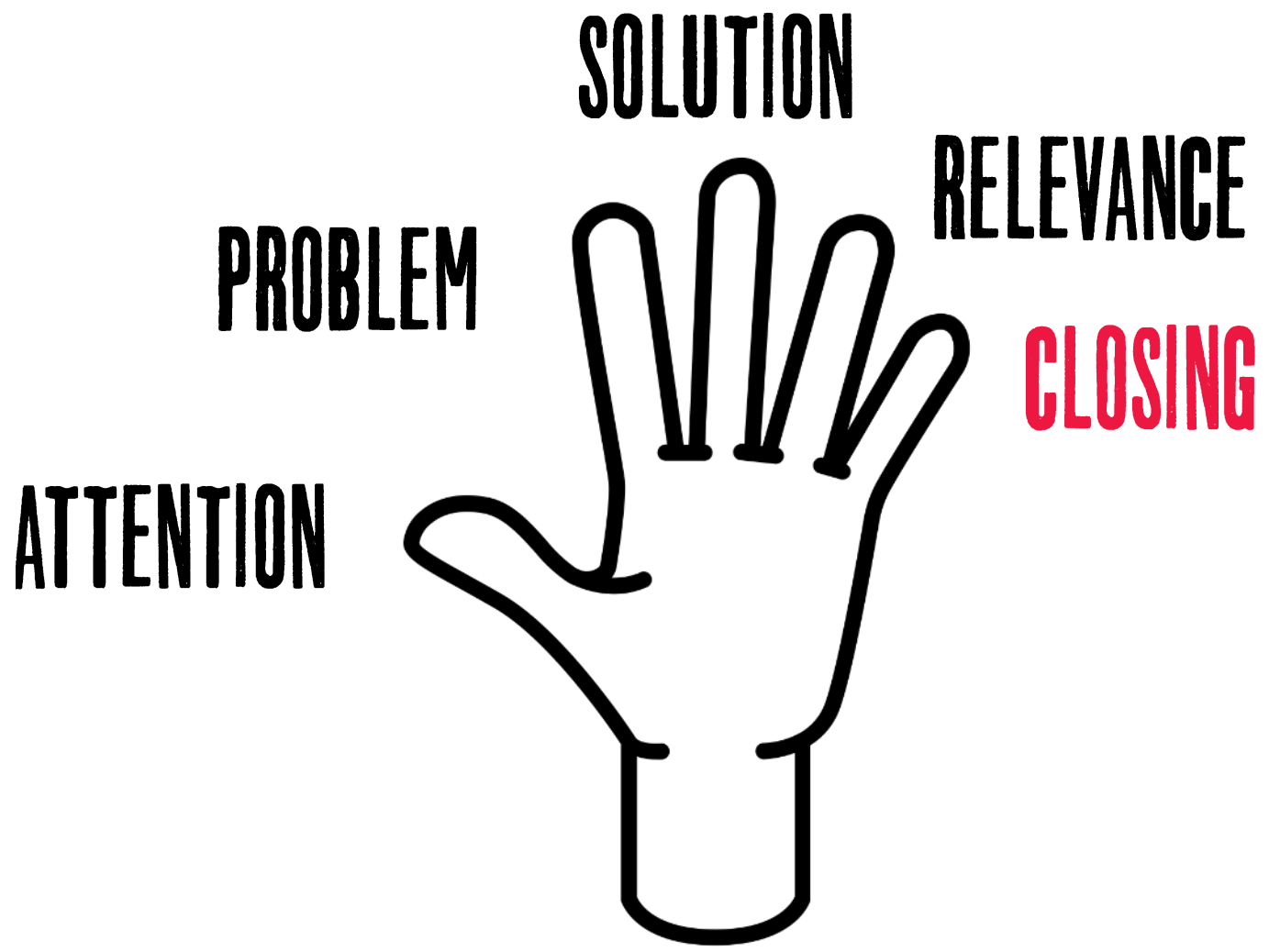
QUESTION

INTERESTING FACT

Every day, earth observation satellites collect approximately 2,5 petabytes of data.

That's equivalent to streaming around 250.000 high-resolution movies each day!

This immense volume of data helps in monitoring everything from climate change and deforestation to urban growth and wildlife migration across the globe.



KNOW WHERE
YOU'LL LAND



How **NOT** to end?

This is it... Thank you

That's it... Do you have questions?

Voilà, dat was het.

A SOFT LANDING

= REFRESHING THE KEY MESSAGE





BELGIAN EARTH
OBSERVATION

~~Thank you!~~

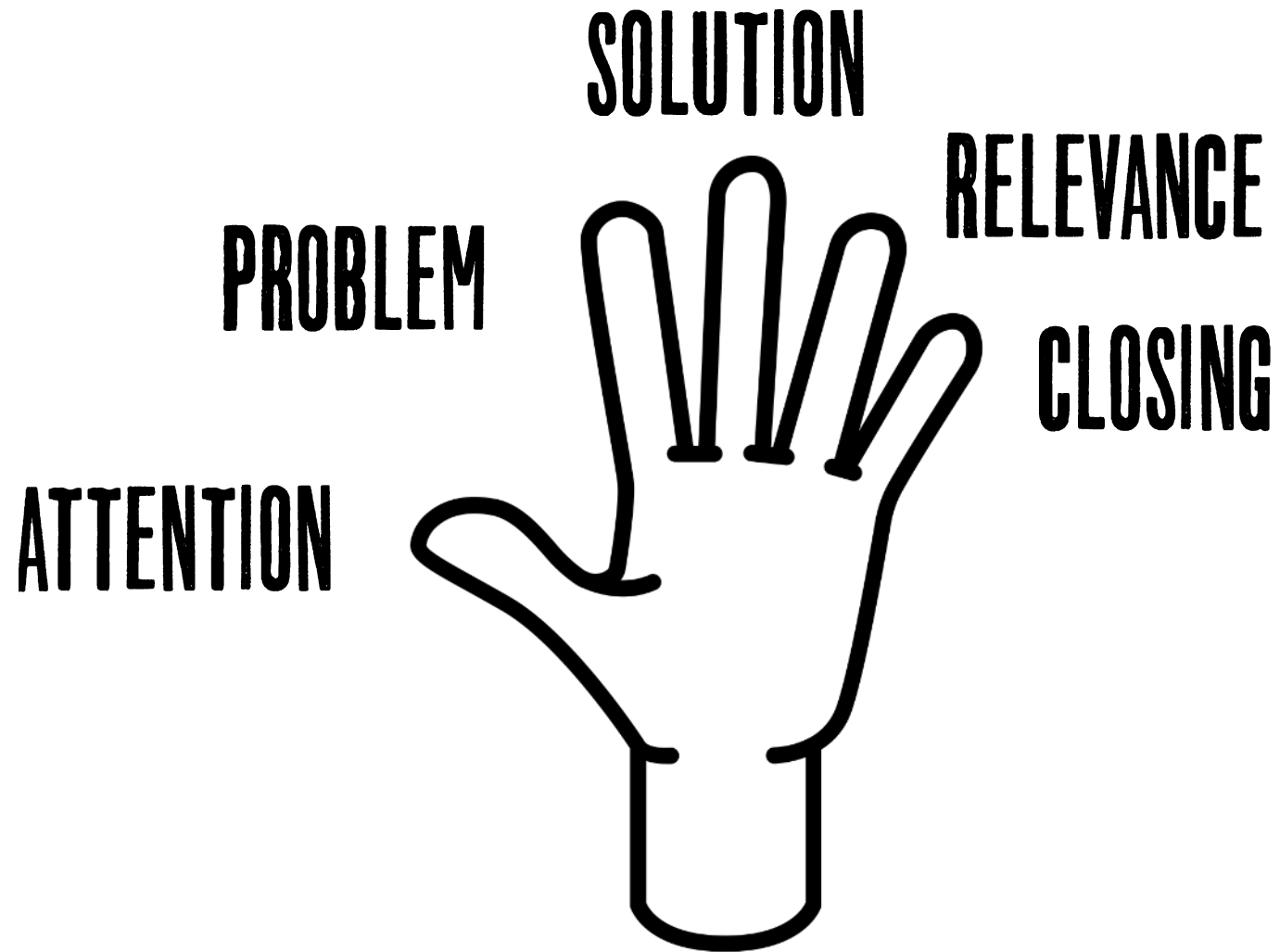


BELGIAN EARTH
OBSERVATION

Together, let's
shape a clearer vision for our
planet's future

Erik Luijts
erik@belspo.be

STRUCTURE



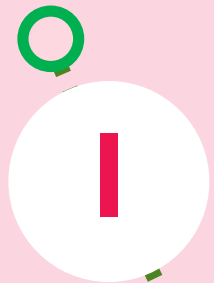


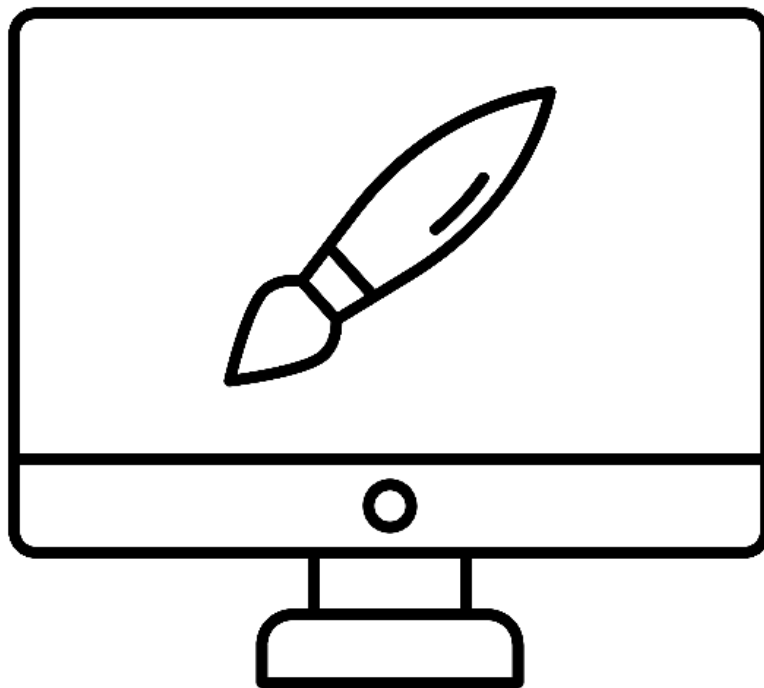
in 3 steps

TAILORED TO
YOUR AUDIENCE

JUST ENOUGH
CONTENT

MAKE IT
ENGAGING

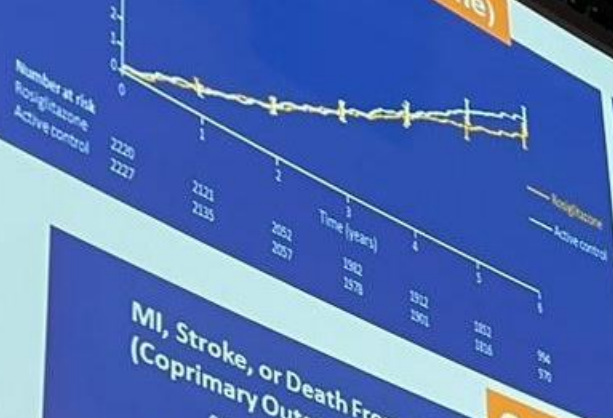




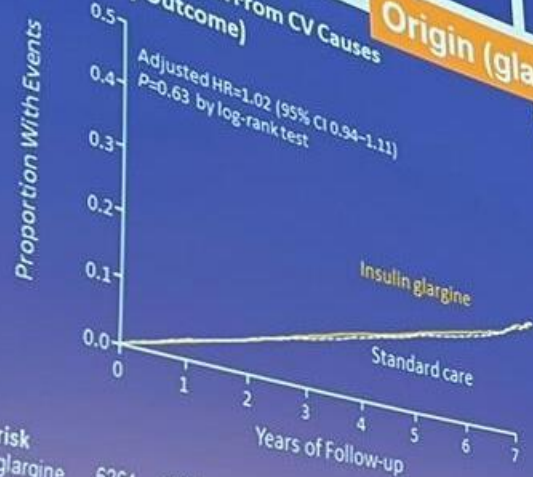
SLIDES

Why SLIDES?

To make it **easier**
for your audience
to understand your message

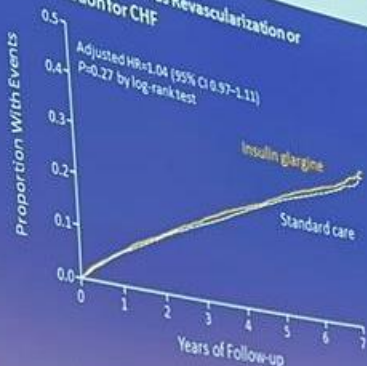


MI, Stroke, or Death From CV Causes (Coprimary Outcome)



Origin (glargine)

Coprimary Outcome Plus Revascularization or Hospitalization for CHF



Lancet. 2009;373:2125-2135; Lancet. 2005;366:1279-1289; J Clin Endocrinol Metab. 2006;92:2163-2171; N Engl J Med. 2012;367:319-328

BSC
42nd
ANNUAL
CONGRESS
2023

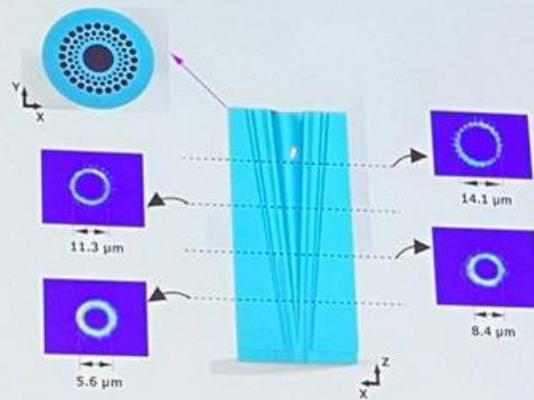
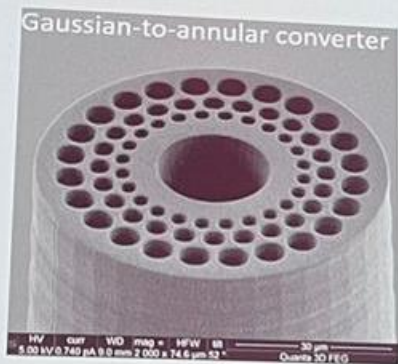


A. Khadi

M. Hadas

M. Hadas

Zeroth-order Bessel beams



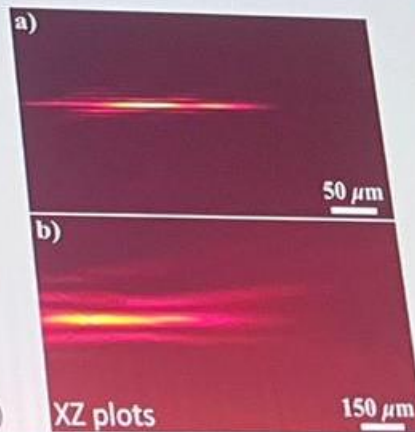
We can easily tailor the characteristic parameters of the Bessel beam by controlling the radius (R) and width (Δ) of the annular core and the lens' focal length (f)

$$w_{ZOB} = \frac{0.36\lambda f}{R}$$

FWHM of the central peak

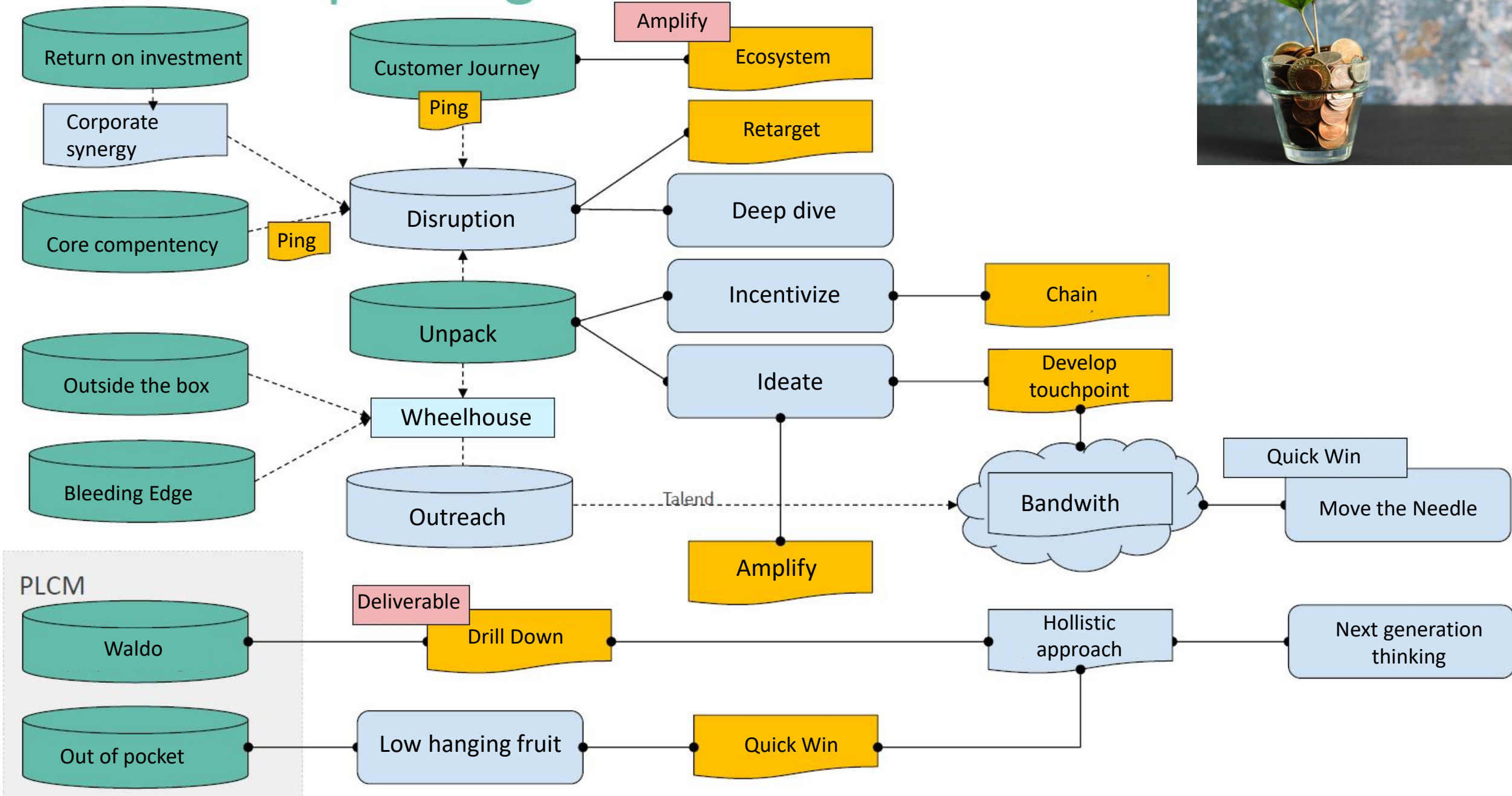
$$D \approx \frac{f^2 \lambda}{R \Delta}$$

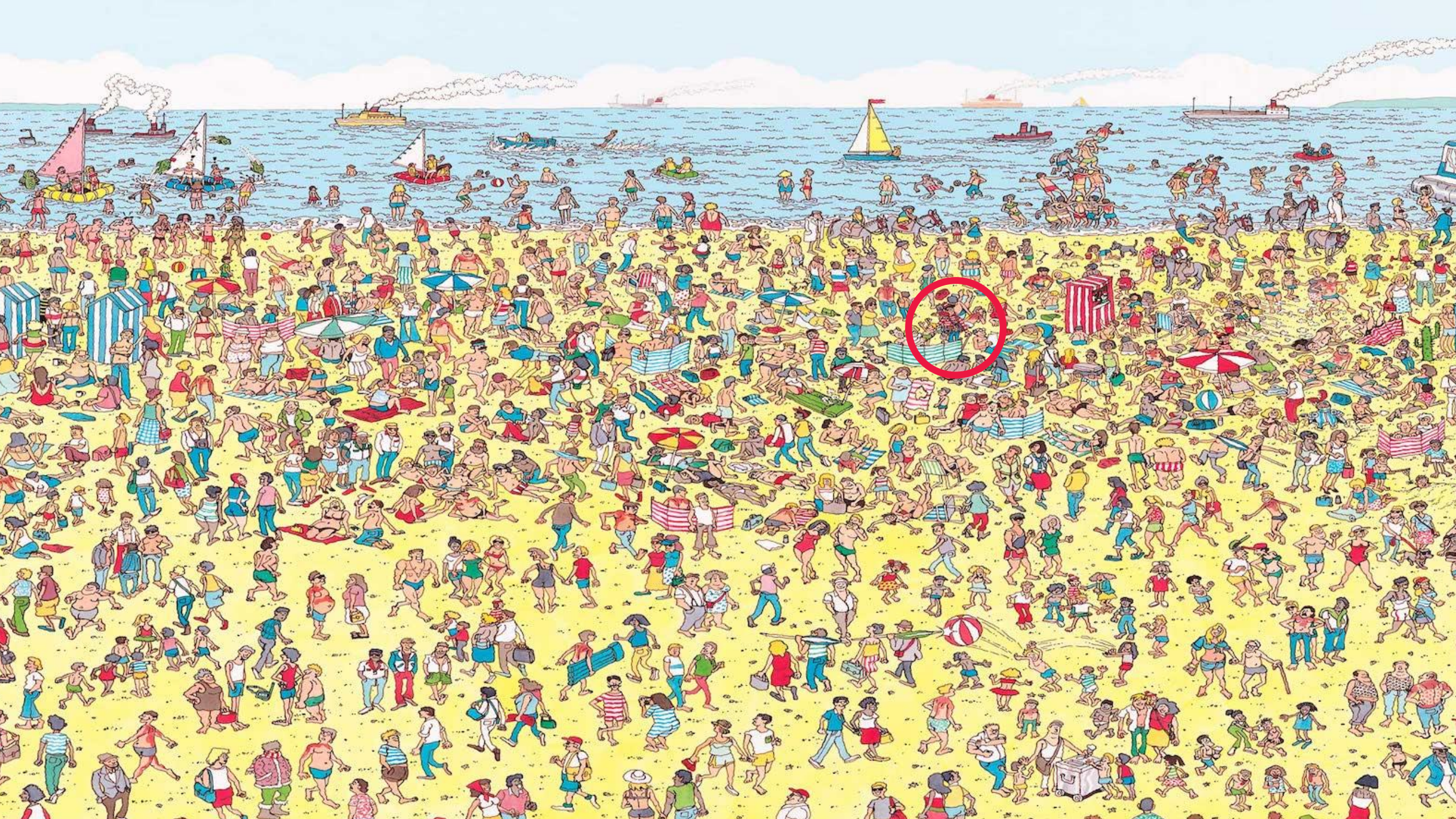
diffraction-free length



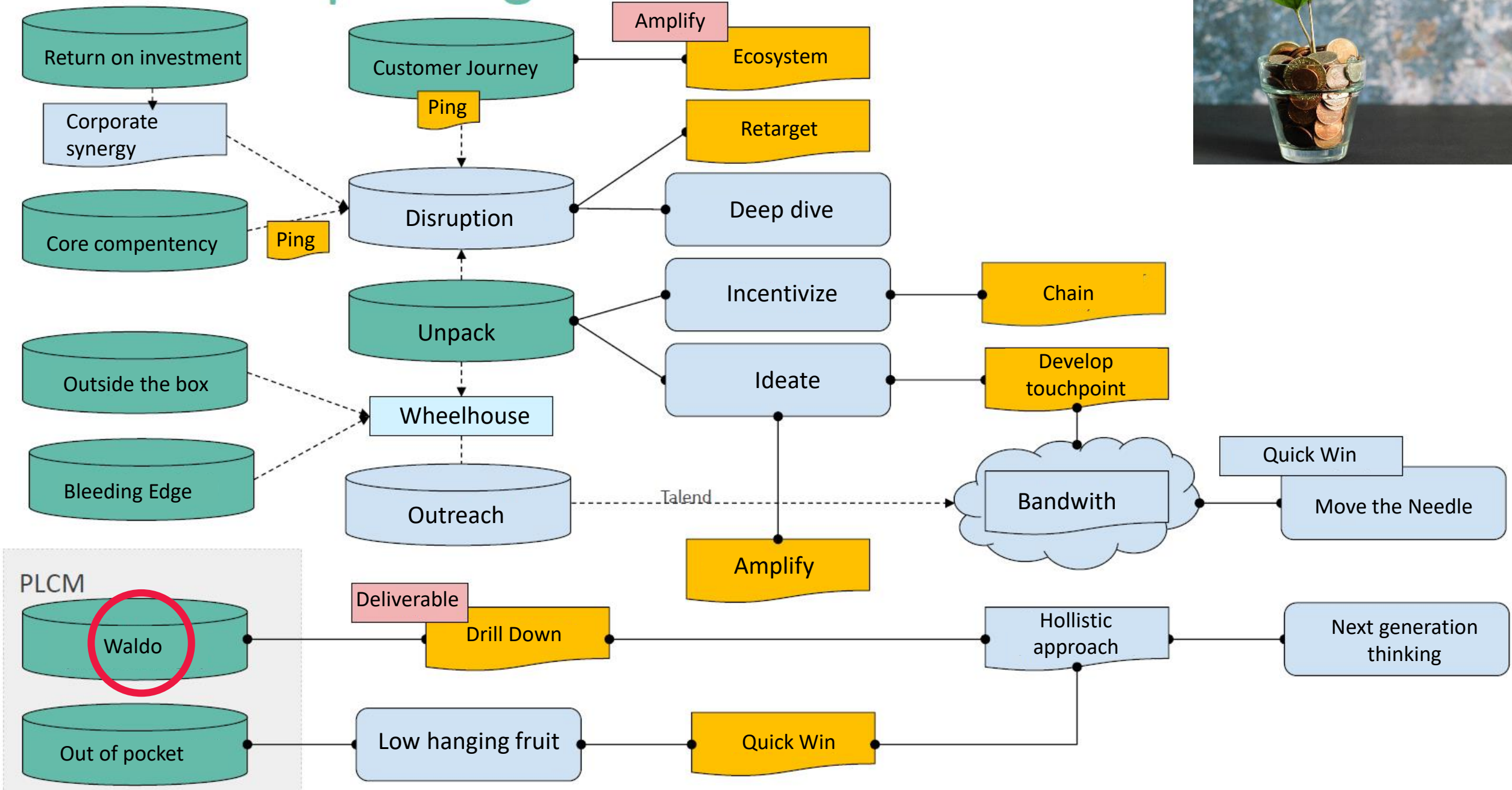
Reddy et al., *Optica* 9, 645 (2022)

Finance reporting data flows

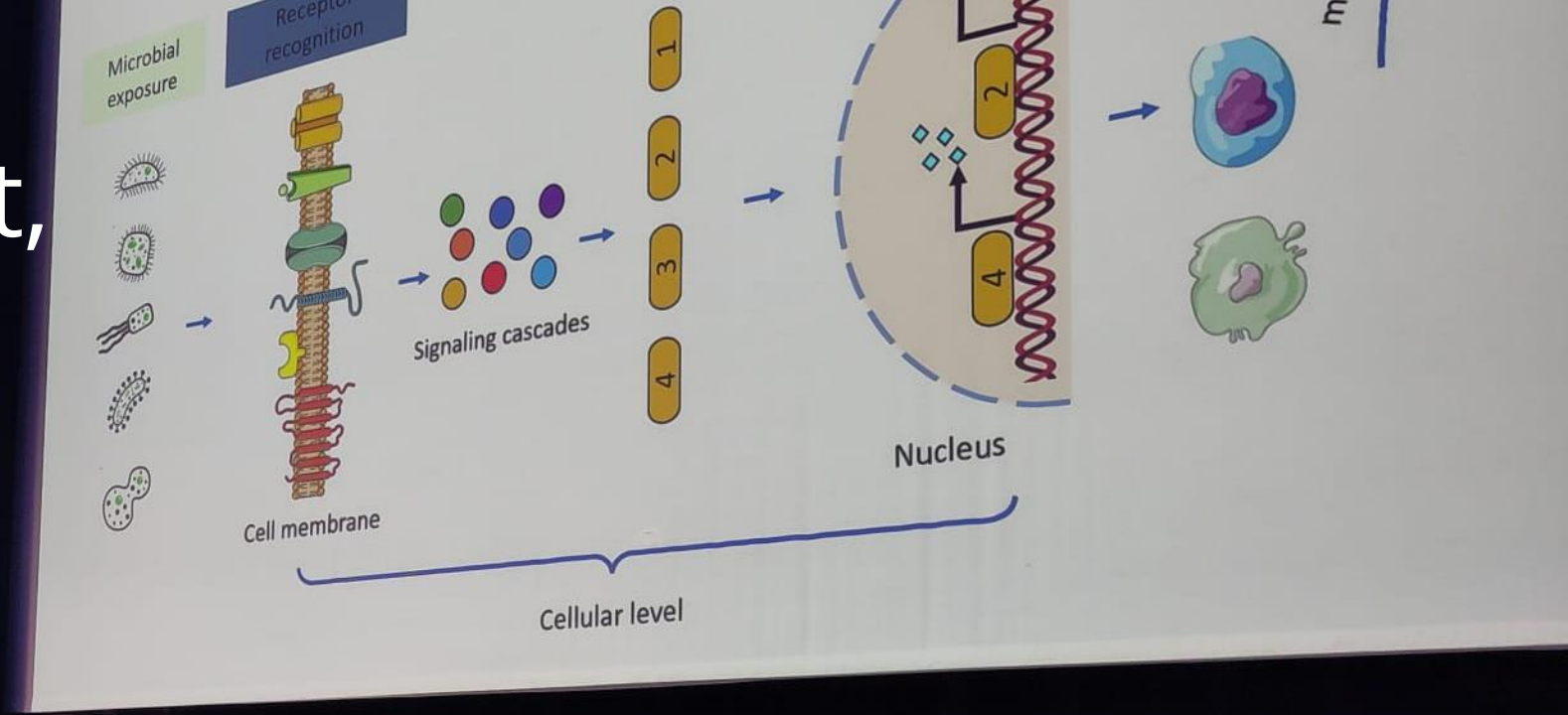


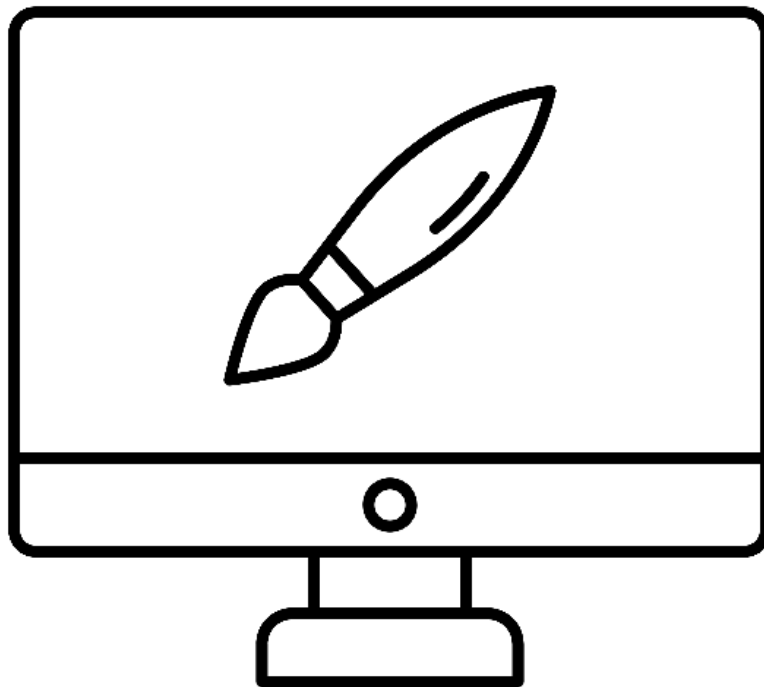


Finance reporting data flows



Make sure **YOU**
are the protagonist,
not the slide



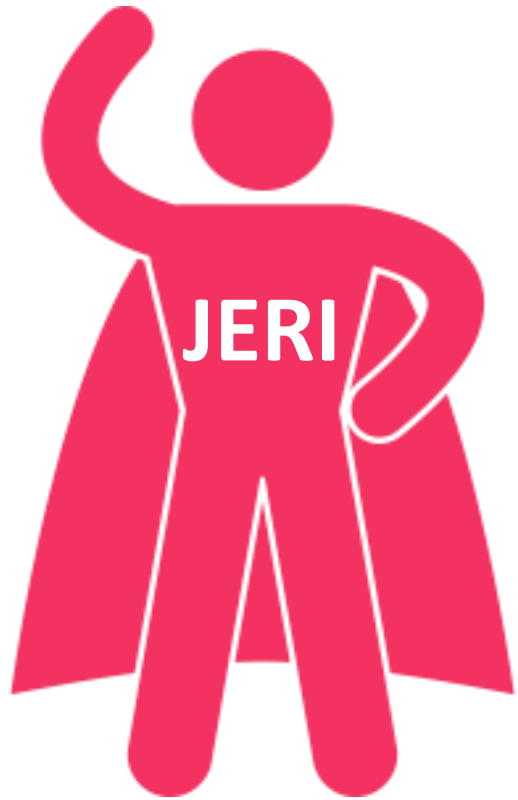


SLIDES-911

JERI



**Just
Enough
Relevant
Information**



JERI's slide tips

THIS IS YOUR THIRD
GOLDEN TICKET



USE MAXIMUM

20 WORDS

PER SLIDE

(and size matters)



USE MAXIMUM

20 WORDS

PER SLIDE

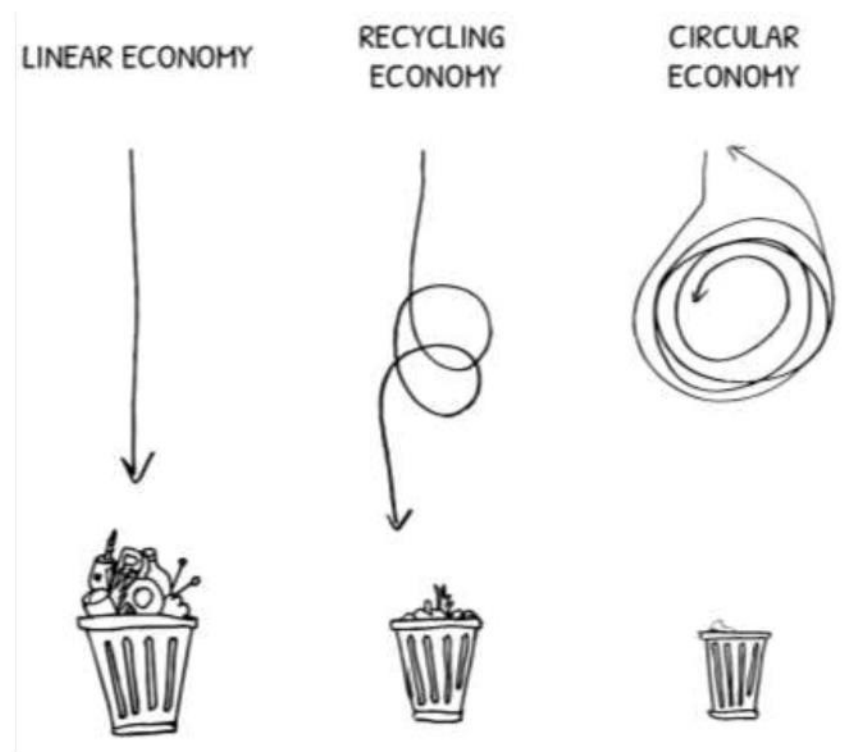
(in font size + 24 pt)

How much is **twenty words**?
We will put it on a slide so you
can see that this is it.

CE : wat ? *definitie*

CE is economisch systeem bedoeld om **herbruikbaarheid** van producten en grondstoffen te **maximaliseren** en **waardevernietiging** te **minimaliseren**.

- Verwant met andere gedachtestromingen zoals **C2C** en **performance-economy**
- MEER dan kringlooeconomie
→ cirkels worden gesloten via verschillende strategieën en businessmodellen



LINEAR ECONOMY



RECYCLING ECONOMY



CIRCULAR ECONOMY



Circular economy

Maximum re-usability
Minimal value destruction

**WHY DO WE WANT TO
PUT SO MANY WORDS
ON OUR SLIDES?**

slides ≠ notes

To make it easier
for your
audience to
understand

For yourself:
to remember
what you need
to say

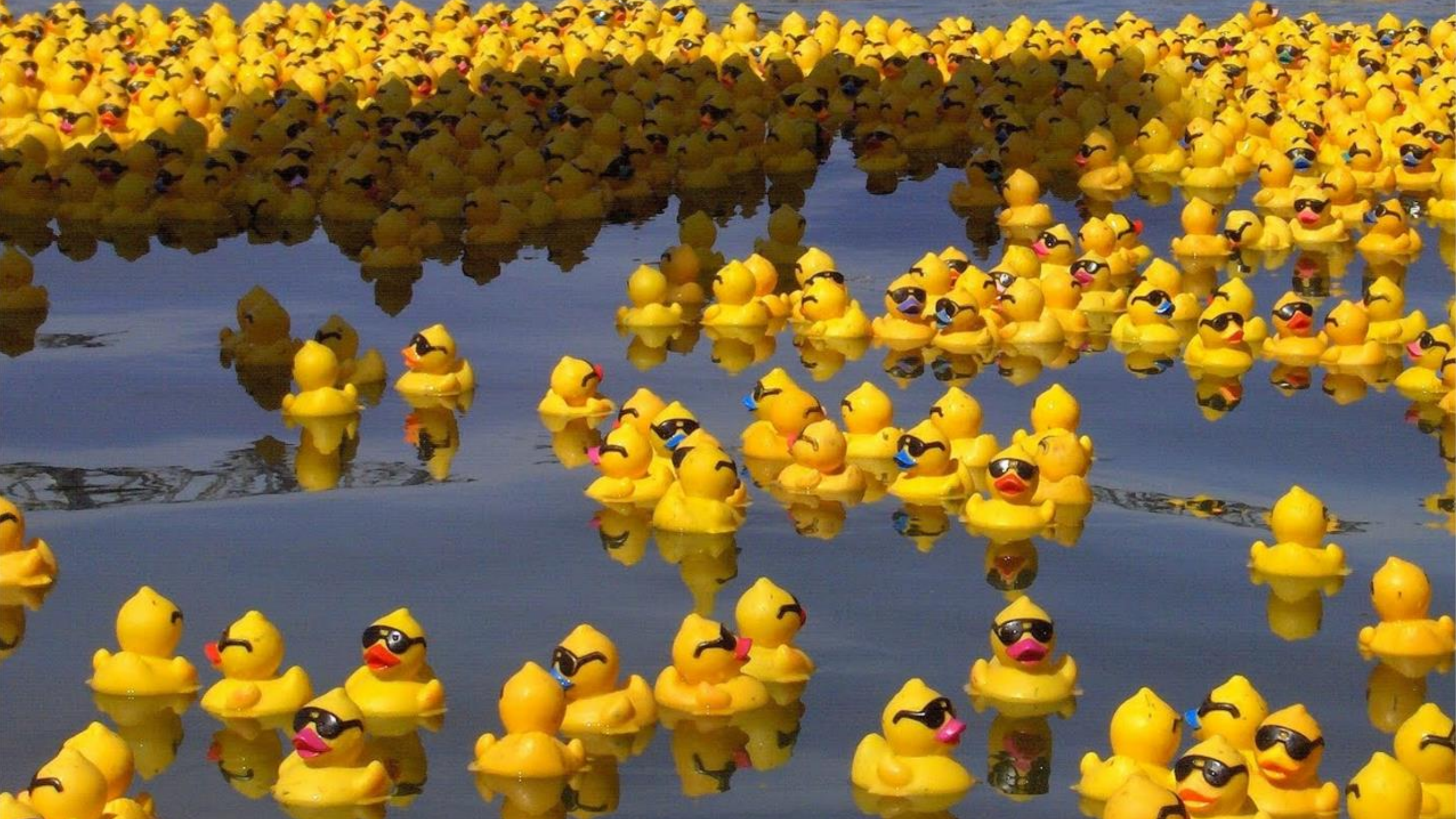
Show only what you discuss:



SLIDES

AREN'T

HAND OUTS



Garbage islands & Plastic soup

Spread by sea currents: 28.000 rubber ducks

January 1992: a container with rubber ducks on its way from Hongkong to the United States goes overboard.





USE IMAGES

KU LEUVEN

Africa
Africa
TERVUREN

KONINKLIJK MUSEUM
VOOR MIDDEN-AFRIKA
MUSÉE ROYAL
DE L'AFRIQUE CENTRALE

Testing for parasite host-switching between
invasive Nile tilapia (*Oreochromis niloticus*)
and native tilapias in the Upper Congo Basin

Student:

Promotor:

Co-Promotor:

Co-Promotor:

Student:
Promotor:
Co-Promotor:
Co-Promotor:



Testing for parasite host-switching

between invasive Nile
tilapia and native tilapias
in the Upper Congo Basin

KU LEUVEN

Africa
KONINKLIJK MUSEUM
VOOR MIDDEN-AFRIKA
MUSÉE ROYAL
DE L'AFRIQUE CENTRALE
TERVUREN



A photograph of a volcano erupting at night. The volcano is dark, and the eruption is a bright, glowing orange and red. The sky is dark blue. A large white circle is overlaid on the right side of the image, containing text.

Vulcan Eye Project

Studying
volcanoes from space

Roger De Caluwé, UBG

A person wearing a black and white striped long-sleeved shirt is seen from the side, reaching into a wooden cabinet filled with numerous white folders. The folders are organized in rows, and some have small white labels with handwritten letters like 'E' and 'P'. The scene is set in what appears to be an archive or library. A red circular graphic is overlaid in the center of the image, containing white text.

SEARCHING
FOR PICTURES
WHERE?

Google





**Copyright
Resolution**

ALTERNATIVES FOR GOOGLE?

Office 365

Insert Draw Design Transitions Animations Slide Show Record Review View Help

Stock Images

Images Icons Cutout People Stickers Videos Illustrations Cartoon People

earth

As a Microsoft 365 subscriber, you have access to the full library of creative content.

Insert (1) Cancel

unsplash.com

 **Unsplash**
Photos for everyone

🔍 Search free high-resolution photos



Brands ^{New}

Explore



Submit a photo

Login

Join free

Editorial

FEATURED

Color Theory

Wallpapers

Nature

People

Architecture

Current Events

Business & Work

Experimental

Fashion

Film

Health & Wellness >

View all

Unsplash

The internet's source of freely-usable images.
Powered by creators everywhere.

🔍 Search free high-resolution photos



Trending: flower, wallpapers, backgrounds, happy, love



Technology Background

Design

Computer

Data

Background

Business

Abstract

Nature

Coding

Office



Technology images

Photos 36.6K

Videos 10.8K

Users 229

Filters



Prachtige gratis afbeeldingen voor jouw projecten

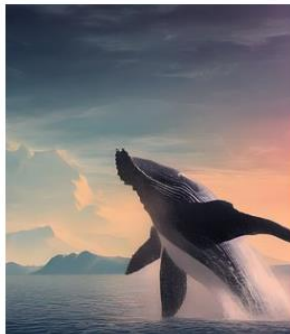
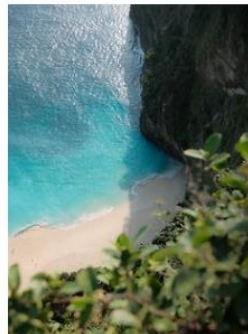
Meer dan 1 miljoen HD-afbeeldingen en video's gedeeld door onze community van ontwerpers.

🔍 architectuur

Beelden ▾

Populaire afbeeldingen: herfst, kerst, halloween, sinterklaas, bloemen, natuur, winter, christmas, achtergrond, geld, energie, gesprek

Gratis afbeeldingen van jplenio



thenounproject.com



Icons and Photos For Everything

Icons



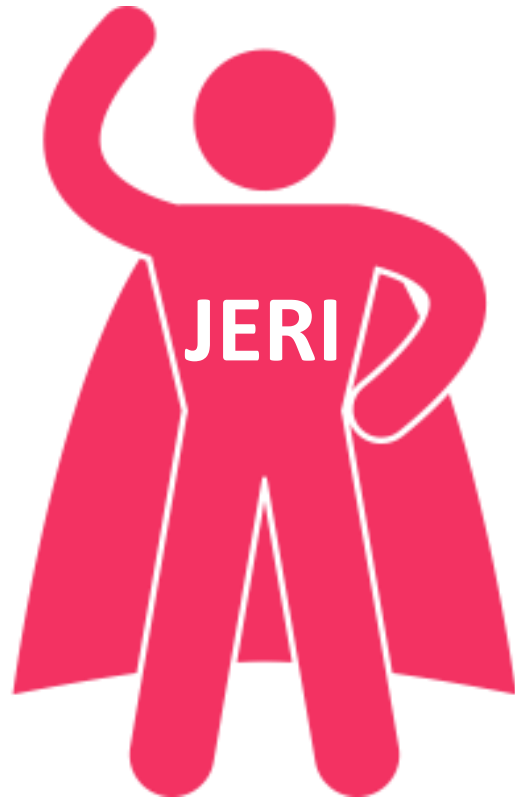
Search over 3 million icons





Use animation

Show it step by step



JERI's slidetips



1. Maximum 20 words per slide
2. Show only what you discuss: slides are NOT handouts
3. Use images
4. Use animation (like now)



Just Enough
Relevant
Information



in 3 steps

TAILORED TO
YOUR AUDIENCE

JUST ENOUGH
CONTENT

MAKE IT
ENGAGING



I



II



III



THEFLOORISYOURS.BE



Good to know when you are nervous

PERFORMANCE | YOUR AUDIENCE

A friend of mine plays the oboe. Each and every time we attend one of her performances it sounds flawless and truly impressive. Literally, not ...

[Read more](#)



A technique that is good for everything

PERFORMANCE | PRESENTATION STRUCTURE

Drink plenty of water. It helps to eliminate toxins, regulate your body temperature, and improve your concentration... Drinking water, it seems like the magic solution ...

[Read more](#)



Online presentations follow their own set of rules and you'd better get the hang of them

PRESENTING ONLINE

Online presentations are quickly gaining a bad reputation. Take a look at the following email, for example, that recently made its way into our mailbox: "The ...

[Read more](#)



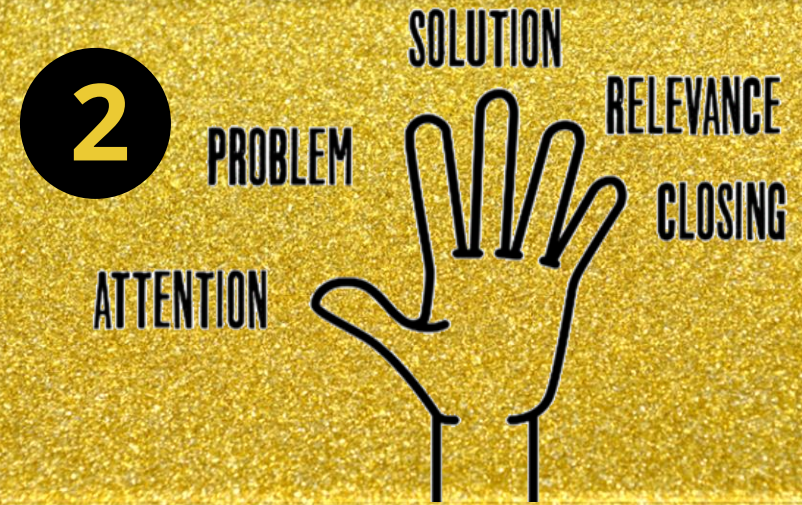
How do you get your online audience to respond?

PRESENTING ONLINE | YOUR AUDIENCE

Tell me if this sounds familiar: You are presenting an online class or talk and you ask your audience a question. You wait, and wait ...

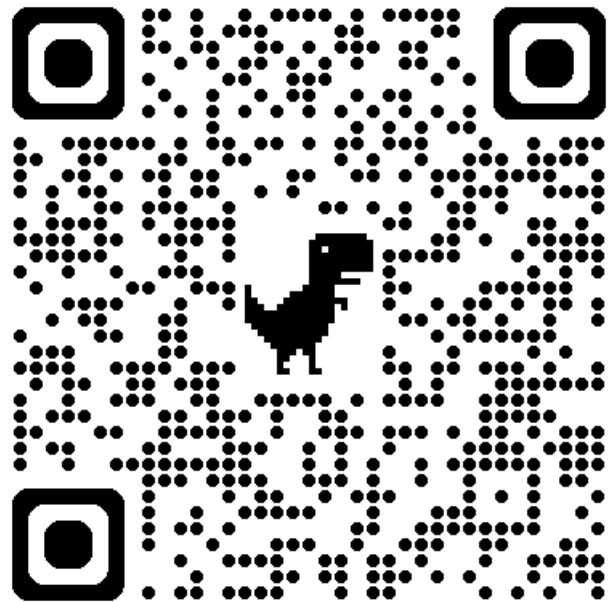
[Read more](#)

1 Think of your
AUDIENCE and
the **KEY MESSAGE**



3 JERI's slide tips

- ✓ Max. 20 words per slide
- ✓ Only show what you discuss
- ✓ Use images
- ✓ Use animation



erik@thefloorisyours.be
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