

# Delivering a Dynamic Presentation

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# Summary at the Start?

## ▶ 3-5 take home points:

- The key to an effective presentations is concern for the audience
- Don't overwhelm them but don't underwhelm them either
- Deliver your message and wrap up; everyone's internal clock is ticking
- Relax, stay calm and remember you are the expert!



# What Makes Giving a Presentation Difficult?

- ▶ One chance for the audience to hear
- ▶ The audience cannot look up information
- ▶ The audience is at the speaker's pace
- ▶ Success is dependent on the speaker



# Concerns when Presenting Science or Clinical Research

- ▶ Lacking relevant material
- ▶ Losing the attention of the audience
- ▶ The presentation seeming too simple
- ▶ Presenting to an audience with mixed knowledge basis



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# Presentation Road Map

- ▶ Overall Outline/Presentation Objective
- ▶ Target Audience
- ▶ Components of a Research Presentation
- ▶ Slideology 101
- ▶ Environment
- ▶ Presenting Yourself
- ▶ Common Problems/Tips
- ▶ Conclusions
- ▶ Taking Questions



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# Outline

- ▶ Make your 1<sup>st</sup> or 2<sup>nd</sup> slide an outline of your presentation
  - Ex: previous slide
- ▶ Follow the order of your outline for the rest of the presentation
- ▶ Only place main points on the outline slide
  - Ex: Use the titles of each slide as main points



# Decide on the Presentation

## ▶ Ask yourself:

- Who is the audience?
  - Don't waste time on basics when talking to an audience in your field
- What is my purpose?
- What is my main message?
- How long do I have?



# Engaging the Audience

- ▶ Know your target audience
- ▶ Speak clearly and slowly
  - Face the audience
  - Energy! Enthusiasm!
- ▶ Build in interactivity - Questions
- ▶ Use anecdotes, illustrations, graphs
- ▶ Use humor only if you can do it





# Research Presentation Format

- Title Slide (1)
- Outline (1)
- Introduction/Literature Review (1-2)
- Data/Methodology/Case Studies (1-2)
- Results (4-6)
- Discussion Points (1-2)
- Conclusion (1)
- Future Work (0-1)
- Acknowledgements (0-1)



# Slideology - Good

- ▶ Use 1-2 slides per minute of your presentation
- ▶ Write in point form, not complete sentences
- ▶ Include 4-5 points per slide
- ▶ Use back up slides
- ▶ Avoid wordiness: use key words and phrases only



# Slideology - Bad

- ▶ This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.



# Slideology - Good

- ▶ Show one point at a time:
  - Will help audience concentrate on what you are saying
  - Will prevent audience from reading ahead
  - Will help you keep your presentation focused



# Fonts - Good

- ▶ Use at least an 18-point font
- ▶ For a large audience: 28 point bullets; 36 point headings
- ▶ Use different size fonts for main points and secondary points
  - this font is 28-point, the main point font is 32-point, and the title font is 44-point
- ▶ Use a standard font like Times New Roman



# Fonts - Bad

- ▶ If you use a small font, your audience won't be able to read what you have written
- ▶ CAPITALIZE ONLY WHEN NECESSARY. IT IS DIFFICULT TO READ
- ▶ **Don't use a complicated font**



# Colour - Good

- ▶ Use a colour of font that contrasts sharply with the background
  - Ex: blue font on white background
- ▶ Use colour to emphasize a point
  - But only use this **occasionally**



# Colour - Bad

- ▶ Using a font colour that does not contrast with the background colour is hard to read
- ▶ Using colour for decoration is distracting and annoying.
- ▶ Using a different colour for each point is unnecessary
  - Using a different colour for secondary points is also unnecessary
- ▶ Trying to be creative can also be bad





# Graphs - Good

- ▶ Use graphs rather than just charts and words
  - Data in graphs is easier to comprehend & retain than is raw data
  - Trends are easier to visualize in graph form

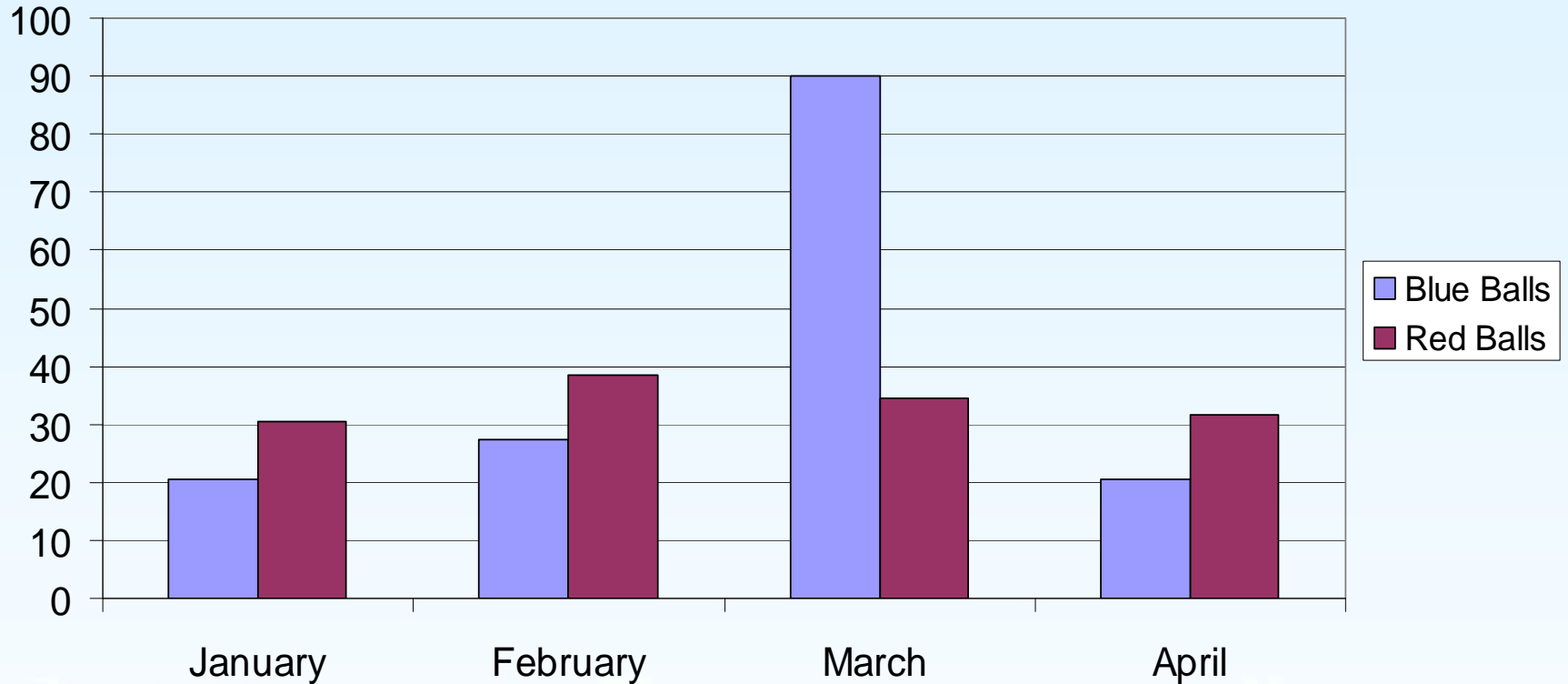


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# Graphs

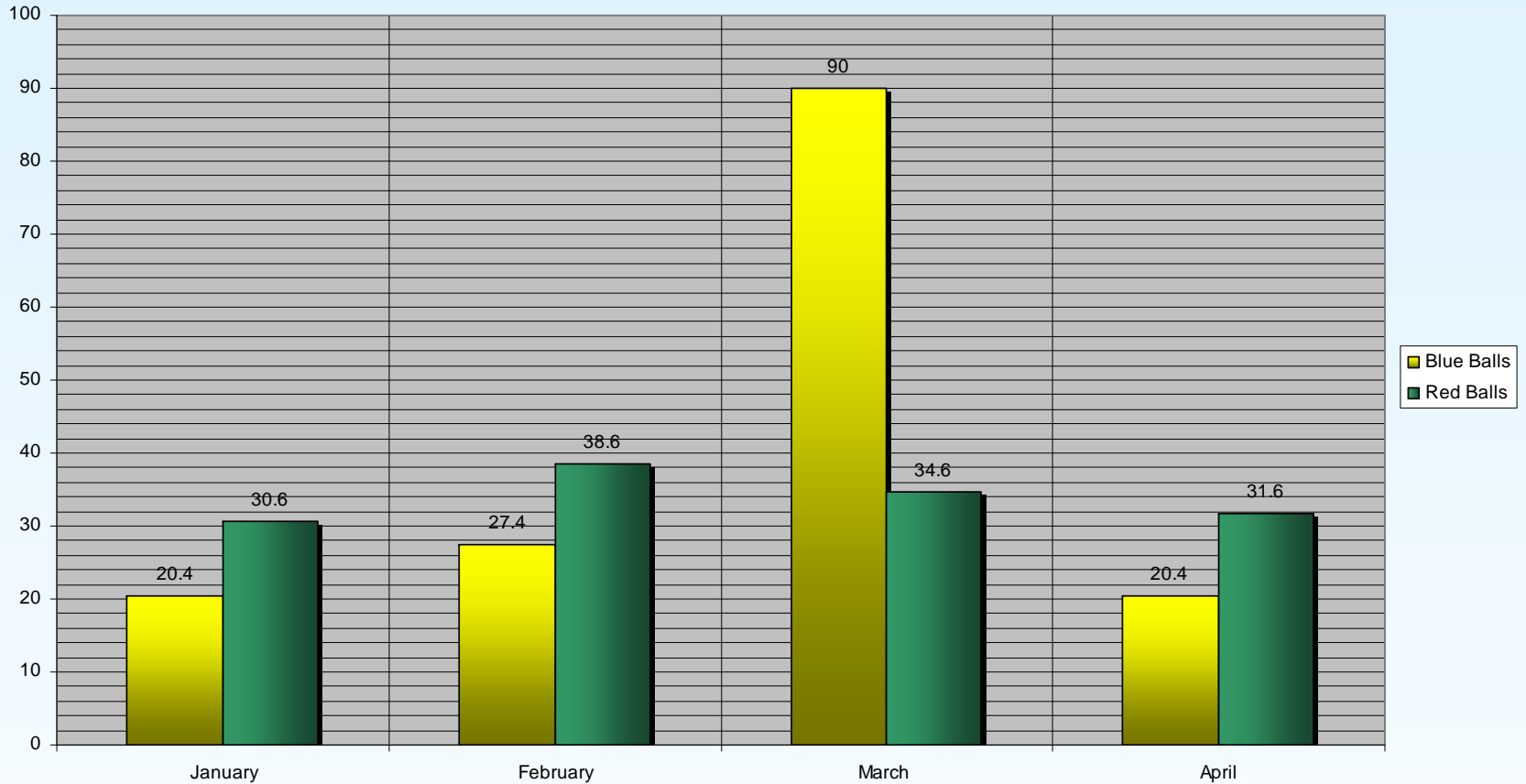
## # of Items Sold in First Quarter of 2002



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# Graphs



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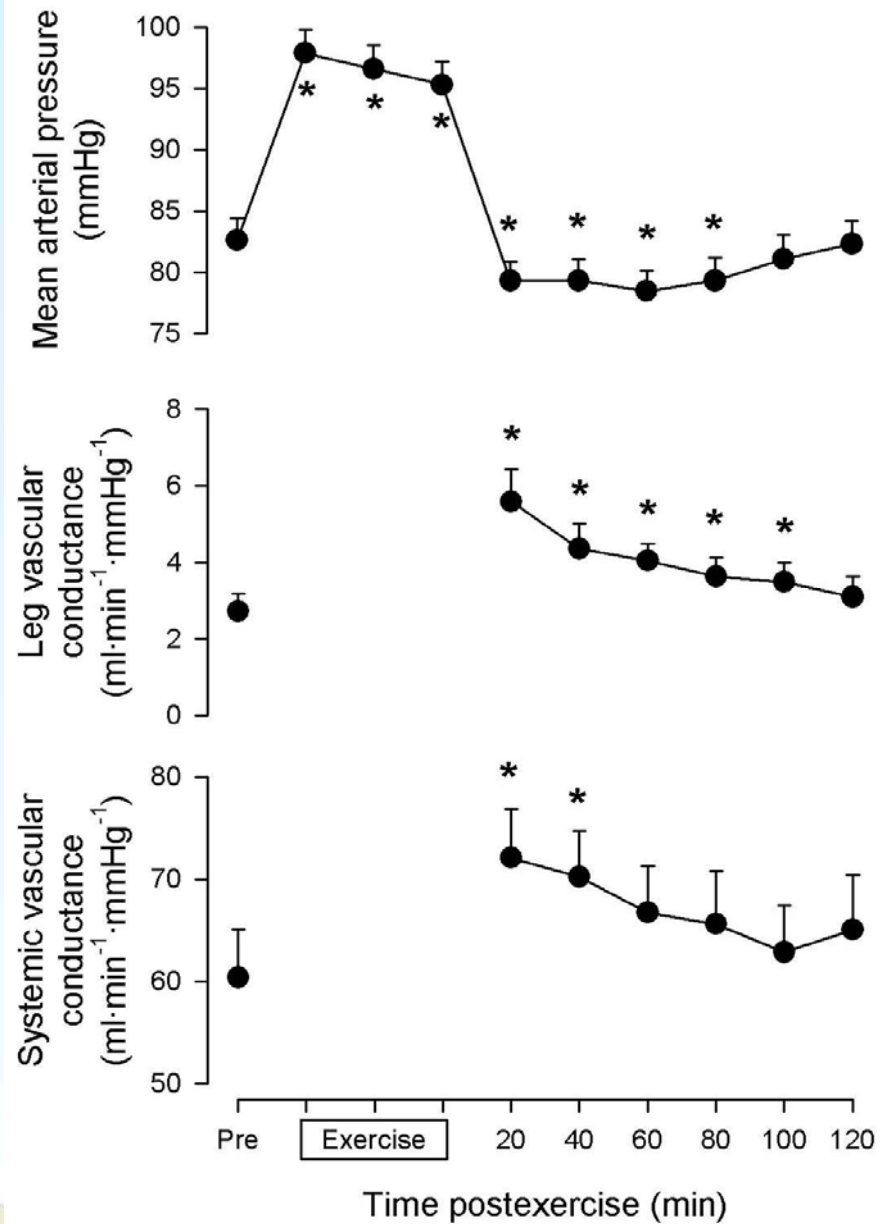
# Graphs

- ▶ Minor gridlines are unnecessary
- ▶ Font is too small - make it readable
- ▶ Colours are illogical - simple is better
- ▶ Always include a title
- ▶ Include units and label the x & y-axis
- ▶ Shading can be distracting



# Describing Graphs -

## Postexercise Hemodynamics



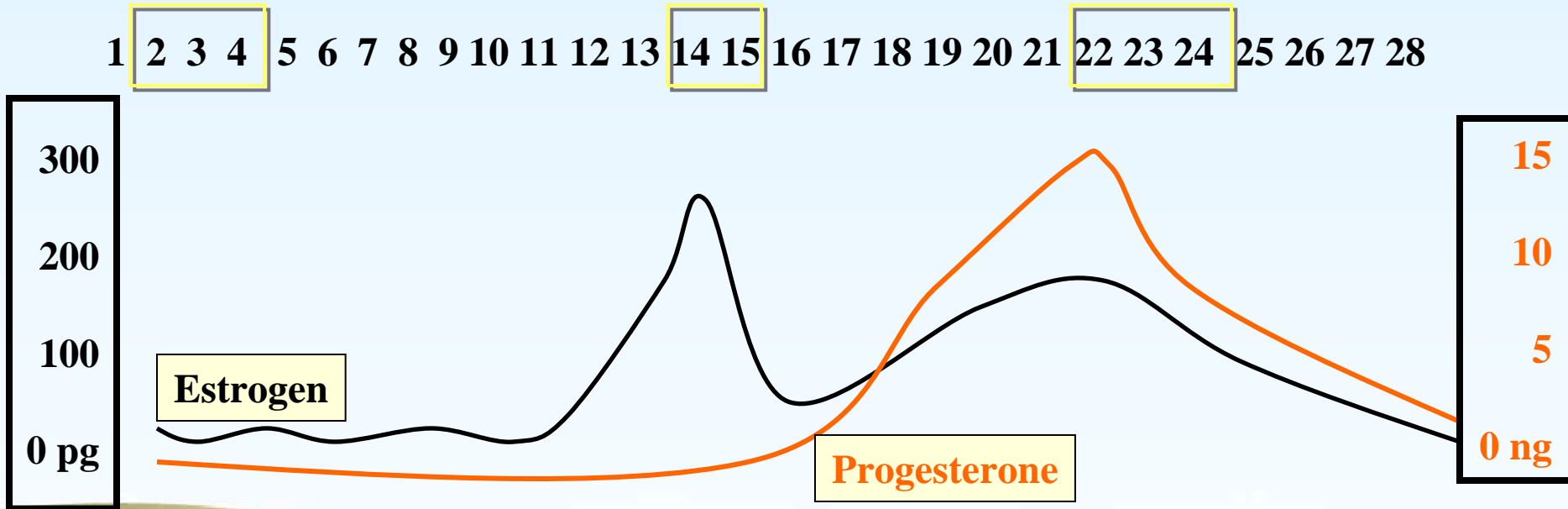
# A Picture is worth.....

**Menstruation**

**Ovulation**

**Follicular Phase**

**Luteal Phase**



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# Protocol #1 – Study Days

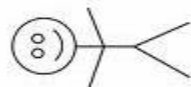
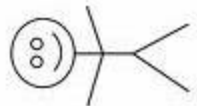
**N = 14**

**PREEXERCISE**



**POSTEXERCISE**

**Cardiac Output**  
**Blood Pressure**  
**Heart Rate**  
**Blood Sample**  
**Doppler Ultrasound**  
**Evans Blue Dye**  
**Core Temperature**  
**Skin Blood Flow**



**IV Catheter placement**

*60 min Exercise*

-60

-40

-45

0

30

60

90

**Evans Blue Dye**

*Time (min)*



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# Environment

- ▶ Lighting
- ▶ Temperature
- ▶ Seating arrangements
- ▶ Noise control
- ▶ Windows and doors



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# Environment

- ▶ Your first job is to make the audience comfortable
- ▶ Make sure they can see your slides and check the lighting
- ▶ Avoid competition from noises and doors opening, bright windows or nice scenery



# Body Language

- ▶ Stand up straight
- ▶ Keep your head up
- ▶ Look at the audience
- ▶ Dress professionally
- ▶ Drink water
- ▶ Use hand gestures



# Voice

- ▶ Be natural
- ▶ Pause before and after key points
- ▶ Be sincere & build rapport with audience
- ▶ Project your voice
- ▶ Speak slower than you would in normal conversation



# Common Problems

- ▶ Reading from a script or slides
- ▶ Trying to cover too much material
- ▶ Appearing disorganized
- ▶ Speaking in monotone
- ▶ Talking down to people
- ▶ Telling the facts and nothing but the facts



# Tips

- ▶ Breathe deeply
- ▶ Notes/cheat sheets
- ▶ Finish on or under time



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# Tips for using the Laser Pointer

- ▶ Laser pointer is a POINTER!
  - Magnifies tremor
  - Causes vertigo, eye strain
- ▶ Don't point at people
- ▶ Don't give yourself challenging pointer choreography on the first page when you're more likely to shake the little light spot all over the place



# Tips

- ▶ Practice, Practice, Practice
- ▶ Memorize the first 2 minutes
- ▶ Preplan the first 3 - 5 words
- ▶ Get feedback from colleagues
- ▶ Practice, Practice, Practice



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# Spelling and Grammar

- ▶ Proof your slides for:
  - “speling” mistakes
  - the use of of repeated words
  - grammatical errors you might have make





# Effective use of Technology

- ▶ Know Powerpoint commands
- ▶ Know your computer
  - Have it booted up and ready to go
  - Files in familiar place
- ▶ Familiarize yourself with projectors
- ▶ Avoid sound clips
- ▶ Scale images to visible size



# Tech: Avoid Disasters

- ▶ Have a backup copy of presentation
  - USB flash memory key
  - Email to yourself and the organizer



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# Tech: Fixing Disasters

- ▶ Projector doesn't work
  - Allow enough time to warm up
  - Make sure lens cover not on
  - Do you have the proper remote for projector?
- ▶ Projector startup tips
  - Shut off laptop/computer, projector
  - Connect cables, ensure tight fit
  - Turn on projector, allow warm up
  - Turn on computer



# Conclusion

- ▶ Use an effective and strong closing
  - Your audience is likely to remember your last words
  
- ▶ Use a conclusion slide to:
  - Summarize the main points of your presentation
  - Suggest future avenues of research/discussion



# Questions

- ▶ End your presentation with a simple question slide to:
  - Invite your audience to ask questions
  - Avoid ending a presentation abruptly



# Audience Questions

- ▶ Leave adequate time
- ▶ Make sure everyone hears the question
- ▶ Repeat the question to ensure you understand it
- ▶ Professional ethics imply that “don’t know” is a valid response
- ▶ Answer confidently and with a definite conclusion to the response



# Thank-you!

▶ Any Questions?



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