

10 Commandments of
 Slides for a short presentation on a
 Presentation Pitfalls

6 "Dirty Little Secrets"

10 Commandments of Presentations

Slides

- 1) Simple background, "white" space
- 2) Keep it short – maximum 1 slide per
- 3) *Simple readable font*, minimum 24 point
- 4) Limit written material – use bullets, AUA
- 5) Details matter! Spelling and grammar, double-check results
- 6) Use animation selectively

Avoid Unnecessary Acronyms

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10 Commandments of Presentations

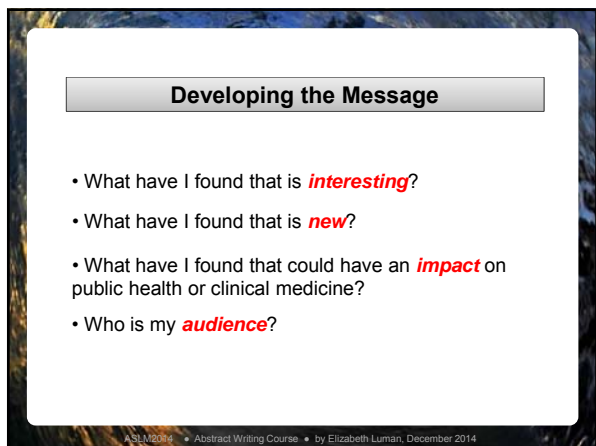
Presentation

- 7) Follow the slides – but don't READ them
- 8) Use good presentation style
 - Be dynamic and interactive
 - Speak loudly and clearly
 - Use eye contact
- 9) Emphasize your message
 - Single Over-riding Communication Objective (SOCO)
- 10) Plan ahead and practice

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Class Exercise

- What do you remember from the talks at the opening session?

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Your Main Message

- Limit your presentation to one main message
- Be focused, clear, and concise
- Formulate the argument you're trying to convey

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"Elevator"

- If you got into an elevator and they asked what you would describe your weeks in seconds that you ride together?
- What is the *one thing* you would want your audience to remember?
- Could they understand it if they were not an expert in the subject matter?
- Would they wish they had taken a different elevator?



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Examples

- Our study showed HIV prevalence is 35% higher in Botswana than previously published (13 words)
- Vitamin A deficiency was common despite widespread distribution of free capsules (11 words)
- Our test estimates HIV incidence much better than the test that's currently being used (14 words)

*Be **BRIEF** but **UNAMBIGUOUS!***

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Tell Your Story

- Decide on your message
- Organize your thoughts; what background is needed, how can you best convey your message and findings
- Know your audience
- Stay on topic

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Slides for a Short Presentation on a Paper

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Title

- Simple
- Clear
- Descriptive

Determine prevalence and characterization of cryptosporidium among children aged less than sixty months and diagnosis of cryptosporidium by improving the laboratory's capacity to diagnose cryptosporidium via polymerase chain reaction and molecular characterization

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Title

- Simple
- Clear
- Descriptive
- Intriguing

The Magic Bullet...

Turning the Corner...

The Tipping Point...

Game Changer...

The Future is Now...

From Steam Age to Dream Age...

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Background

- Draw the audience in
- BRIEF description of the problem
- Avoid unnecessary medical terms or jargon
- WHY do we care?

Secret 1: NOBODY CARES until YOU make them care

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Statement of Purpose

- What did you set out to do? Why?
- How will your results impact public health?
- Use bullets to organize complicated thoughts

Secret 2: Your audience doesn't know ANYTHING about the subject matter!

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Bullets Example

ASLM Mission Statement: "To advance professional laboratory medicine practice, science, systems, and networks in Africa needed to support preventive medicine, quality care of patients and disease control through partnership with governments and relevant organizations."

- **To Advance...**
 - professional laboratory medicine practice, science, systems, and networks in Africa
- **Needed to support...**
 - preventive medicine, quality care of patients, and disease control
- **Through...**
 - partnership with governments and relevant organizations

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Methods

- Simple overview – **NO TECHNICAL JARGON**
 - Study location and population
 - Basic definitions
 - Data collection
 - Data analysis

Don't give the latitude and longitude of your study location, or the pipet size, or the number of micro-liters of solution!

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Results

- What did you find?
- Simple graphs and figures
- Tables with SELECTED results

Don't cut and paste the table from your paper!

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Conclusions

- Context is Critical!
- What are the implications or expected impact?
 - For public health
 - For clinical care
 - For morbidity or mortality
 - For public knowledge

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Great Expectations



Secret 5: Your audience will only remember 1 thing that you said --- IF you're successful!

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The Dreaded Discussion

- Structured or unstructured
- Solicit and answer questions
- Know your subject matter – you are the EXPERT!

Be persuasive, but NOT defensive!


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Fear of Pubic Speaking



- Remember – people in the audience want you to succeed
- Be prepared – practice
- Concentrate on the audience, not yourself
- Bluff

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Class Exercise

- What other “words of wisdom” have you heard?

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Words of Wisdom...

- Don't give a wrong answer
- Ask the audience
- Get audience participation
- Let your passion shine through

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Words of Wisdom...

- Keep it light
- Don't overuse PowerPoint
- Don't use a laser pointer
- Avoid standing behind a podium
- Don't take it personally

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Words of Wisdom...


- Watch good speakers
- Steal good ideas!
- Watch TED Talks

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Leave Them With Something... To Do

We Need YOU!!

- Submit papers
- Solicit papers
- Mentor
- Peer review




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Leave Them With Something... Memorable



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Class
Exercise

- http://www.ted.com/talks/hans_rosling_shows_the_best_stats_you_ve_ever_seen#

Hans Rosling
Gapminder

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