

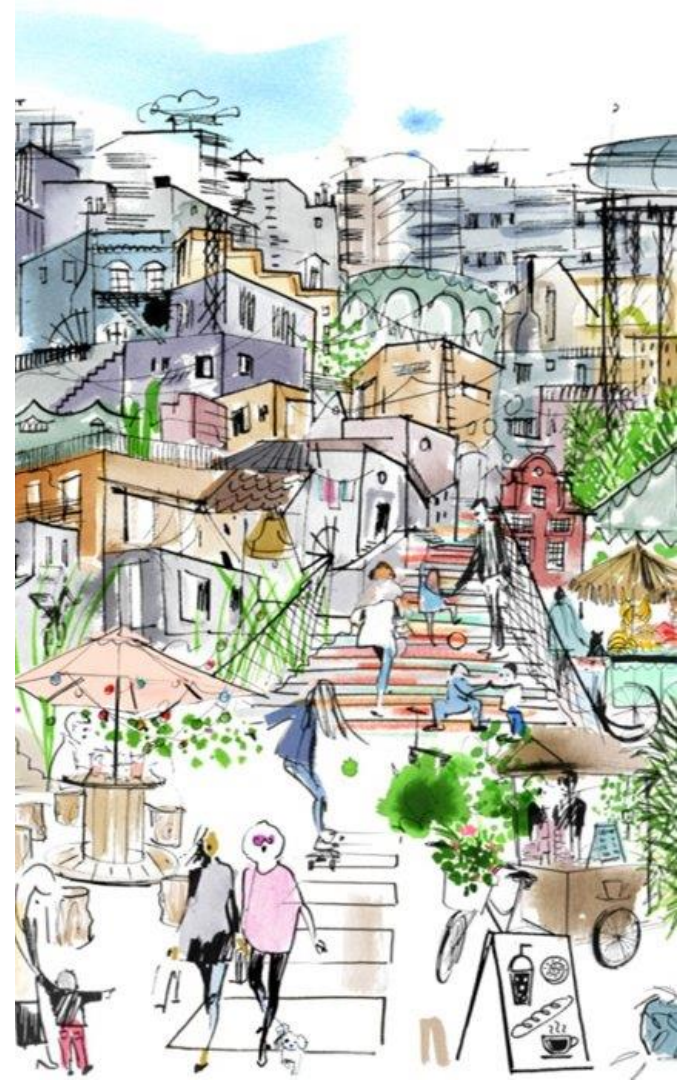
URB401: Systems Approaches for Urban Transitions

How to effectively prepare the presentation?
Hanbit Lee



Learning objectives

- Understand the **purpose and structure** for your City Lab project final **presentation**
- Understand the **guidelines and assessment criteria**



City Lab presentations

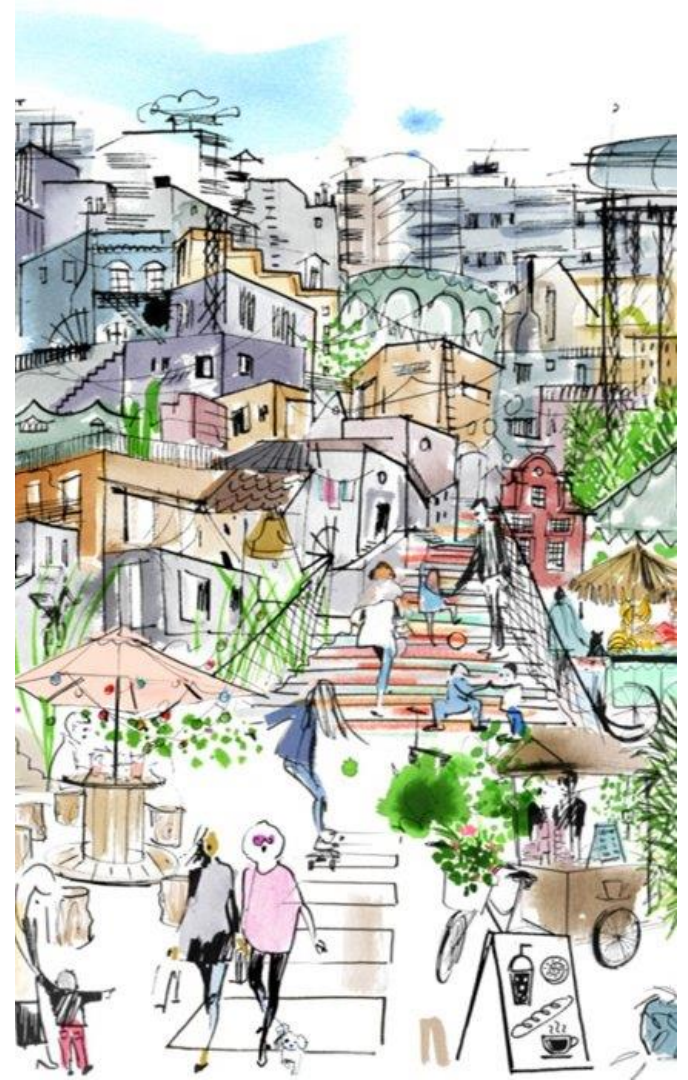
- **Date:** December 17 9:00- 13:00
- Presentation for **10-15 minutes** followed by a **5-10 minutes discussion**

09:15 - 10:00 • 2 presentations • 2 discussant groups

10:15 - 11:00 • 2 presentations • 2 discussant groups

11:15 - 12:00 • 2 presentations • 2 discussant groups

12:15 - 12:45 • Sharing of lessons learned for final report



- **Imagine you are a consultant** reporting to key city representatives.
- **Demonstrate how your systems approach** leads to different or “better” insights than a “typical” list of unconnected city interventions.
- **Emphasize the potential impact of your recommendations** and identifying areas for future collaboration or deeper engagement with the city.

- Limit your presentation to a **maximum of 15 slides**
- Focus on your **most relevant messages**, ensuring **clarity** and **impact** rather than a dense display of information.
- Limit the text on your slides and leveraging compelling **visual elements**, such as **system maps**, **data visualizations**, and strategy depictions, to convey your key messages effectively.
- You may prepare **"backup" slides** to address potential questions or delve deeper into specific aspects during the discussion period.

- Shortly introduce the **context of your city** (2-3 slides on the city's context and sustainability strategy)
- Present the key elements of your **urban systems analysis** and the **city's sustainability challenges** (6-7 slides on data maps, CLD, actor maps etc.)
- Present proposed **interventions and transitions pathways** (4-5 slides)

- **The City Lab project** accounts for 50% of final grade with 30% for scientific report and 20% for presentation.
- **The report** will be assessed based on specific scientific criteria evaluating content quality, analytical depth, and the quality of scientific writing.
- **The final presentation** will be assessed based on specified criteria evaluating societal impact and communication effectiveness.

- **Clarity, coherence, and comprehensiveness**

The ability to communicate complex systems concepts and project findings clearly to a diverse audience (e.g., city representatives), ensuring a logical line of argumentation, and comprehensive coverage of the most relevant aspects.

- **Societal relevance and impact**

The alignment of proposed strategies with real-world urban challenges, and their contribution to fostering positive societal and environmental impact.

- **Visual communication effectiveness**

Quality, relevance, and impact of visual elements (e.g., system maps, data visualizations) in conveying key messages.

- **Overall engagement and persuasiveness**

The presenter's ability to convey enthusiasm, answer questions effectively, and inspire confidence in the project's recommendations.



Contact

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