

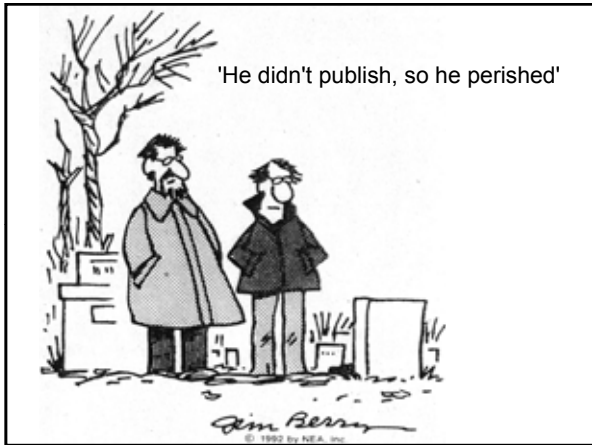
Oral presentation skills and effective use of Powerpoint™

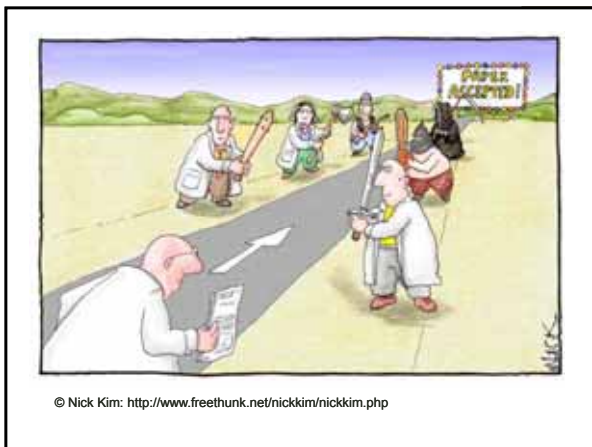
Home-grown advice and tips



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Vrije Universiteit Brussel







© <http://www.skillsconverged.com/TrainingMaterials/PersonalDevelopment/TrainingMaterial/PresentationSkills/tabid/277/Default.aspx>

Before preparing a presentation

- What important message do I have to communicate ?
- The 'cobbler stick to thy last' principle (do not get above yourself)
- Which audience ? laymen, general practioners, experts

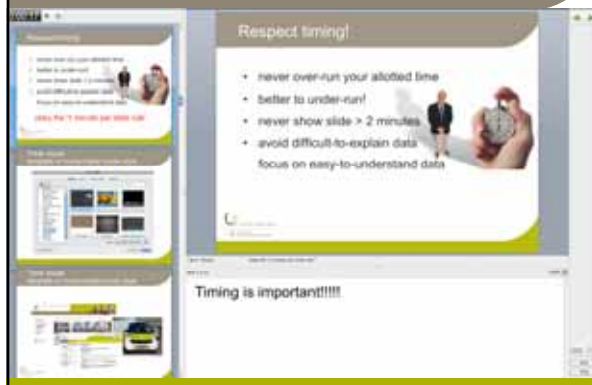
<http://nbbd.com/shoerepair/index.html>

Respect timing!

- never over-run your allotted time
- better to under-run!
- never show slide > 2 minutes
- avoid difficult-to-explain data focus on easy-to-understand data

obey the '1 minute per slide rule'

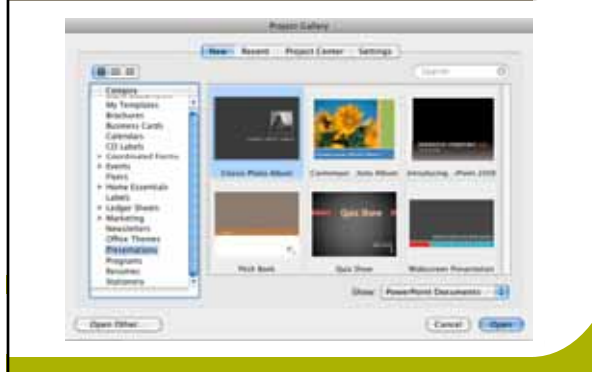
'Slide Presenter Tools'



'Presenter View'



Think visual:
template or home-made house style



Think visual:
template or home-made house style



Think visual:
readable slides

- good-contrasting colors
 - this is not a good color !
- many lecture halls have too much light (fainting!)
- font size ≥ 24
 - this is font size 18
 - this is font size 24
 - this is font size 32





Preparing your oral presentation

Try to have an attractive or concise title

'Effects of soy supplementation on regional fat, bone mineral content, and lean body mass in postmenopausal women'

'Does soy supplementation affect body composition in postmenopausal women?'

'Soy supplementation does not affect body composition in postmenopausal women'



Preparing your oral presentation

Free oral communication:
R/ well-defined format

- introduction - aim
- M & M
- Results
- Conclusions



Respect the blueprint but be a storyteller!

- **why** did you start this study ?
- **how** did you try to answer your question ?
- **what** did you find ?
- **what** did you learn?



<http://www.medieviewworld.org.uk/Story%20teller.html>



Think visual:
readable slides

avoid long narrative 'novel-like' slides

for prevention, cabergoline (Dostinex®) is administered during controlled ovarian stimulation (with gonadotropins or other ovarian stimulating agents) prior to triggering final maturation/ovulation with e.g. hCG. Preferably, administration is initiated during the last week of stimulation. Administration is continued for about one to three weeks after hCG stimulation.

For treatment of OHSS, administration of cabergoline is initiated once a patient has been diagnosed with moderate to severe OHSS (when signs and symptoms of OHSS first appear) at a dose of about 0.05 to 1.0 mg/day from about 1 to about 28 days, preferably from about 7 to about 14 days, or until symptoms abate.

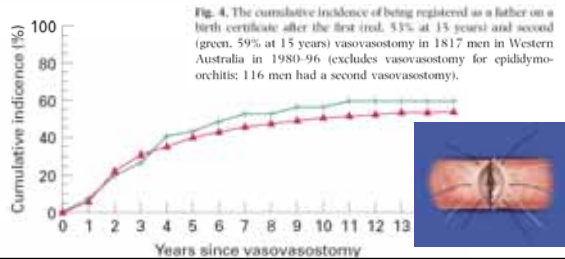
(Source: European Society for Human Reproduction and Embryology, 2004).



HJU International (2000), 86, 1043-1049

Population-based outcomes after 28 246 in-hospital vasectomies and 1902 vasovasostomies in Western Australia

C.D.J. HOLMAN, Z.S. WISNIEWSKI*, J.B. SEMMENS, L.L. ROUSE and A.J. BASS
Centre for Health Services Research, Department of Public Health, The University of Western Australia, Nollands, *Quality of Surgical Care Committee, Royal Australian College of Surgeons, Western Australian Branch, Nollands, Western Australia



Think visual: add pictures or graphs

but avoid 'busy' slides

HOW TO CREATE EYE-CATCHING POWERPOINT SLIDES THAT CAN IMPRESS YOUR AUDIENCE AND MAKE YOUR PRESENTATION LOOK PROFESSIONAL!!!

1. Don't use too many images, text, and graphics on one slide.
2. If you must use multiple images, use them to tell a story, not just to look pretty.
3. Use a consistent color scheme throughout your presentation.
4. Use a consistent font throughout your presentation.



Think visual: visualize data and concepts



Conclusion

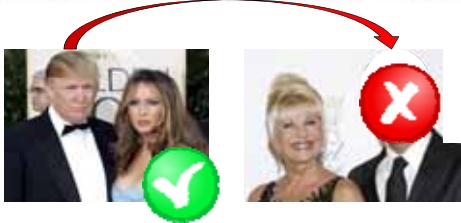
effect of paternal age on fertility is less pronounced than that of female age but « synergies » exist

- no effect when an older man is associated to a younger wife
- effect when an older man is associated to an older wife



The 'Rule of Trump'

effect of paternal age on fertility is less pronounced than that of female age but « synergies » exist



<http://origin.foxnews.com/story/0,2933,253704,00.html?Page=frnc/entertainment/celebrity/trump>

http://www.starpulse.com/Actresses/Trump,_Ivana/gallery

Wrap up!

- tell what you are going to tell
- tell what you have to tell
- **tell what you have told !**



Invited lectures



Invited lectures: why invited ?

- your helicopter view
- your novel finding



Invited lectures: define audience

- laymen, patients or experts ?
- 20 or 2000 people ?



Invited lectures: cave homo lethargicus!



<http://sharepointm.files.wordpress.com/2008/11/sleeping-audience-2.jpg>

Invited lectures


- have a story to tell
- be a story teller!
- message more important than raw data
- awake the lethargicus !



BNET CRASH COURSE

How to Present Like Steve Jobs

by Carmine Gallo



step 2 **Navigate the Way**

GOAL: PRESENT YOUR THEME AS A MANTRA TO HELP YOUR LISTENERS REMEMBER IT EASILY.


Jobs has always been able to craft a vision so vivid and powerful, he rallies his listeners to the better future he sees and, in so doing, persuades them to go along for the ride. When Jobs was attempting to lure then-Pepsi CEO John Sculley to lead Apple, Sculley was reluctant. Jobs asked him, "Do you want to sell sugar water all of your life or do you want to change the world?" Jobs's vision is to change the world, and we believe him.

http://www.bnet.com/2403-13068_23-194984.html

BNET CRASH COURSE

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step 3 **Sell the Benefit**

GOAL: EXPLAIN THE REAL-WORLD PROBLEM, THEN OFFER YOUR SOLUTION.

Once Jobs reveals his one-liner — his core vision — he immediately launches into a discussion of why the world needs a new phone. A solution is inspiring only when it cures a real-world pain. Jobs sells the benefit of the phone by first describing the current state of the industry. The problem, he says, "is [smartphones] are not that smart, and they are not that easy to use. We want to make a leapfrog product that is way smarter than any mobile device has ever been and super easy to use. That is what iPhone is."

http://www.bnet.com/2403-13068_23-194984.html

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step 4 **Paint a Picture**

GOAL: USE A CAPTIVATING STORYLINE TO STRUCTURE YOUR PRESENTATION.

Jobs tells the iPhone story by using several techniques:

- 1. Stick to the rule of three.** We remember lists in groups of three. Jobs unveiled the iPhone and built drama at the same time by saying, "Today we are introducing three revolutionary products. The first is a wide-screen iPod with touch controls, the second is a revolutionary mobile phone, and the third is a breakthrough Internet communications device." For added emphasis, he repeated the three products three times, then delivered the knockout: "These are not three separate devices. This is one device! Today Apple is going to reinvent the phone!"
- 2. Tell personal stories.** During one section of the presentation, Jobs's clicker suddenly stopped working. He mentioned it with a smile, knowing that someone backstage would take care of it, then told a story about how he and Apple cofounder Steve Wozniak had built a TV jammer and used it to block TV signals at Wozniak's college dorm. He used the opportunity to make an emotional connection with his audience. Once the problem was solved, Jobs continued as if it had all been planned. Effortless but powerful.
- 3. Keep it visual.** In a Steve Jobs presentation, you will not find bullet points, mind-numbing data, or lists of numbers on slides. When Jobs mentioned each of the three products — an iPod, a phone, an Internet communicator — a slide with an image of the product appeared. When he discussed the "ultimate pointing device" — your fingers — all the audience saw on the screen was an image of a finger touching the iPhone.

http://www.bnet.com/2403-13068_23-194984.html

Free versus invited lecture

- introduction - aim
- M & M
- results
- conclusions

- communicate your 'finding message vision' as efficient as possible



<http://www.123rf.com/stock-photo/100000000/100000000.html>



<http://www.123rf.com/stock-photo/100000000/100000000.html>



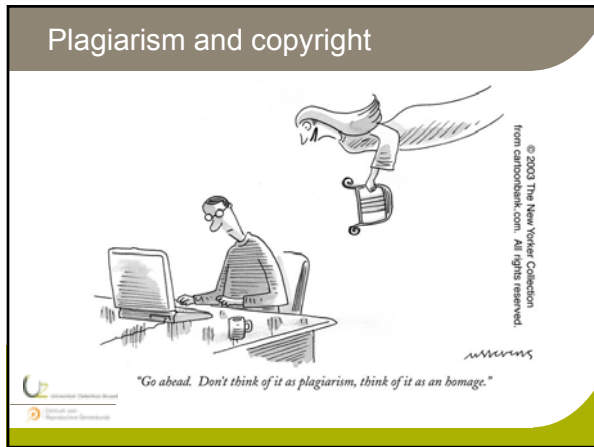
<http://www.thehirebusiness.com/images08/red-carpet-rolls.jpg>





<p>Intra-uterine insemination for male subfertility</p> <p><i>The right sperm at the right place at the right time</i></p> <p><small>BJ Collins Public Health</small></p>	<p>Glove evidence?</p> 
<p>The victims</p> 	<p>APPRAISAL OF EVIDENCE</p> <p>GUILTY or NOT GUILTY?</p> <p>or</p> <p>When is evidence convincing?</p>





Conditions and limits apply to using copyright material in PowerPoint presentations

- try to find non-copyrighted material
- limit the amount copied
- it must be for educational purposes
- attribute each 3rd party copyright item with a correct citation

Before presenting: stress management

- rehearse
- present before your peer-audience
- never get above yourself !



Before presenting: hardware issues

- Mac vs Windows or Windows versions
- check slides on in-house system
- contact technician
- check stage
- report to chairmen
- be on time



If you wanna make an omelet, you gotta break some eggs



What did we learn today?

have a message or vision



What did we learn today?

have a clear structure or story



What did we learn today?

be visual / metaphortze

