



## You and Your Audience: Allies or Foes?

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**October 16, 2017 at 10:00 am to 12:00,**  
**École Polytechnique de Montréal, Room and Building: TBD**  
2900 Edouard Montpetit Blvd, Montreal, QC H3T 1J4



### Abstract

In the first few blinks of an eye after you stumble onto the stage, or make the 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. 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 professor and entrepreneur—with experience both in operating exhibition booths and mentoring candidates for Three Minute Thesis competitions—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, empathy and art; and how to identify and avoid potential traps and pitfalls.

### About John Bandler

McMaster professor emeritus [John Bandler](#), OC, 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, won numerous professional 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. He has been honoured by a Queen Elizabeth II Diamond Jubilee Medal and, in 2016, by appointment to Officer of the Order of Canada. He mentors individuals for public presentations, and co-organized the [first ever 3MT® competition](#) at the IEEE International Microwave Symposium in 2017, an event [to be continued in 2018](#).