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getting your point across

**effective presentation skills
for researchers & instructors**

Research Imaging for Scientific Communication

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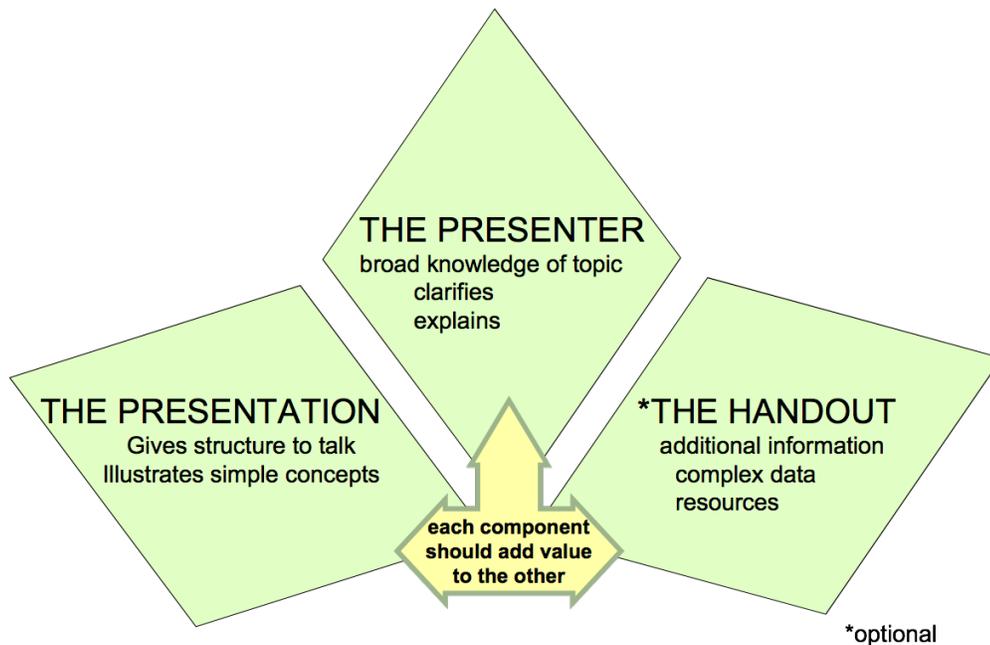
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Role of the Presentation, the Handout and the Presenter



The Presentation

- Provides a framework for your talk.
- Provides an additional input channel for information
- Gives you a starting point for discussion- let it cue you and add limited reinforcement to your talk.
- Don't depend on presentation to do it all for you, so don't build a presentation that you will feel compelled to read to audience.
- PowerPoint is NOT a teleprompter!

The Handout*

- Including handouts will relieve presenter from having to explain more complex concepts or cram intricate objects into presentation
- Don't handout slides
- Instead handout additional data. You can provide detailed complex, in-depth data, additional articles, resources and/or reference material.

*When giving a scientific talk or presenting to your peers, handouts are generally not distributed. Handouts are more appropriate for course lectures and other teaching settings.

The Presenter

- Using the presentation to frame discussion, the presenter provides information, reinforces and adds clarity to points
- Speak to audience, not to projection screen.

Three Key Identifiers

Identify Your Audience

- What is the audience's knowledge of the topic?
- What is the audience's attitude toward your message?
- What is the audience's attitude toward you?
- Are there any cultural or language issues you need to be aware of?

Remember: Every member in the audience is thinking "What's in it for me?"

Identify Your Objective

- Ask yourself "Why am I presenting this?"
- Choose a clear, concise purpose for your message.

Example:

NOT: "My purpose is to inform the audience about Coronary Artery Disease"

INSTEAD: "My purpose is to inform the audience of the mechanisms and causes of Coronary Artery Disease"

Think about what you want your audience to come away with: "After hearing this message, I want my audience to..."

- identify the risk factors for Coronary Artery Disease
- learn the differential diagnosis for CAD
- learn the indications and methods of surgery in CAD

Identify Your Strategy

How exactly do you want to tell your story/present your message?

A Recommended Strategy

State

Tell them what you'll tell them and why

This is the introduction of your presentation. The purpose is to:

- capture attention
- establish credibility
- provide the “hook” or problem
- establish relevance to audience (“What’s in it for me?”)

Support

Tell Them

This is the body of your presentation. The purpose is to:

- develop and support key ideas
- group ideas into a logical pattern
- show relevance and benefits to audience (“What’s in it for me?”)

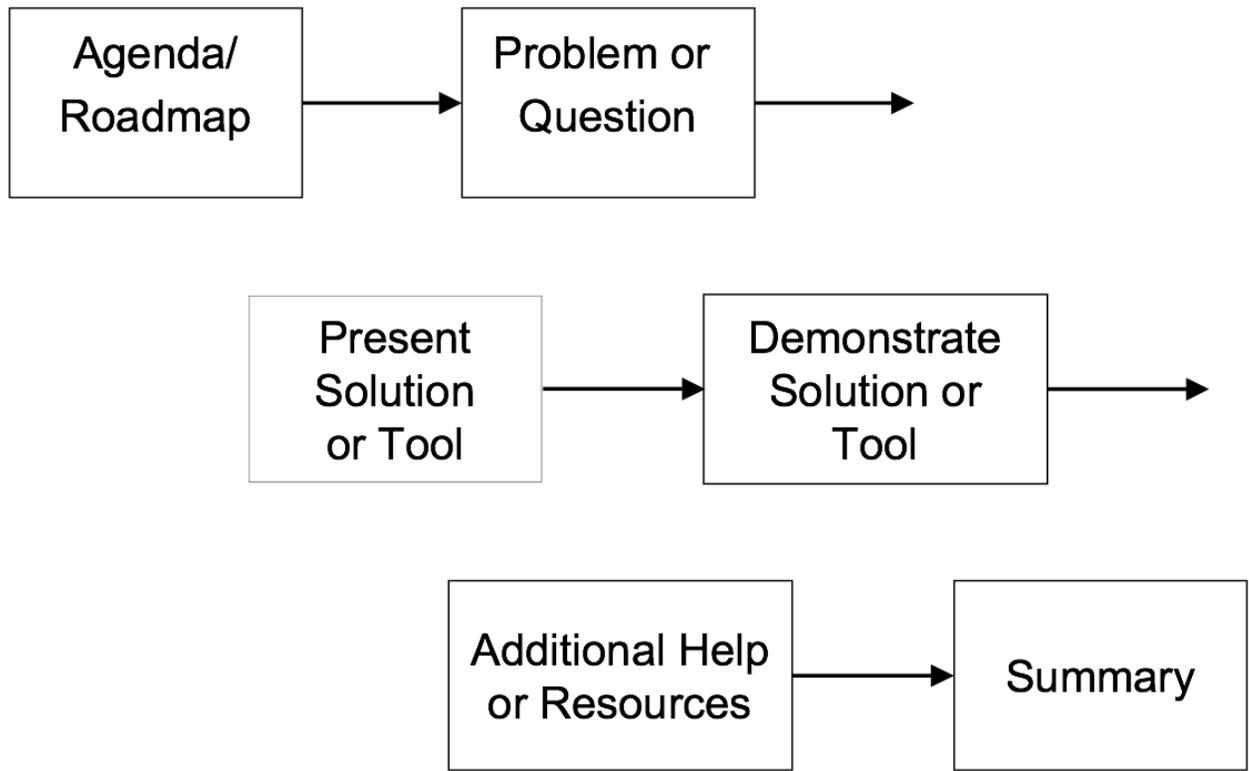
Summarize

Tell Them What You Told Them

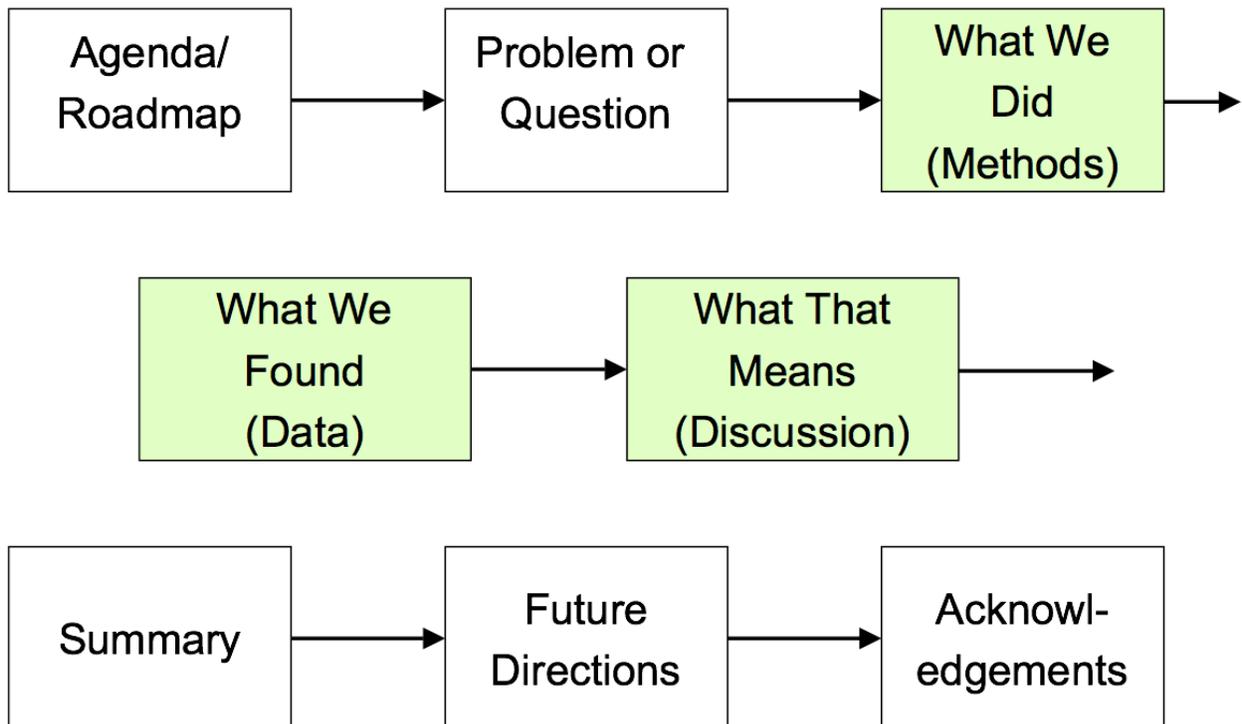
This is the conclusion of your presentation. The purpose is to:

- provide a sense of closure
- recap and tie together key points
- reiterate benefits to audience (“what’s in it for me?”)
- ask audience for agreement or action or state next steps (if appropriate)

Suggested Strategy for Instructors



Strategy for Researchers



Do's and Don'ts:

Text and Formatting

- Use approximately 7 words per line
- Write informative titles for your slides
- Be consistent in your headlines, font styles & sizes, layout, etc.
- Adopt a 'look': keep headlines in the same place, if appropriate create areas on slides where audience can expect to find the text; where they can expect to find the graphic (Think *Branding!*)
- Choose your font carefully: choose for compatibility, legibility, credibility
 - Compatible, cross platform font styles include:

Arial	Courier
Palatino	Courier New
Times	Helvetica
Times New Roman	Monaco
Verdana	

- Be cautious when using bullets (bullets can also display incorrectly, especially if transporting presentation)
- Consider the size of the room when choosing font size.
 - >200 seats = Headings: 42 point; Main text: 36 point
 - < 200 seats = Headings: 36 point; Main text: 28 point
 - < 50 seats = Headings: 32 point; Main text: 24 point

Content

Anything content that you choose to add, should add value

- Be wary of meaningless charts, tables and other clutter
- Avoid gratuitous use of animations and sound
- Avoid clip art

Be consistent with the look and feel of your presentation (again, Think *Branding!*)

Reliable Display of Added Content

- Prepare your images using Photoshop so they have the correct resolution, physical dimension and file format
- Insert, don't copy and paste raster images into the presentation.
- If you have a vector object, "paste special" them into presentation
- Don't use PowerPoint background templates (PowerPoint templates are unreliable, unattractive and they don't transport well. Consider making a custom background.)
- Choose colors carefully. Color blind audience: around 8% of men and .5% of women.
- Don't put text or artwork any closer than 1/2" to any edge