SCIENTIFIC WRITING AND PRESENTATION ENT-402

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PRESENTATION SKILLS

Scientific Presentation

- Giving presentations – important part of sharing your work in scientific communities
- Instead of engaging audiences – many presentations fall flat
- Overly complicated content,
- Focusing on what *you* want to say rather than what the audience is interested in hearing
- There are TWO major facets to a presentation:
  - The content
  - How you present it.
- Let's face it, no matter how great the content, no one will get it if they stop paying attention

Structure of a 10-minute Oral Scientific Presentation

- Title
- Background
- Methods
- Results
- Discussion
- Acknowledgments
- Question and answer period

Title Slide (10-15 sec)

- Title should include

  Subject

  Location

  Time period

- Your name
- Your affiliation
- Appropriate logos

Background (1-2 min)

- Usually a few slides
- Engage audience
- Set stage for outbreak investigation
- Essential information (only) about project
- Include a slide describing study objectives

Methods (1-2 min)

- Usually a few slides
- Describe study design(s)
- Describe study groups
- Say what laboratory tests were used
- Data recording
- Data analysis

Results (3-4 min)

- Usually several slides
- Emphasize most important findings
- Use mixture of text, tables, figures, photos as appropriate to your data

Discussion (2-3 min)

- Interpretation of findings
  - Don't repeat results
  - Prioritize findings from most to least important
  - Link findings to study objectives
  - Put findings into context with previous studies
- Limitations slide (only the important ones)
- Conclusions slide(s) based on your findings
- Recommendations slide(s) – Directions for future studies

Acknowledgments (10-15 sec)

- Recognize coauthors and contributors

- Same logos as on title slide

- Your last words = "**Thank You**"

Tips for developing effective content for your presentation

- **Know your audience.**
- **Tell audience up front why they should care and what's in it for them**
- **Convey your excitement**
- **Tell your story**
- *Start with context*
- *Frame the problem*
- *Provide highlights* of what you did
- *Conclude by summing up key points*
- **Keep it simple**

- **Set the stage**
- **Get ready to perform**
  - *Breathe* slowly and deeply for a few minutes before your talk.
  - *Visualize* yourself
  - *Do* affirmations
- **Stand tall and keep your chest lifted**
- **Smile**
- **Speak up**
- **Talk to the audience, not the screen**
- **Stick to your time frame**
- **Don't drift off at the end**

Do and Don't in Slides

- **Less is more**
- **Create sections**
- **Make it readable**
- **Use visuals**
- **Check your spelling**
- **Don't distract the audience**
- **Use bolded, sans serif font (Arial, Tahoma)**
- **Have simple, high-contrast, consistent color schemes**

Thank You