

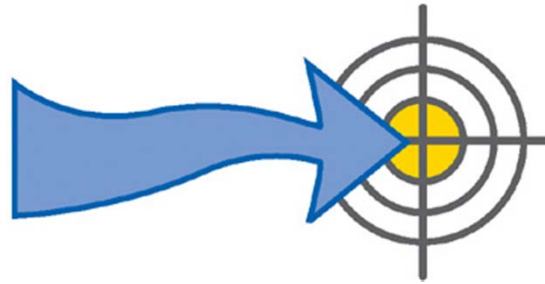
# Tips for Medical Scientific Experts

Part 1:

How to **Prepare** a  
Great Presentation

Effective-Presentations-for-Experts-Preparation

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**Objectives**

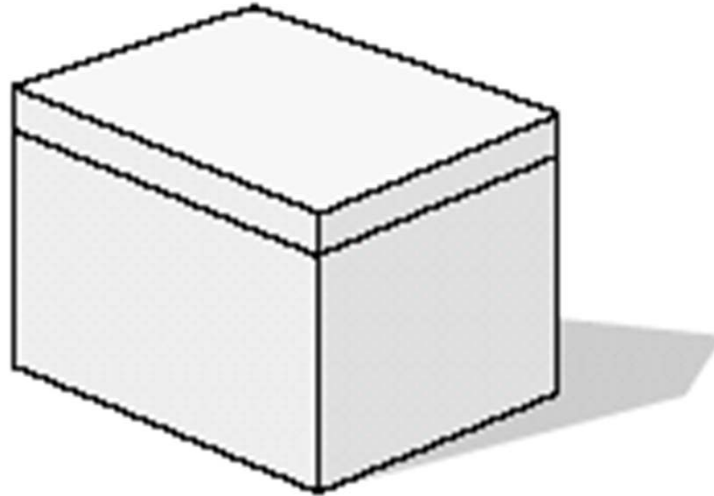


**Make you  
successful**

# Help you

- Give effective presentations
- Increase your impact
- Enhance your communication skills
- Engage your audience

# Toolbox





You choose

**Reservoir**

# Notes





# Operating Modes



Researcher/  
Investigator



Practising  
Physician



High-  
Content  
Speaker  
at event



**"Speaker for the  
General Public"**

- Magicians
- Comedians
- Quiz show hosts
- Motivational  
speakers ...

**Expert  
presenting  
at a Medical  
Scientific  
Conference**

*Creating an experience*



You are giving a performance

**How do you want  
to come across?**

Competent and confident,  
but **not** overconfident ...

Especially in Europe and Asia

Make your audience feel

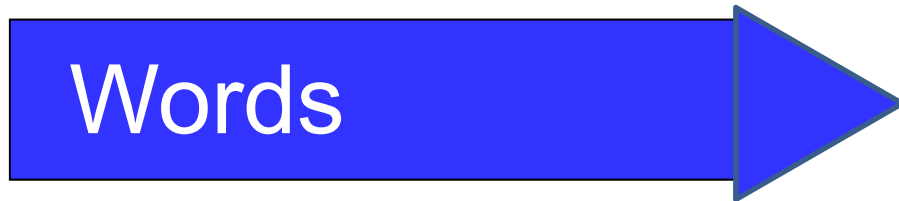
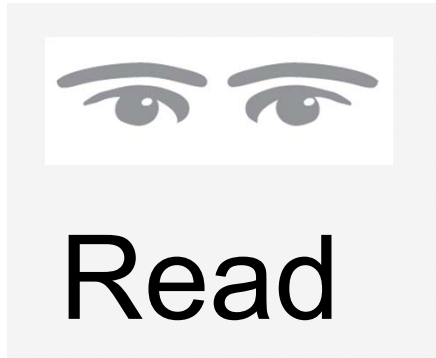
- important
- understood
- comfortable

# 4th Operating Mode

Workshop

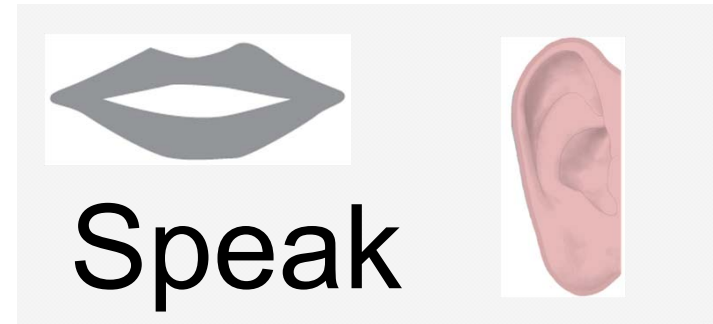


# Publication



"Minds move  
faster than lips"

# Presentation



Your in-person presentation is

**five**

---

times as effective as people  
reading publications ...



Your Job is ***not***  
just to give large  
amounts of data

(People can read the publications)

...

## **... to give**

- **explanations**

What is the underlying mechanism?

- **insights**

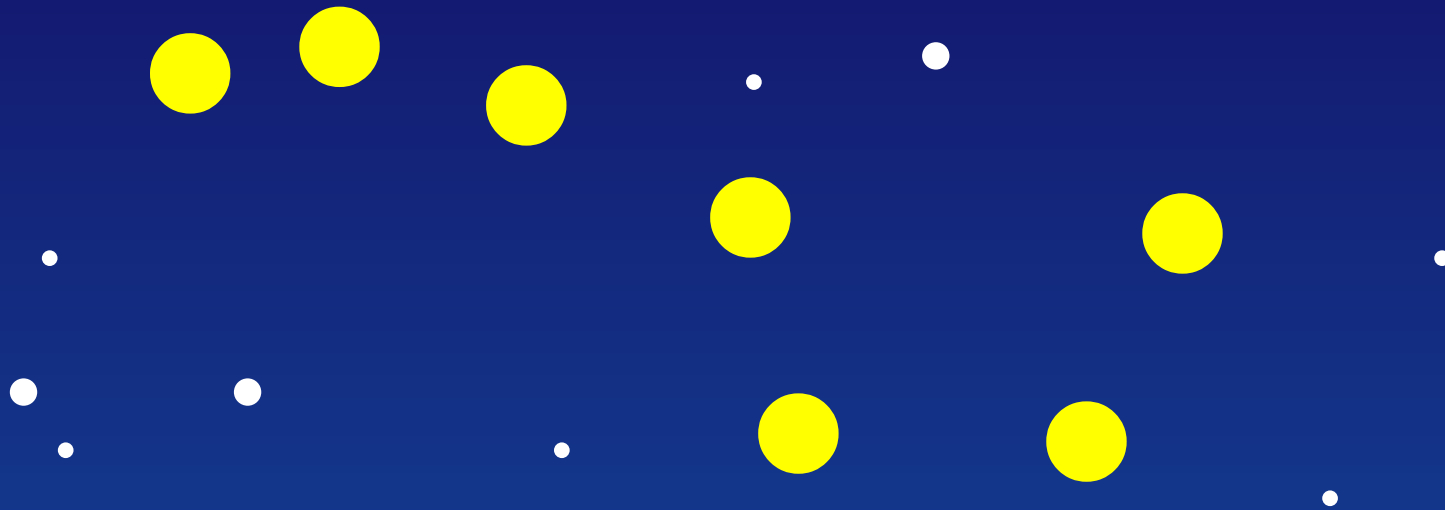
Why this is happening?

- **advice**

What are the implications?

# Make Meaning

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*Making science make sense*

Connecting the dots

# **Mindset**

**"All the world is a stage"**

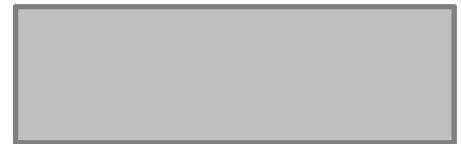
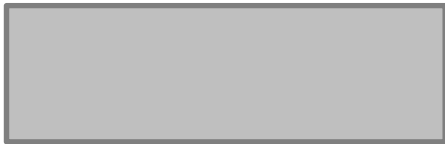


We are  
***not*** actors

electrifying or  
extravagant  
performances

but we can learn from actors

# Prepare



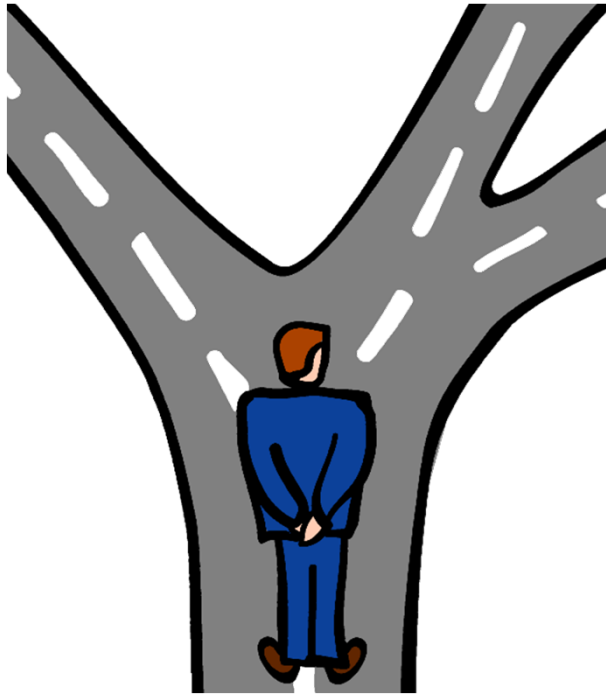
# Before

Arrive early

(the evening before)



# Part of Your Preparation



Rehearse your  
answers to  
questions that  
might be asked

***In case you must present longer***

Have one chart with the  
3 most frequent questions

# Your Technical Back-up

- Bring your USB stick
- Email charts to yourself
- Store charts in the cloud

# **Ensure technical equipment**

- Laptop
- Cables
- Adapters  
(VGA, HDMI, Display Port)
- Large audience: Microphone

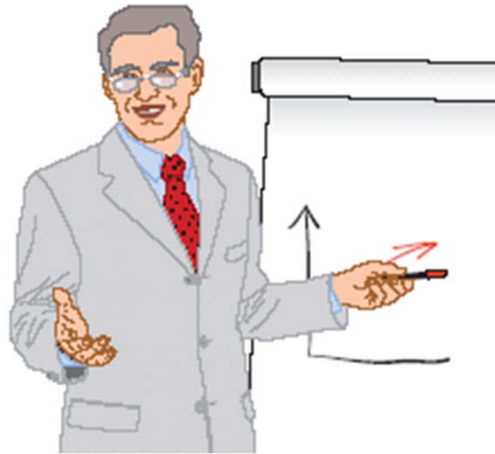
# **Do *not* rely on wifi**

Your internet connection  
might work fine - until ...

hundreds of people switch on their  
smartphones and suck up bandwidth

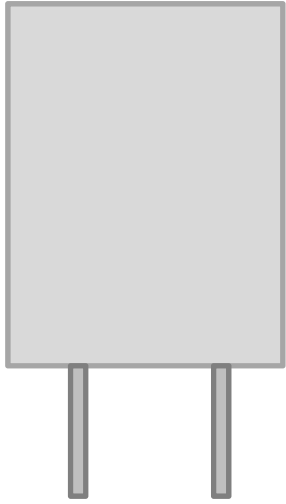
- ➔ Wired broadband connection  
(ethernet cable)
- ➔ Store files (e.g. videos) locally

# Consider a Flip Chart

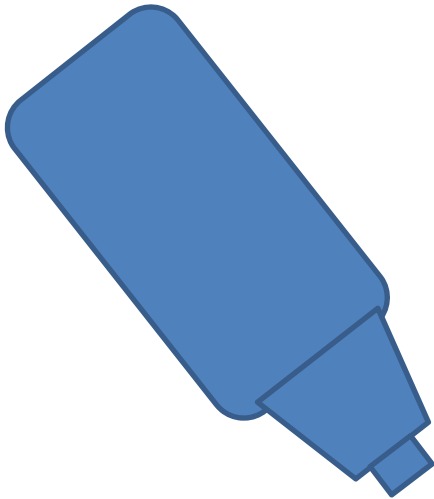


*For smaller audiences*

# Flip Chart

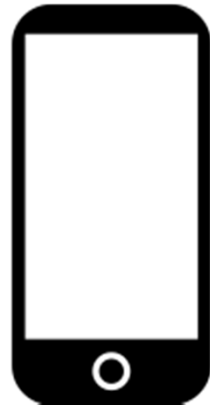


Ensure it is put in the right place before you start



Bring your own marker pen  
(blue or black colour)

# Turn off





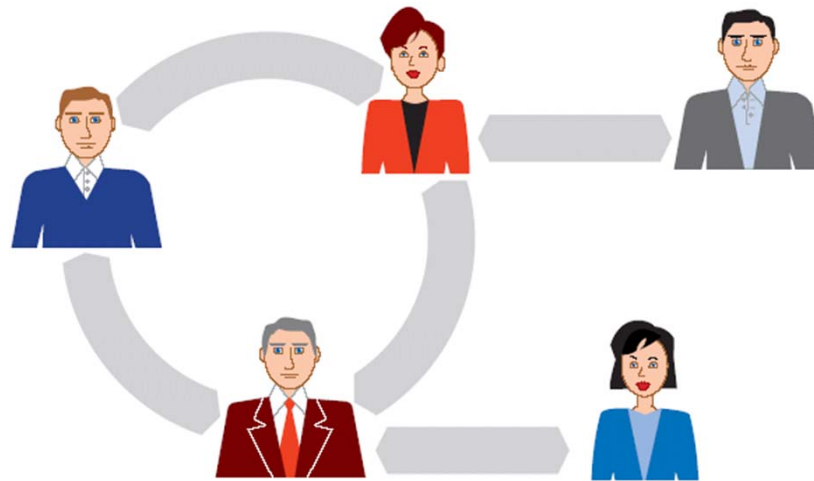
# **Before Your Presentation**

**Speak to**

- Chairperson
- Co-speakers ...

# Connect to

# Members of the audience

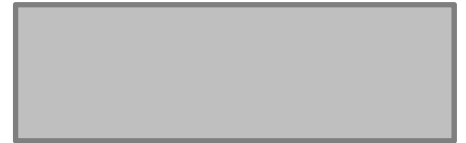
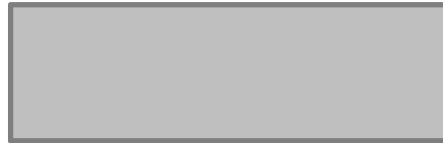


# "Networking"

## For Smaller Groups

*Mention a conversation you  
Had before your presentation*

"I just talked to ... and he  
said: It is important to give  
practical tips"



During

# Tips for the Stage / Platform



Watch your steps  
(entering and leaving)



*When possible*



Get out from  
behind the  
lectern

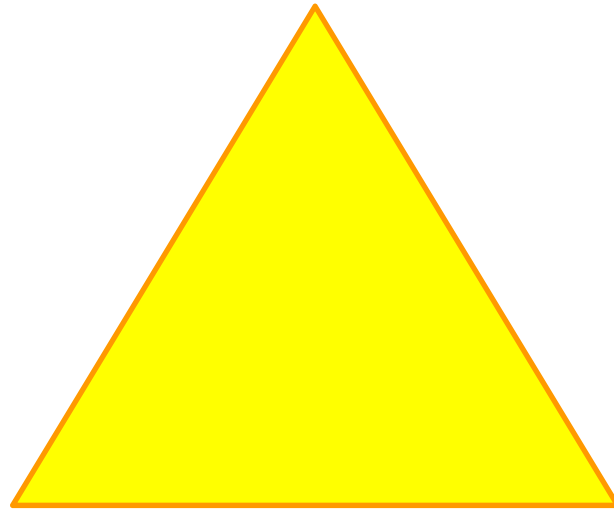
"Barrier between you  
and the audience"

**Pace**

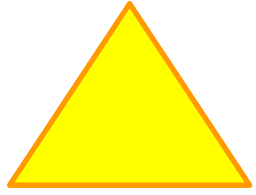
Speak slowly



# Impact



# Golden Triangle



# "3 Drivers"

- **Content**      Scientific data
- **Modes of Expression**  
How you articulate and illustrate
- **Delivery**  
"Stage Performance"

# Opening Section



Learning: Effective Points

Anchoring bias

Recency bias

# **Build Rapport**

Create an emotional  
connection to the audience ...

## *Example*

A sense of belonging to  
the same community

...

## *Example*

Mention something that both  
you and your audience share:

Say something that you  
have in common ...

Trust

*Example*

# **Profession**

"Since we are all physicians ...

*Example*

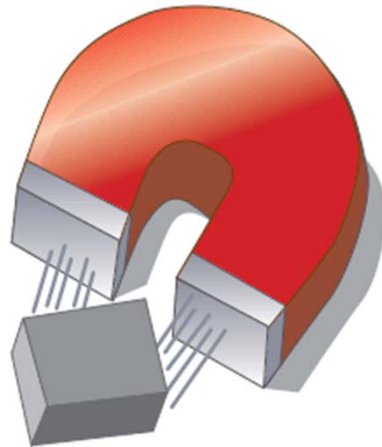
# **Patients**

**"We are all treating  
patients with allergies"**



# Start

## Arouse Curiosity

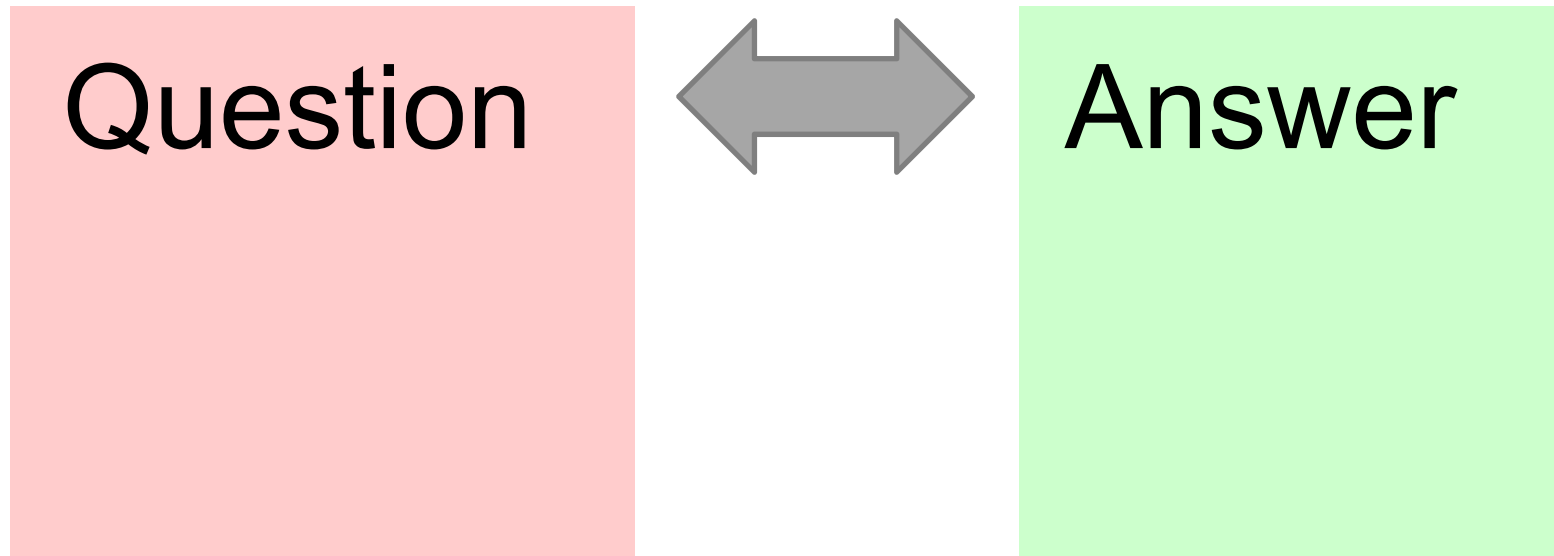


# Start

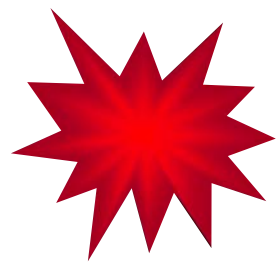
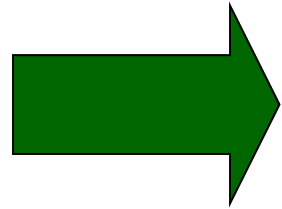
Poor example

~~"We did a study"~~

# Rhetorical options



"Yuri Gagarin was the first man to journey into outer space"



"Who was the **first** man to journey into outer space?"

Yuri Gagarin

# Example

"The Research Question ..."

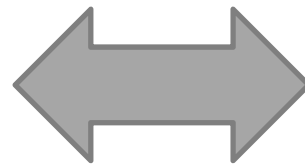
# Ask a rhetorical question

Example

"Should we really treat  
all patients with ... ?"

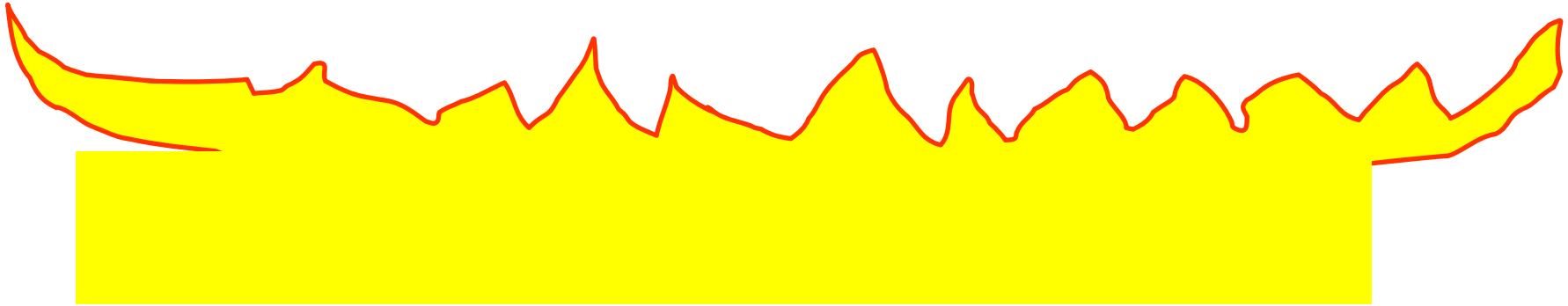
"The answer: It depends ..."

**Challenge**



**Solution**

# Example



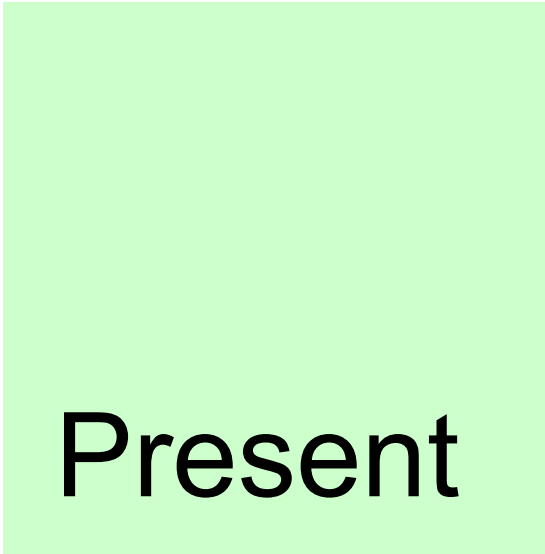
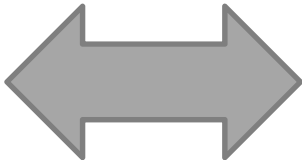
The problem we face ...





Past

Before



Present

After

## Example

Until recently, the  
conventional treatment was

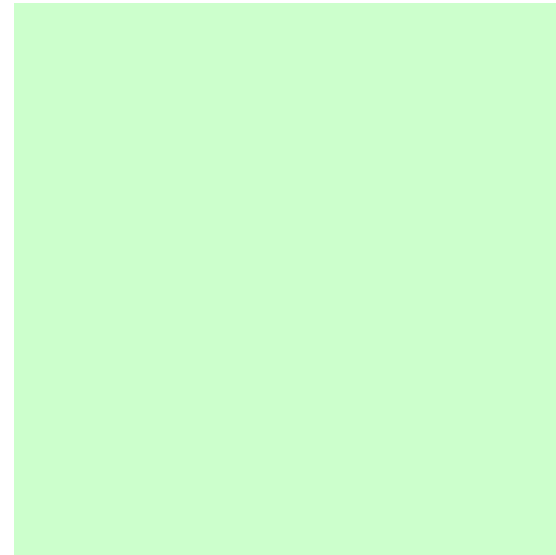
...

Now there is a new option

Baseline

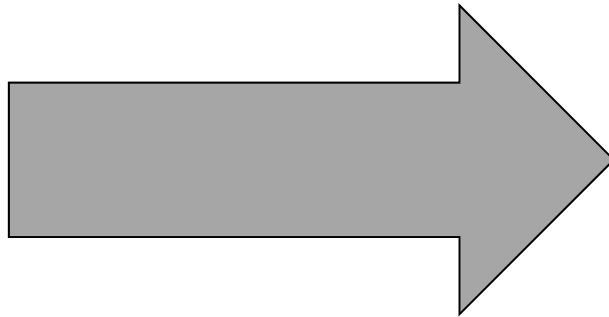


Improvement



You are  
filling a gap

# Other Interesting Titles



Example

"Update and new trends ..."

Example

"3 Myths about ..."

Example

"Why ..."

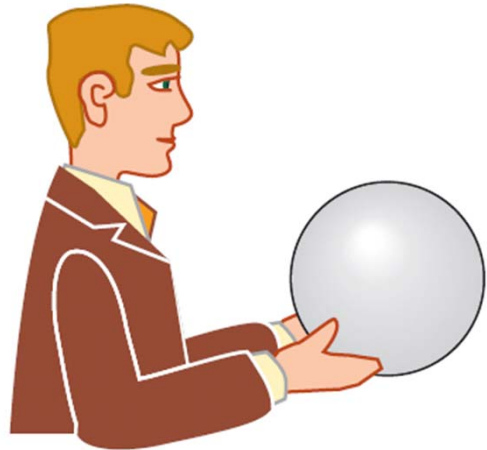
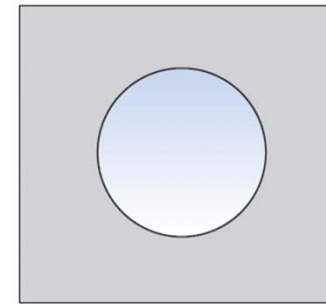
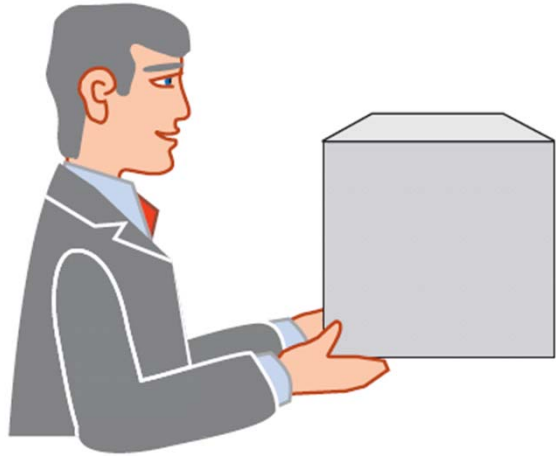


Take them on a  
journey of discovery

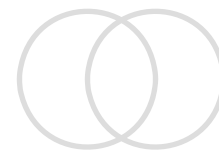


Understand your audience

# Your presentation should address



the audience's  
interest





Do **not** pack too much content  
into your presentation.

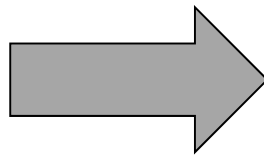
Instead:

**Focus**

on the essentials



Resist the temptation  
to present many details





"Everything is important"

**Eliminate**

what is non-essential

=

**Reduce**

distracting details



This concludes part 1 of the program

**Tips for Medical Scientific Experts**  
**How to Give Effective Presentations**

More at:

[www.umbachpartner.com](http://www.umbachpartner.com)