Creating Effective Presentations

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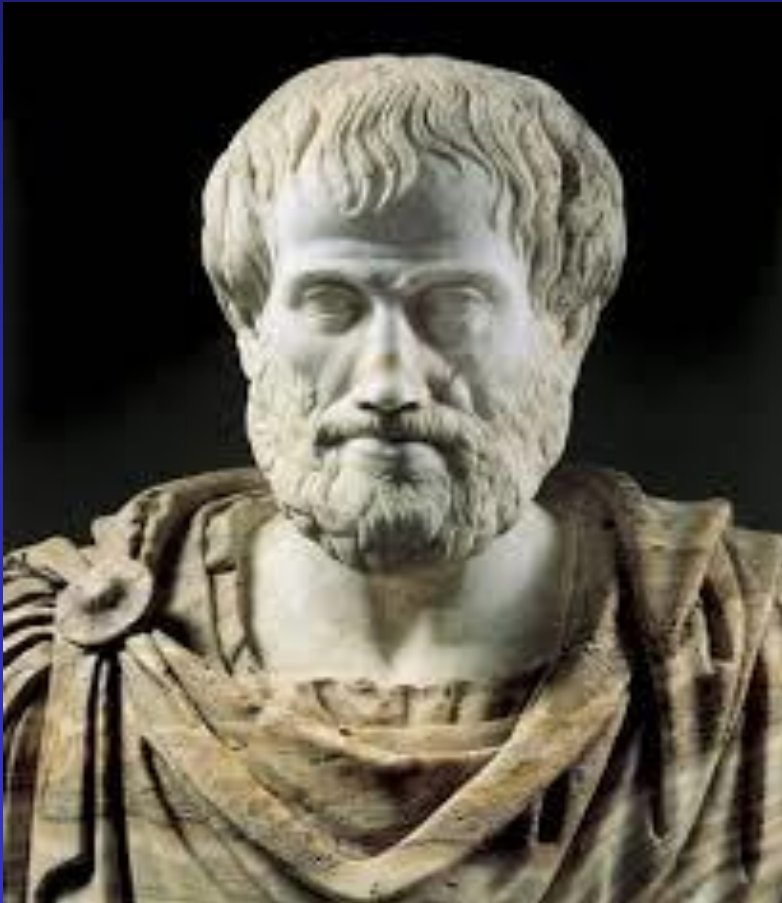- The talk is soon forgotten
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Inexcusable

What Makes a Great Lecture?

Aristotle's Three Principles

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1. Appeals to reason

2. Appeals to emotion

3. The character and personality of the speaker

The Dr. Fox Effect

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Independent of content…

Engaging speakers → greater retention

What is the adult attention span?

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10 minutes

Key Conceptual Points

- Relevance to audience
  - Why does it matter to them?
  - What can they DO with the info?

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- Set goals appropriate for the audience

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- Stories and metaphors

- Enthusiasm and emotion

Visual vs. Auditory Channels

- The visual channel processes images, including the written word, while the auditory channel processes speech, so if the words on the slides are being read, then no one hears what the speaker is saying, because the visual channel dominates and we read faster than someone can speak.

Visual vs. Auditory Channels

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Rest of slide – an <u>image</u> that complements the title and what you are saying

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Rest of slide – an <u>image</u> that complements the title and what you are saying

Do <u>not</u> make them read what you are saying

Beyond Bullet Points, 2010

Refractory Heartburn - EGD

- Differential diagnosis
    - Reflux esophagitis
    - Alkaline reflux esophagitis
    - Infectious esophagitis
    - Eosinophilic esophagitis
    - Crohn's Disease

Perform endoscopy to look for an alternative diagnosis

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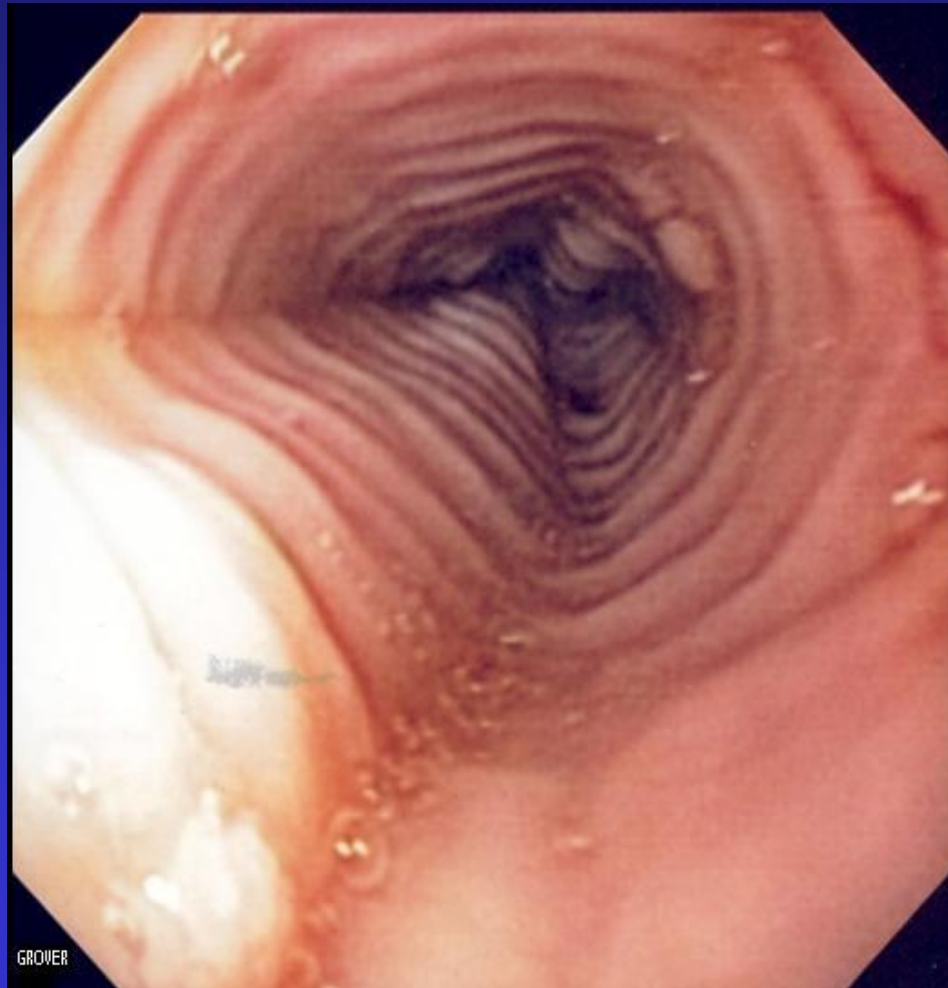
Perinatal transmission of HCV is infrequent

Meta-analysis of 77 studies -

Adjusted rate of transmission = 3 -7%
HIV/HCV coinfected - 19.4%

Cesarean section was <u>not</u> protective

Breast feeding - 10 studies show <u>no</u> increased transmission

Yeung, et al. Hepatology 2001,

Indolfi G, Resti M, J Med Virol 2009

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More hints for making slides

- Distinguish title and text
- Left justify the text
- <u>Spell check</u> and review slides
- Background should be simple
- Aim for one slide per minute

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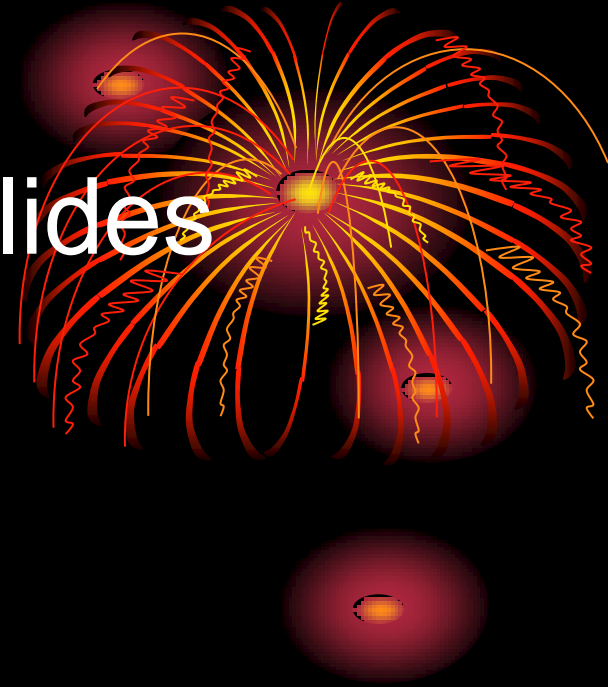
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Bullets

- Bullets should be headlines, not full sentences.
- Bullets should have a minimum number of words.
- Have parallel structure in terms of grammar.
- Do not employ sub-bullets under your bullets.
- Capitalize your first word and avoid periods at the end.

Bullets

- Headlines – not sentences
- Few words
- Parallel structure
- No sub-bullets
- Capitalize first word → no period at end

Table 1. Baseline Characteristics of the Patients.*

Variable	Cetuximab plus Platinum–Fluorouracil (N = 222)	Platinum–Fluorouracil Alone (N = 220)
Sex — no. (%)		
Male	197 (89)	202 (92)
Female	25 (11)	18 (8)
Age		
Median age — yr	56	57
<65 yr — no. (%)	183 (82)	182 (83)
≥65 yr — no. (%)	39 (18)	38 (17)
Karnofsky score		
Median score	80	80
Interquartile range	80–90	80–90
<80 — no. (%)	27 (12)	25 (11)
≥80 — no. (%)	195 (88)	195 (89)
Duration of disease — mo†		
Median	15.5	15.8
Interquartile range	10.3–27.0	9.5–33.5
Primary tumor site — no. (%)		
Oropharynx	80 (36)	69 (31)
Hypopharynx	28 (13)	34 (15)
Larynx	59 (27)	52 (24)
Oral cavity	46 (21)	42 (19)
Other	9 (4)	23 (10)
Extent of disease — no. (%)		
Only locoregionally recurrent	118 (53)	118 (54)
Metastatic with or without locoregional recurrence	104 (47)	102 (46)
Histologic type — no. (%)		
Well differentiated	35 (16)	40 (18)
Moderately differentiated	93 (42)	101 (46)
Poorly differentiated	46 (21)	46 (21)
Not specified or missing	48 (22)	33 (15)
Previous treatment — no. (%)		
Chemotherapy	90 (41)	80 (36)
Radiotherapy	189 (85)	190 (86)
Percentage of EGFR-detectable cells — no. (%)‡		
0	3/209 (1)	5/204 (2)
>0 to <40	32/209 (15)	32/204 (16)
≥40	174/209 (83)	167/204 (82)
Missing data	13/222 (6)	16/220 (7)

* Percentages may not sum to 100 because of rounding. EGFR denotes epidermal growth factor receptor.
† The duration of disease is the time from initial diagnosis to informed consent.
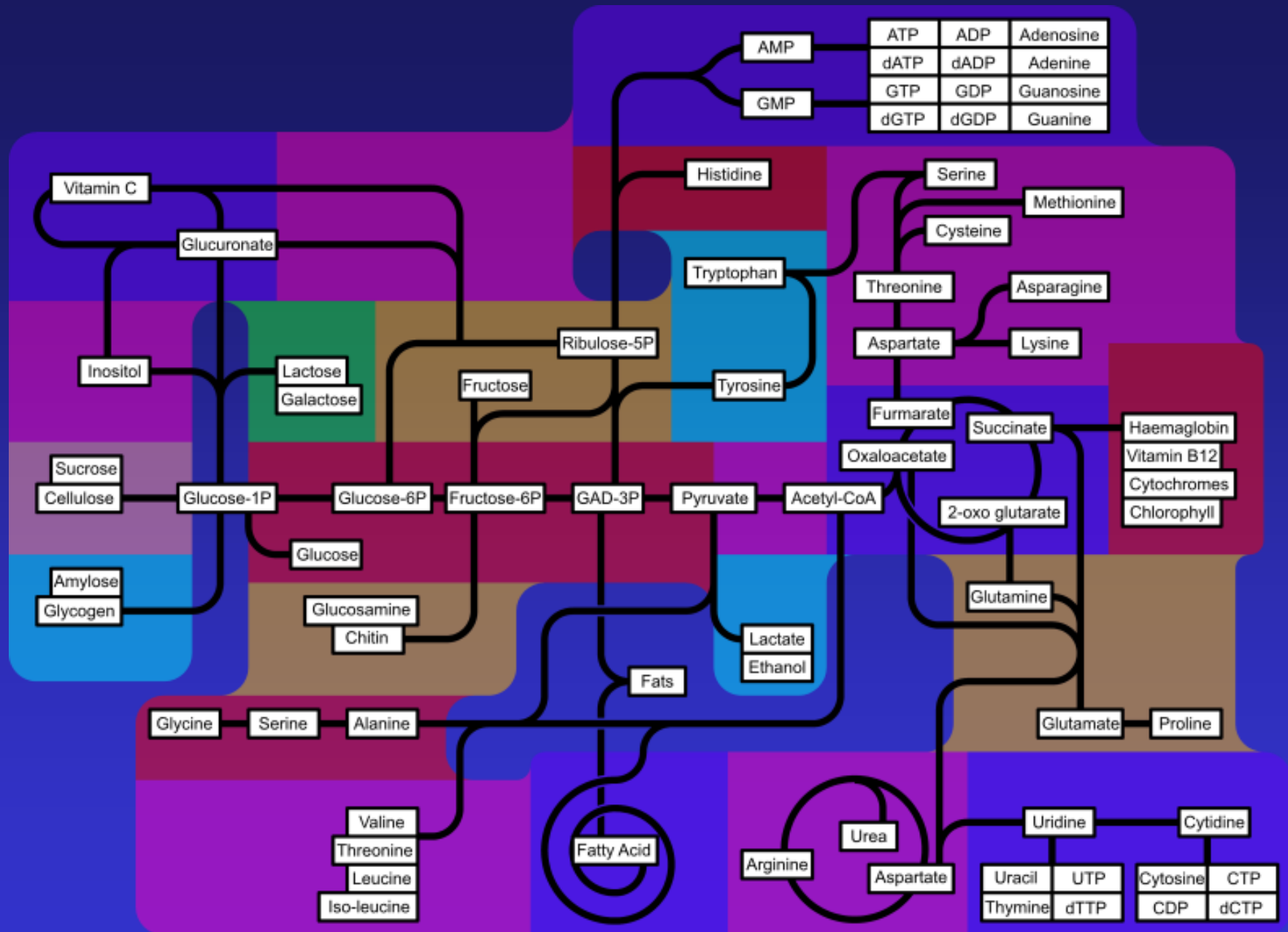‡ These percentages are for patients in whom EGFR data were available.

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Addition of BOC or TVR to PegIFN/RBV Improves SVR in Genotype 1 Patients
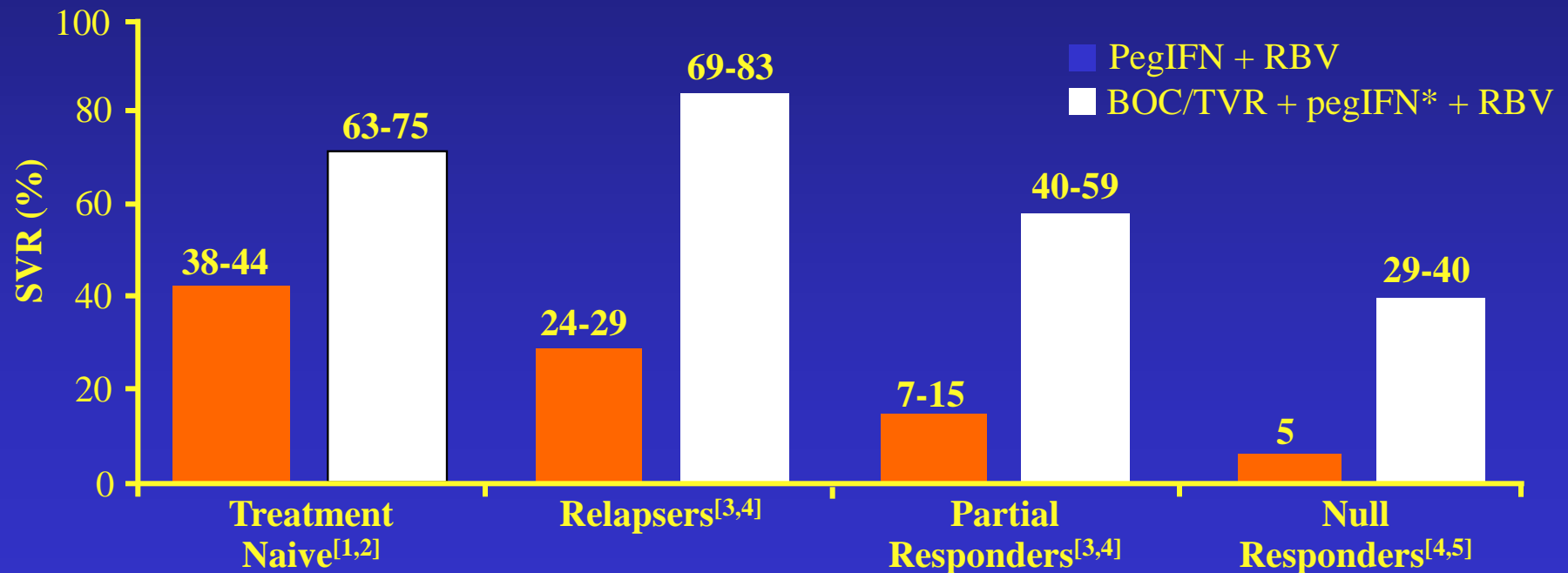
Effective data slides are simple and clear

- No ornamentation

- Show only the key results

- Simple and uncluttered

- Don't take the easy way out!

"Death By Power Point"

- Slides should not stand alone
- Text is spoken, graphics are seen
- You are the star, not the slides
- The audience > message > format
- Focus on the story

Concepts + examples > facts
    4-5 points per be
Relevance to audience
Tie to existing knowledge +
    push further
  Stories + metaphors
Enthusiasm + emotion
    Aristotle - Appeal to reason,   } Slide ?
                      emotion   Picture
              Character + personality }

Dr Fox experiment → slide ? Picture }

Attention span ~ 10 min (old studies)

Visual + Auditory channels — key concept }

= audience
- Conversational tone
- No Podium - get close   } Slide ?
  Use names   Build
  ARS or T-P-S
  End ? one-minute paper

6×6
/slide

Use creative
slides   ± 4

You are key - not the slides

Appendix:
  Preface - Set goals relevant to audience   } slide
            Not Text Material → Then first
            Core the joint
  Begin - Slide goals - why does it matter   } slide
                        which can they do + your talk
            Hook - stories, dilemmas
  Middle - Not too much - 4-5 pts ?   } slide
                           support
            Enthusiasm - verbal punctuation
            Audience participation - q/d ans
            Repeat to allow for catch-up
  End - Summary   } Slide of
        Q+A   Ans in Pt
        End slide = 1st slide   blank backgr

Predictors of lecture = ongoing
                         clarity
                         case based   Capstone JC

Stories - Mehra HBR Jan 2003

Kinesthetics - Morgan HBR Apr 2001 (thinking)

One Preparation Technique

- Make text heavy slides to start

- Pare down to key words as you practice

- Replace words with images

- Keep text version for your notes

How do you prepare to give the talk?

Practice!!

Check out the venue – lights, screen

Check out the devices – pointer, laptop, mike

Flip through slides

Advance them yourself

Connecting with the Audience

- Conversational tone, with energy– don't memorize or read
- Tell a story – present a case
- Face front
- Lots of light
- No podium

Connecting with the Audience

- 1-2 min to make impression – need a hook!
- No apology, no "I'm nervous"
- Eye contact – "The Cone"
- Vary volume and pitch
- Use names

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Humor?

Make the talk "interactive"

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- Ask rhetorical questions
- Make them "Think of a case"
- Think-Pair-Share
- Show a Video
- Poll the group - ARS
- Have them write something down

end of slide show – click to exit

Ways to Finish Strong

Simplify key message

Use an example or Story

Maintain high Energy

Use a quote

Make a call to action – what can they take
away

Inspire

Some people get tired of a lecture in 10 minutes

Clever people can do it in 5

Sensible people never go to lectures at all

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