

# Effective Presentations

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# Goals

- A presentation is a reflection of you and your work. You want to make the best possible impression in the short amount of time given you.
- This session will cover:
  - How to prepare for a presentation.
  - Guidelines for creating effective slides.

# Guiding Principles

- Make it simple.
- Make it clear.
- Don't let the technology dominate the presentation. You want the audience to remember the quality of your research, not your PowerPoint wizardry.

# Preparation

- What are the key points you want to make?
- Who is your audience? What are they interested in hearing and how familiar are they with your topic? Do they expect data or concepts?
- Remember: A presentation is different than a paper. Don't try to cover everything.

# Gather Resources

- What will you cover, what can be eliminated?
- How much detail do you need?
- Remember, your time and your audience's attention are limited. For any part of your presentation, ask yourself “So what?”

# Logistics

- How big is the hall where you will be speaking?
- How much time will you be given?
- What time of day is your talk?
- Carefully consider if you will depend on anyone else for producing your presentation—allow plenty of lead time.

# Equipment Needs

- Ask what you will be given and what you must bring with you.
- Consider all equipment you will need—
  - Internet connection
  - Computer
  - Microphone
  - Software

# Disaster Planning

- Consider what could go wrong and plan accordingly.
- Always have a backup.
- Bring a handout that covers all of your slides. Make sure they are legible.

# Organize the Material

## Introduction

- Time to sell your idea or research.
- Answer the question, “Why should I listen to you?”
- Establish your personal credibility.

# Organize the Material Body

- Make sure you cover your main points.
- Be concrete. Use examples, statistics, reiteration, comparison.

# Organize the Material

## Conclusion

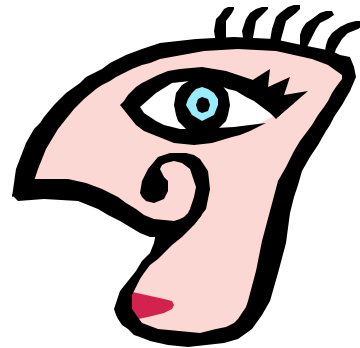
- Give a summary
- Emphasize the most important points.

# Format

- For a presentation in a dark room, choose a dark background with light letters. This is yellow text on a dark blue background.
- When making slides, use a light background and dark letters.
- Use a big enough font. This is 32 points.

# Format for Scientific Presentations

- Stick to plain backgrounds. Fancy formats are more appropriate for business presentations.
- Avoid cute clip arts.



# General Format Rules

- Stick to a maximum of two **READABLE** typefaces.
- Limit the use of color.
- Pick a style and stick with it.
- Keep it short, especially titles.
- Leave empty space.

# Fight clutter!

- Don't include every word you will say.
- Limit to one idea per slide.
- Rule of six! No more than six words per line and six lines per slide.

# Presenting Data

- Make data/results the focus of your presentation.
- Don't try to include all data—use handouts for detailed information or refer audience to a Web site.
- Use color or special effects sparingly and consistently.

# Bad Tables

<b>Resource</b>	<b>FY 98-99 median</b>	<b>Jul-1999</b>	<b>Aug-1999</b>	<b>Sep-1999</b>	<b>Oct-1999</b>	<b>Nov-1999</b>	<b>Dec-1999</b>	<b>Jan-2000</b>	<b>Feb-2000</b>
SAM: Scientific Amer. Medicine	51	77	76	43	69	70	466	480	530
African Health Anthology	0	0	0	0		0	0	4	17
AMED	0	0	0	0	0	0	0	0	6
Bioethicsline	20	19	10	23	23	30	5	5	23
Cancernet	23	11	11	17	36	36	15	19	25
Cochrane (Complete)*	45	47	34	49	39	163	163	263	344
Diagnostic Imaging	15	39	21	15	12	22	4	4	7
Practical Approach to Infect. Dis.	0	0	0	0	0	0	0	15	19
PubMed (NCBI)	128	153	113	237	205	125	689	1,143	1,736
Medical Letter on Drugs and Therap.	50	40	38	47	38	43	5	6	9
Merck Manual (StatRef)**	74	80	90	281	299	141	122	94	111
Sabiston	0	0	0	0	0	0	0	22	36
Textbook of Internal Medicine	0	0	0	0	0	0	0	20	9
Williams-Obstetrics	28	26	35	31	31	26	8	8	16
Williams Textbook of Endocrin.	0	0	0	0	0	0	0	11	32
Allergy: Principles and Practice	0	0	0	0	0	0	25	18	48
Brenner	0	0	0	0	0	0	7	21	16
Clinical Dermatology	0	0	0	0	0	0	15	33	40
Clinical Laboratory	18	12	13	10	13	16	3	12	19

# What was wrong?

- Too many lines. Limit to six or seven rows of data. If you want to give more details, use a handout.
- Use effective headings with the table.
- Test the table for readability in a real-world setting, e.g., a large lecture hall.

# Better Table

<b>Resource</b>	<b>Jul-1999</b>	<b>Sep-1999</b>	<b>Oct-1999</b>	<b>Dec-1999</b>	<b>Jan-2000</b>	<b>Feb-2000</b>	<b>July to Jan</b>
							<b>%Increase</b>
PubMed (NCBI)	153	237	205	689	1,143	1,736	1034.6%
Scientific Amer. Med	77	43	69	466	480	530	588.3%
Cochrane	47	49	39	163	263	344	631.9%
Allergy	0	0	0	25	18	48	na
Clinical Dermatology	0	0	0	15	33	40	na

Electronic Resource Usage July 1999-February 2000

As measured in Web hits

# Why Use graphs?

- You need to get your audience's attention.
- Many people respond better to visual cues than to straight text or lists of numbers.
- An effective graph can help drive home your point.

# Data Using Only a Table

Here's a table with data that illustrates an important point I want to make to my audience.

Ovid accesses, by connection type.

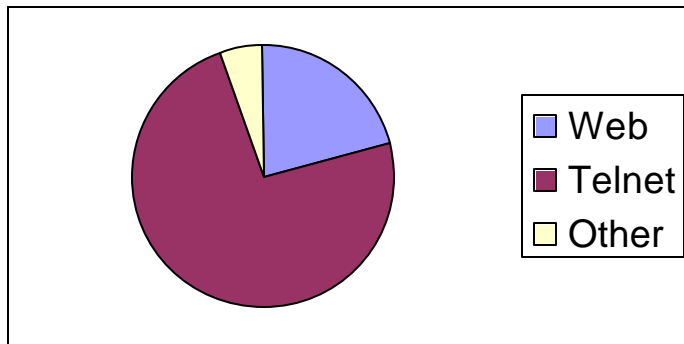
		1998	2000	%Change
1	Web	20%	83%	315%
2	Telnet	70%	10%	-86%
3	Other	5%	7%	40%

# The Same Data, Now With Graphs

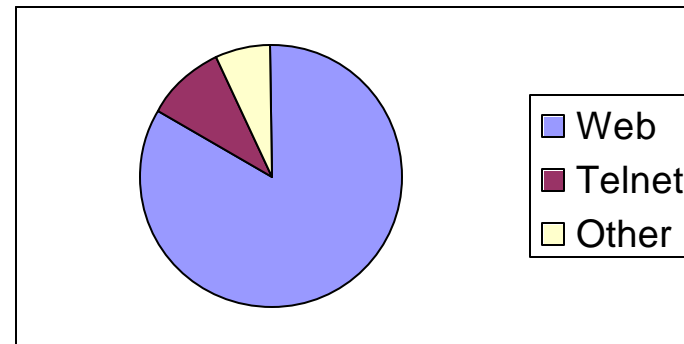
Ovid accesses, by connection type.

		1998	2000	%Change
1	Web	20%	83%	315%
2	Telnet	70%	10%	-86%
3	Other	5%	7%	40%

1998



2000



# Final Steps

- Practice! Recruit a friendly and constructively critical audience.
- Recruit a grammar expert.
- Show your presentation to someone who knows nothing about your field. Do they get what you want to say?

# Remember!

- Keep it simple.
- Don't let the technology dominate your message.
- Rule of six.
- Cover your important points.

# Resources

Davis, Martha. Scientific papers and presentations. Academic Press 1997.  
Call no. Med Ref 20 T11 .D324 1997.

Wilkinson, Ian. Super seminars, legendary lectures, and perfect posters: the science of presenting well. AACCC Press 1998. Call no. Med PN4193 L4 W534 1998.