Making the most of your 10 minutes of fame Dave.Barney@cern.ch



Making engaging presentations ≠ soft skill!

I am not going to evangelize!



Exercise 1: You have 10 minutes to prepare a 1-minute presentation on your favourite topic (not necessarily particle physics!)

Send any slides to <u>David.Barney@cern.ch</u> using filename: 1_<<u>Yourname>.<extension></u> (or you can use your own laptop)

I will choose some at random for presentation!



Matthew - Dog

Built a story Interactive + Engaging Entertaining Clarity Talked clearly Easy to follow Detail

Anna matter & artinatte Colours Personal Interesting questions -> discussion Amusing Clearly Eye contact Confidence Slike supported preservation Contextual

Katrin - ESA Enthusiasm

Simple slide Personal Focused Body language Eye contact Learned something Committeent & motivation

Tech details Raised questions

Visual

Shubham - mathes teacher Segnence - story Slides supported presentation Very active Spoke to audience Pointing at things Abstract but simple Concise No pror knowledge Raises questions

Martin - questioning results Aspiring <u>message</u> Provoked questions, - also about ourselves Good example Kye contact Didn't need supporting material Easy to focus Moderated tempo Personal goinion bood ending

Link to video from John Cleese

https://www.youtube.com/watch?v=Pb5oIIPO62g from ~20 mins



"the most creative people are the ones who are not afraid to feel uncomfortable when they do not immediately try to answer a question. Taking time to think about the problem and possible solutions is critical. And will always lead to more creative paths forward"

(I paraphrased a LOT here!)

John Cleese on Creativity In Management

What are the most common problems with presentations?

Bad presentation Too much text -> Donesity of Reading the text shides No clear message -> no aim Monotone No eye contact Not inspirational Too complex or too simple No audience awareness

Why do people put too much information into a presentation?

TMI? Afraid of missing something Facusing on what they want to say Using presentation as documentation Limited preparation Not easy to simply Lazy

Your audience is **intelligent** But not <u>knowledgeable</u>

You are the only <u>expert</u> in the room!

GUIDELINE #1:

THE PRESENTATION IS FOR THE AUDIENCE MAKE SURE YOU KNOW YOUR AUDIENCE!

What is the purpose of a presentation?

What is the purpose of a presentation?

For the audience to understand one or more **messages** And possibly <u>act upon</u> those messages

message ≠ information

Supercars of Munich (1/3)



This is "information"

Koenigsegg Agera RS in Munich



This is also "information"

The only Koenigsegg Agera RS in Munich is the official EIROforum taxi!



This is a "message" that you can act upon!

What is a message?

It is <u>not</u> the "what" It is the "**so what?**" Including the "so what?" explicitly on your slides is a basic redundancy

Even if the "so what?" is the only text on your slide, an offline reader will be able to understand the important points of the presentation The "title" part of your slide is perfect for putting the "so what?"

HGCAL Beamtest 2017



Full prototype HGCAL is at the limit of what can be placed on the CERN SPS H2 moving table



Omitting the "so what?" or not being clear can have serious consequences...

For a pretty extreme view, take a look at:

https://www.inf.ed.ac.uk/teaching/courses/pi/2016 2017/phil/tufte-powerpoint.pdf

And a nice response: http://web.mit.edu/5.95/readings/doumont-responds-to-tufte.pdf

Review of Test Data Indicates Conservatism for Tiles Penetration

- The existing SOFI on tile test data used to create Crater was reviewed along with STS-107 Southwest Research data
 - Crater overpredicted penetration of tile coating significantly
 - Initial penetration to described by normal velocity
 - Varies with volume/mass of projectile(e.g. 200ft/sec for 3cu. In)
 - Significant energy is required for the softer SOFI particle to penetrate the relatively hard tile coating
 - Test results do show that it is possible at sufficient mass and velocity
 - Conversely, once tile is penetrated SOFI can cause significant damage
 - Minor variations in total energy (above penetration level) can cause significant tile damage
 - Flight condition is significantly outside of test database
 - Volume of ramp is 1920cu in vs 3 cu in for test

Exercise 2: Decoding NASA

Look at your handouts. Work in pairs! You have 5 minutes to determine the three most important conclusions from this slide

Some context & glossary:

This concerns a **US Space Shuttle**

- **Tiles** = the special foam tiles covering the Space Shuttle
- **Crater** = simulation program
- SOFI = spray-on foam insulation, used on the separate fuel tanks of the space shuttle
- **ramp** = piece of debris
- **cu in** = cubic inch

 The "Crater" simulation is not a realistic representation of what happened

2) A penetration of the tile cannot be ruled out

3) If this happened, the consequences could be catastrophic



Don't let Powerpoint control the apparent importance of something depending on where it is in the list!

POSSIBLY A GOOD TIME FOR A BREAK!

Bullet lists have their uses, but don't overdo it!

Good examples: Pros vs cons Checklists

Beam monitoring in charged-particle therapy

Parallel-plate ionization chambers



PROS:

• Robust, stable, radiation resistance

CONS;

- Slow response time
- Limited sensitivity
- Measurement of number of particles from the produced charge depends on energy
- Daily QA and calibration measurements.

Silicon detectors



PROS:

- Good sensitivity (single particle detection)
- Small signal duration (direct count of number of particles)
- Fine segmentation -> beam profile
- Time resolution (measurement of beam energy with time-of-flight techniques)

CONS:

- Pile-up effects at high frequencies
- Radiation resistance.

Test of UFSD detectors for beam monitoring

Practical Aspects in irradiation-test organization

- > Ensure that facility is compliant with your requirements (energy, flux, etc.)
- Ensure that your system is compliant with facility requirements (dimension, operation, safety, etc.)
- Respect instructions of the facility about positioning and alignment of your samples. Get this checked by facility staff before going, if possible
 - \circ spare devices can be useful if re-test needed
- Dosimetry usually (but not always) done by facility staff. When this is available, it is likely to be accurate typically ±10%
 - o dosimetry may be complex
 - possibly bring your own reference dosimeter. This is even more important when the experimental team is not present during irradiation
- Inform the facility about the need of maintaining equipment for post-irradiation measurements (annealing tests, etc.)
- > Personnel Dosimetry: always required when working with ionizing radiation

Federico Ravotti," Dosimetry Techniques and Radiation Test Facilities for Total Ionizing Dose Testing", Short course RADECS2017

F4E Diagnostic Programme – ITER projects

A wide range of Diagnostics systems are under final design and/or manufacture:

- Magnetics sensors (55.Ax) and scientific software Delivered (4
- Radial neutron camera (55.B1) Preparing for manufacture
- Core-plasma Thomson scattering (55.C1) Completing design
- Collective Thomson scattering (front end) (55.C7) Prep. manufacture
- Bolometers (55.D1) Completing design
- Core-plasma CXRS (55.E1) Completing design
- Equatorial Vis./IR wide-angle viewing system (55.G1) Prep. for manufacture (EQ12) / design
- Diagnostic pressure gauges (55.G3) Closing FDR, preparing for manufacture
- Cable looms, electrical feedthroughs, divertor RH connector (55.NE) Delivered (/manufacture/design
- Port integration Preparing for manufacture









Anecdotes can be even more memorable than messages

A Phenomenological Profile of the Higgs Boson

• First attempt at systematic survey

A PHENOMENOLOGICAL PROFILE OF THE HIGGS BOSON

John ELLIS, Mary K. GAILLARD * and D.V. NANOPOULOS ** CERN, Geneva

Received 7 November 1975

1975

A discussion is given of the production, decay and observability of the scalar Higgs boson H expected in gauge theories of the weak and electromagnetic interactions such as the Weinberg-Salam model. After reviewing previous experimental limits on the mass of

We should perhaps finish with an apology and a caution. We apologize to experimentalists for having no idea what is the mass of the Higgs boson, unlike the case with charm [3,4] and for not being sure of its couplings to other particles, except that they are probably all very small. For these reason, we do not want to encourage big experimental searches for the Higgs boson, but we do feel that people performing experiments vulnerable to the Higgs boson should know how it may turn up.

FOCUS ON YOUR MAIN MESSAGES (AND ANECDOTES WHEN APPROPRIATE) AND DON'T LET POWERPOINT CONTROL HOW YOUR MESSAGES APPEAR

GUIDELINE #2:
Plots

The following is taken from the excellent "Traditions, templates, and group leaders" by Jean-Luc Doumont

http://www.treesmapsandtheorems.com/barriers

Efficiency of adiabatic frequency conversion



- Maximum pump intensity available experimentally: 160 MW/cm²
- $\lambda_1 = 1530 \text{ nm}; \lambda_2 = 1064 \text{ nm}$ (Q-switched Nd:YLF)
- The maximum demonstrated conversion efficiency was 75 percent
- Periodically poled crystal can get damaged from 500 MW/cm² of pump intensity

Tue 14 Feb 2012

Slide 17 of 43

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Global Reconstruction - Full Simulation Reconstruction and Detector Performance: Photons



Figure 11.6: Photon efficiency versus photon-misidentification probability in simulated γ + jets events for the BDT training. Signal photons are matched within $\Delta R(\eta, \phi) < 0.1$ to isolated photons generated within the kinematic phase space $p_T^{\gamma} > 25$ GeV and $1.6 < |\eta_{\gamma}| < 2.8$. Misidentified photons are defined as reconstructed photons found in the same kinematic phase space but not matched to an isolated generated photon. The performance of a Run 2 cut-based ID is also presented, evaluated on a similar sample of γ + jets produced using the Run 2 conditions (average pileup of 25 pp collisions at $\sqrt{s} = 13$ TeV).



Replacing the existing ECAL endcap with the HGCAL will bring almost the same photon efficiency in 200PU as with the existing ECAL at 0PU







IMAGES AND CARTOONS: CAN BE GREAT. BUT BE CAREFUL NOT TO LOSE YOUR MAIN MESSAGE(S)!



If I have a novel idea, how do I navigate?



- Numerous discussions, several levels many stages,
- Long process: "how can it be known to the outside world, that the idea was mine" particularly to pertinent committees
- Options and metrics to get individual recognition.
- Motivations to seek more new ideas and/or help career promotion?



In the animal self-help section

Challenge #6

What we do at CERN:

Smash things together, see what happens!



Before the particle accelerator

GUIDELINE 3:

DON'T MAKE THE AUDIENCE WORK TOO HARD TO UNDERSTAND PLOTS/FIGURES. USE IMAGES CAREFULLY.

AND DARE TO BE (A LITTLE!) DIFFERENT

We are all familiar with the concept of signal-to-background (or s-to-noise)





Basics







TTC: Trigger and Timing Card TTS: Trigger Throttling System mFEC: mezzanine Front End Controller card (connects to FE card via token ring) SLB: Synchronization and Link Board mezzanine

CMS Induction Course - Calorimetry

D. Barney, P. de Barbaro

also known as **FED**























CMS Induction Course - Calorimetry

GUIDELINE 4:

MAXIMIZE YOUR S/N RATIO!

Content ordering

Most presentations follow a standard format:

- title
- overview of talk
- what we did

This is the exciting stuff!

what we found

- what this means

what do we do next

Higgs-discovery talk

https://indico.cern.ch/event/197461/contributions/1478916/att achments/290953/406672/ATLAS_Higgs-CERN-seminar-2012.pptx

But compare to a newspaper...

Trump back-pedals on Russian meddling remarks after outcry

Republicans and Democrats attack president's comments in press conference with Putin

Opinion: Republicans followed Trump off a cliff of treachery



Trump backflips on Russia interference - video

Donald Trump sought to partially reverse course on Tuesday in the face of furious, bipartisan criticism of his public undermining of US intelligence agencies during a press conference with Vladimir Putin in Helsinki.

The US president sought to bring closure after more than 24 hours of bitter recrimination by saying he had simply misspoke when he said in Finland that he saw no reason to believe **Russia** had interfered in the 2016 US election.

- Headline get attention!
- Image get attention!
- Give the main message(s)
- details
- links to more information

So how *could* the Higgs discovery have been announced?

GUIDELINE 5:

DON'T BE AFRAID TO BE DIFFERENT

How to finish a talk?



THANK YOU!

irradiation-facilities.web.cern.ch Contact: Irradiation.Facilities@cern.ch





=(EF)=





Thanks for attention!







How to finish a talk?

Could include in a summary an overall "so what"?

And what about posters?

Even more important to grab the attention as you do not have a captive audience!

A poster is essentially an abstract for a paper: summarize main points and show reader where to get more information







The Silicon Sensors for the High Granularity Calorimeter of CMS



Background

The High Luminosity UHC (HL-UHC) will have a factor 5 higher instantaneous luminosity compared to the end of UHC operation, resulting in a proportionally higher event rate and a factor 10 increase of integrated luminosity (1000 fb %). Therefore, unprecedented levels of radiation and particle shower densities will affect experiments such as CMS. To address these challenges, the CMS collaboration will replace the existing endcap calorimeters with a new High Granularity Calorimeter (HGCAL) during the Phase-II Upgrade, around 2024-2026, which will include more than 600m⁴ of slicon sensors to allow efficient mitigation of pleup and facilitate particle-flow calorimetry.



O High Granularity Calorimeter NIM Replacement



kathryn aggie 🗧

6 posts 50k followers

100 following

Kathryn Coldham & Agustina Quesada

Queen Mary University of London 🕮 & Johns Hopkins University 🎫 kathryn.coldham@cern.ch & agustina.guesada@cern.ch Supervisor: Dr. Dave Barney

Acknowledgements: Thanks to Dave Barney & Paul M. Rubinov!



45,120 likes

kathryn_aggie II Nuclear Instrumentation Modules (#NIM) are electronics modules used for triggering in data acquisition. An example of their usage is to create a trigger when a particle is incident on scintillators. If an input signal in the scintillators is above a certain threshold voltage, a NIM called a #discriminator converts the signal into a square wave output, removing any unnecessary information. The #coincidence #unit NIM then triggers when input signals from multiple scintillators are

simultaneous O, indicating that the signals are not likely to be noise. Finally the #level #adaptor formats the signal to send a trigger to a detector, for example a calorimeter.

Add & comment.



42,102 likes

kathryn aggie 🖸 An image of the NIM setup is shown above. There are several #disadvantages associated with NIMs. The NIM system is guite bulky and not convenient for transportation. Also, the module parameters must be manually adjusted; there is no computer system to remotely take care of this. During precious beam test time, the beam must be stopped to adjust module parameters. Beam time is expensive and only a certain amount is allocated per project. Therefore, it would be convenient to replace the NIM system with something smaller and more transportable that can alter parameters easily and remotely. In addition, this new system could be easily reproduced in laboratories around the world.



39,656 likes

kathryn aggie A #NIM+ can replace NIMs, as was proposed at Fermilab by Lorenzo Uplegger. SThe NIM+ contains a ZedBoard and a custom discriminator. With approximate dimensions of 13 cm by 23 cm, it is much smaller than the existing NIMs so will be easier to transport. In addition, parameters can be adjusted using a computer system, making the use of the NIM+ much more efficient.

kathryn_aggie Biery, K et al. The Fermilab Test Beam Facility Data Acquisition System Based on atsdag



32.009 likes

kathryn_aggie 5 #Vivado is being used to program the Zyng APSoC, so the NIM+ can replace the NIM system. 🙆 The FPGA-based PL provides the flexibility to create the necessary #peripherals for the project. Shown in the image is a #block #diagram with an added peripheral (highlighted in orange).



36,396 likes

kathryn aggie
The #ZedBoard is a #computer with a Zyng All-Programmable System on a Chip (#APSoC). This incorporates a Processing System (#PS) that uses an ARM processor and Programmable Logic (#PL) that is #FPGA based. This enables it to handle two types of processing: the PL is useful for deterministic, high-speed processing while the PS can run software and an operating system.

kathryn_aggie Crockett, L et al. (2014). The Zyng Book. Scotland: Strathclyde Academic Media



29,794 likes

kathryn aggie 🖸 As an example, this NIM+ replacement can be used in High Granularity Calorimeter (#HGCAL) testing. The photograph shows the NIMs as part of the test set-up. HGCAL will replace the CMS detector endcaps, to survive the tough radiation environment and high pileup of the High-Luminosity LHC.

kathryn_aggie CMS Collaboration (2018). The Phase-2 Upgrade of the CMS endcap colorimeter Technical Design Report. CERN.

Add a convenient.



The "blackboard" part is real – stuck on to the poster. Presenter can interact with people whilst describing the poster! Guideline #1: the presentation is for the audience

Guideline #2: focus on your main messages spend 70% of your time in planning; 30% in using ppt

Guideline 3:

don't make the audience work too hard to understand plots/figures

Guideline #4: maximize your s/n ratio (& don't be afraid to use more slides!)

Guideline #5: Don't be afraid to be different Exercise 3: Working in pairs: you have ~15 minutes to produce a max. 3-minute presentation with max. 5 slides based on another topic of your choosing! Include at least one plot and make sure your main messages are clear!
This could be a modification of an existing presentation you have made!

Send any slides to <u>David.Barney@cern.ch</u> using filename: <u>3_<Yourname>.<extension></u> I will choose some at random for presentation!
Guideline #1: the presentation is for the audience

Guideline #2: focus on your main messages spend 70% of your time in planning; 30% in using ppt etc.

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maximize your s/n ratio & don't be afraid to use more slides!

Guideline #5: don't be afraid to be different

THANK YOU FOR STAYING AWAKE!

PARTICIPANT PRESENTATIONS





HOW TO SEARCH FOR DARK MATTER



Dark Matter is 26% of the universe energy 1. 1 what it is but we Stuff we don't understand DARK ENERGY 69% DARK 26% MATTER 5% Dark = Invisible Stuff we NORMAL MATTER REALLY don't Stuff we kinda understand understand

Pie chart taken from physconomics blog

Rotation Speed proves there is missing mass









How does Free Electron Laser generate light?

A Free Electron Laser - the overall Principle



Microbunching \rightarrow coherent light





The attention span of people during a presentation

Richard & Ulrich

If nothing is done, the audience loses interest



We need to capture and <u>keep</u> the audience's attention



What do you think?









GRAVITY PLUS: Upgrade of GRAVITY Interferometer

Unit Telescope (UT) X 4

Mirror Diameter 8.20 m

GRAVITY instrument



The Beam Combiner Instrument during installation into the VLTI laboratory. © MPE









C

Auxiliary Telescope (AT) X Mirror Diameter 1.82 m



Virtual Telescope X1 Mirror Diameter 140 m

Photo Credit: ESO; https://www.eso.org/public/teles-instr/technology/interferometry/

Improved AO Architecture of GRAVITY+



Laser Guide Star:

Bright Reference Star can be artificially created using a laser.

Sodium Layer:

Laser excites the Neutral atoms of Sodium within Earth's Mesophere – 80 to 105 km

Many Sub-Systems:

- Deformable Mirror
- ➤ Laser Guide Star
- > Delay Lines
- Wavefront Sensor

Photo Credit: ESO/Y. Beletsky; https://www.eso.org/public/teles-instr/technology/adaptive_optics/

Wavefront Sensor for Improved Real-Time Distortion Correction



Fig.: Schematic of an Adaptive Optics System

Tribute to Concorde

Made in 70s 2,04 Mach



It is not enough having the best technology available, success is related to safety and commercial viability

- Best technology ever
- Safety concerns
- Environmental concerns
- Not profitable enough for redesign

