

Tips for Medical Scientific Experts

How to Give Effective Presentations



Speaker-Training-Medical-Scientific-Experts

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Objective



Make you
successful

Help you

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



Give a performance

The impression you want to create

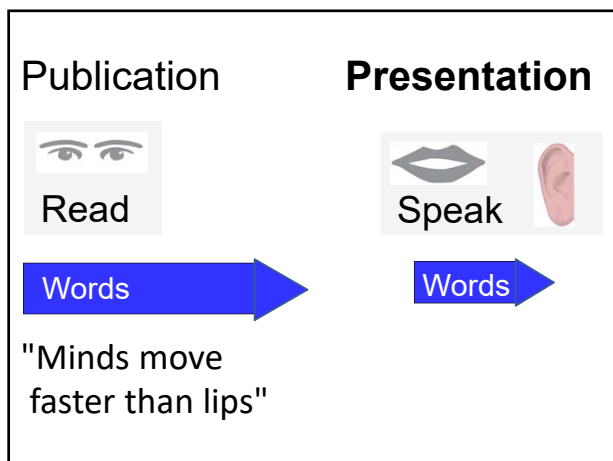
How do you want
to come across?

...

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

Make your audience feel

- important
- understood
- comfortable ...



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



Making science make sense

Mindset

"All the world is a stage"



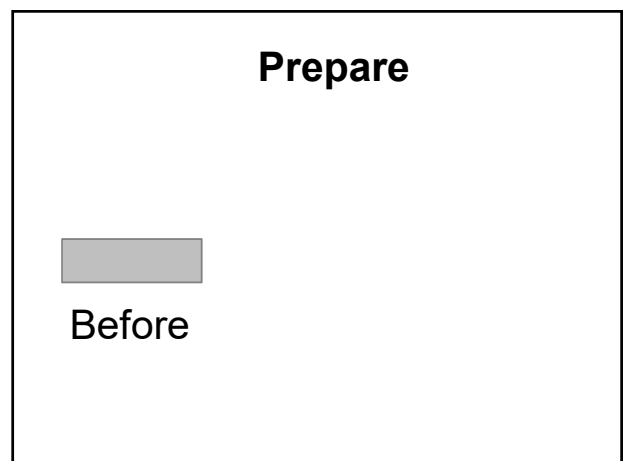
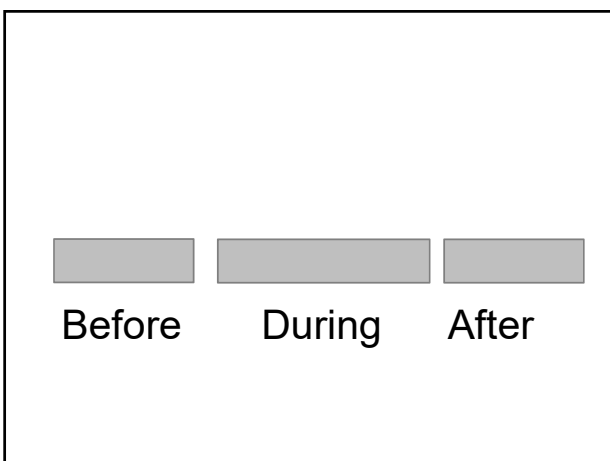
We are **not** actors

electrifying or extravagant performances

but we can learn from actors

Architecture

Chronological Sequence



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

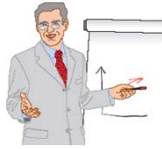
Do not rely on wifi

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

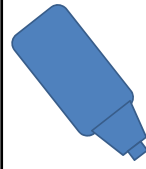


For smaller audiences

Flip Chart



Ensure it is put in the right place before you start



Bring your own marker pen:
blue or black
(no yellow or green colour)

Turn off



Before Your Presentation
Speak to

- Chairperson
- Co-speakers ...

Connect to

Members of the audience

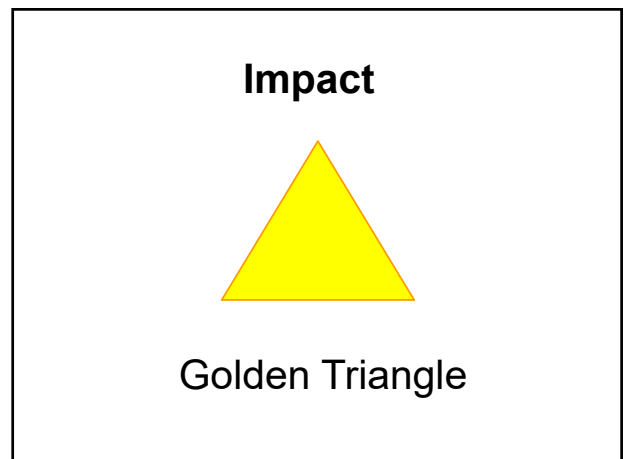
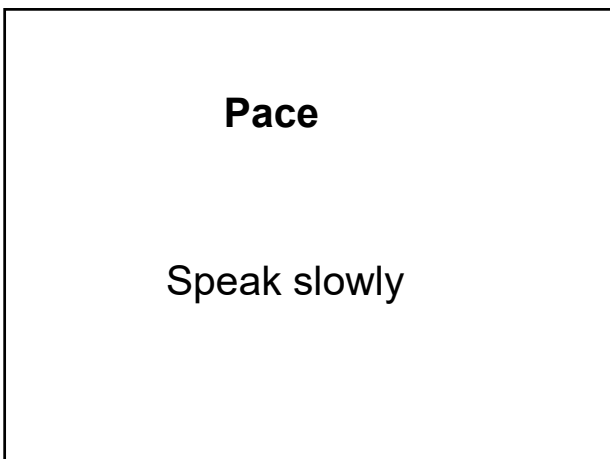
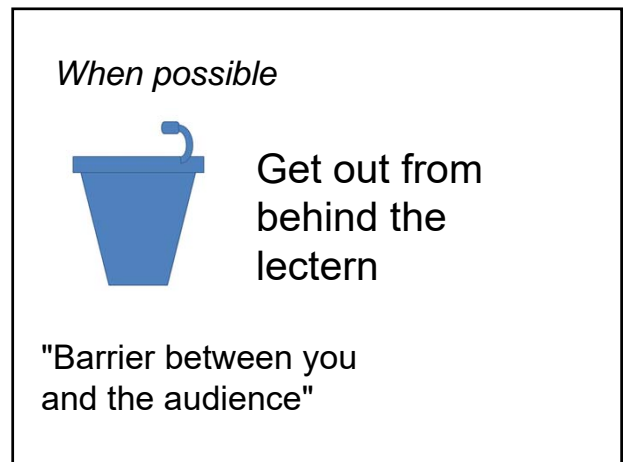
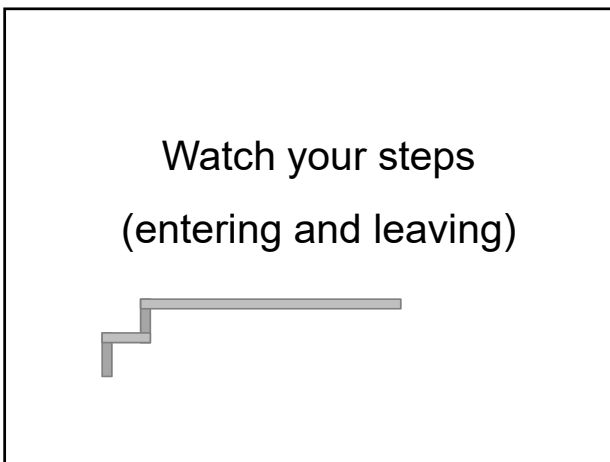
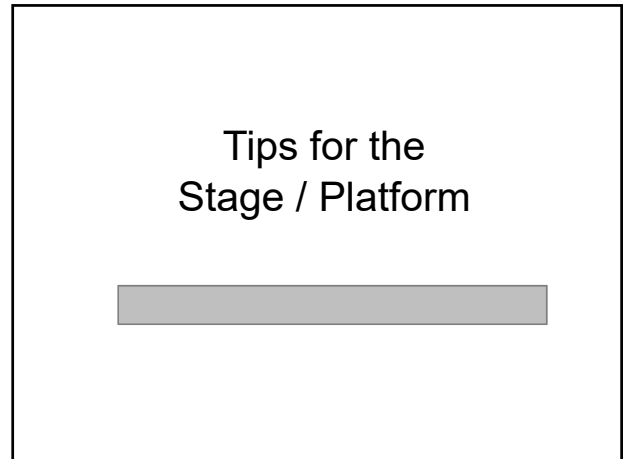
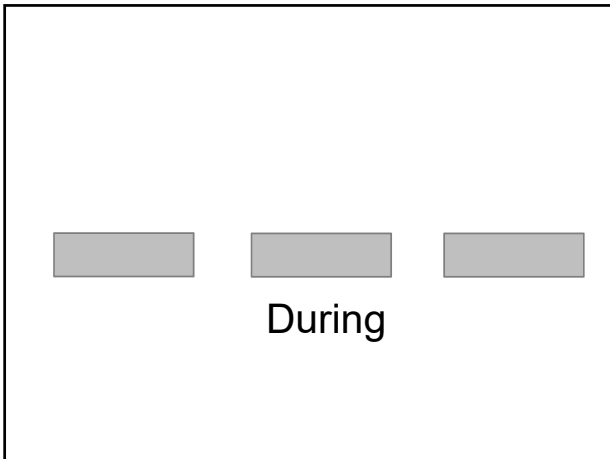


"Networking"

For Smaller Groups

*Mention a conversation you
Had before your presentation*

"I just talked to ..."





"3 Drivers"

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

Introduction

~~I am happy to
present to you~~

Let us
look at

~~Is the micro-
phone on?~~

Build Rapport

Create an emotional
connection to the audience ...

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 ...

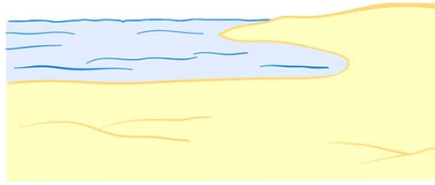
Trust

Example

Profession

"Since we are all physicians ...

Flood of data



Attention



Start

Arouse Curiosity

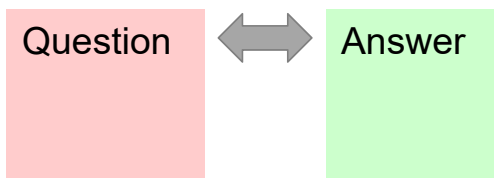


Start

Poor example

~~"We did a study"~~

Rhetorical options



Example

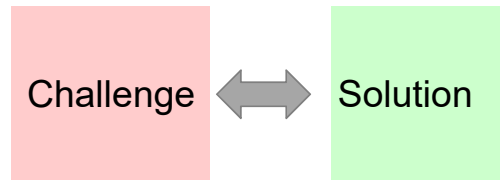
"The Research Question ..."

Ask a rhetorical question

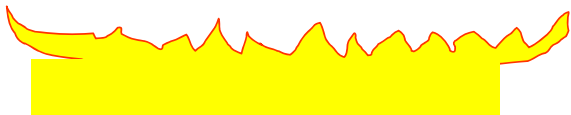
Example

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

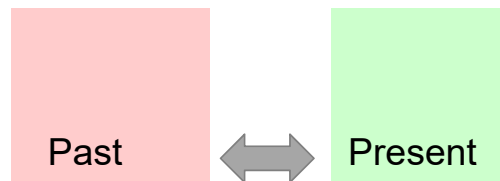
"The answer: It depends ..."



Example



The problem we face ...



Before

After

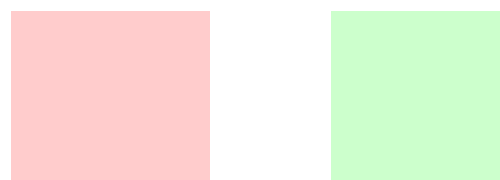
Example

Until recently, the conventional treatment was ...

Now there is a new option

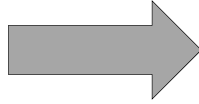
Baseline

Improvement



You are filling a gap

Other Interesting Titles



Example

"Update and new trends ..."

Example

"3 Myths about ..."

Main Pitfall



Presenting more than necessary

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

Spreading content too thin



Real example ...

Major Results of XYZ Trial

The clinical study of A versus B resulted in risk reductions of

Primary endpoint

- 8% in all-cause mortality (non-significant trend: $p=0.128$)

Secondary endpoints

- 12% in combined all-cause mortality and all-cause hospitalization ($p=0.002$)
- 10% in cardiovascular mortality (non-significant trend: $p=0.073$)
- 8% in combined all-cause mortality and cardiovascular hospitalization ($p=0.036$)
- 9% in combined cardiovascular mortality and hospitalization ($p=0.027$)
- 8% in fatal and non-fatal ... and hospitalization ... ($p=0.374$)

Post-hoc analysis

- 15% in combined all-cause mortality and hospitalisation ... ($p<0.001$)



Resist the temptation
to present many details



"Everything is important"

Eliminate
what is non-essential

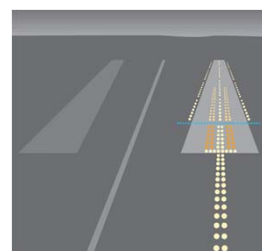
=

Reduce
distracting details

The Verbal Part of Your Presentation



Your Audience



Words



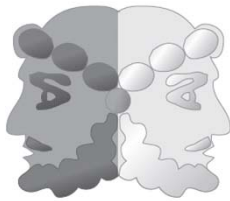
Choose carefully

Nephrologists:

Kidneys, renal function,
Glomerular filtration rate ...

Cardiologists:

Heart, vessels, cardiovascular
function, ejection fraction ...



Make the message positive:

Use affirmative statements

~~There is no other way ...~~

➔ There is only one way ...

-



+

No negative
effect on the
metabolism

Metabolically
neutral

?

-



10% of patients
die within 5 years

90% of patients
are alive after
5 years

[Dr. med. Günter Umbach – Bonn]

- → +

Examplex reduces mortality	Examplex prolongs survival
----------------------------------	----------------------------------

- +

Fewer side effects	Better tolerability
-----------------------	------------------------

Attractive Headlines

- Analysis
- Results
- Summary
- Conclusions
- Lessons learned

One option is 20% superior

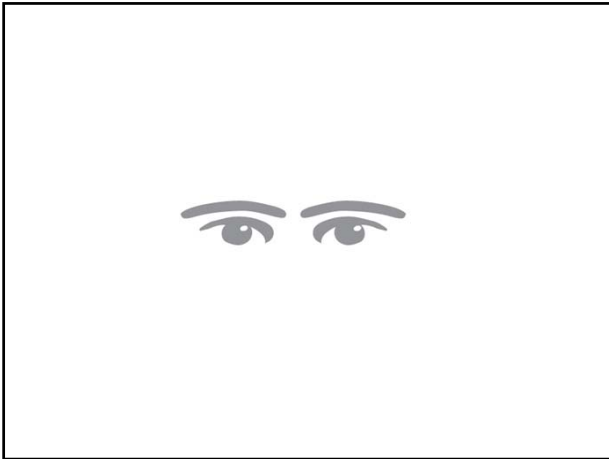
?	?	Clear
20% difference	20% increase	20% improve- ment

Alternatives to 'Prove'

- Validate
- Document
- Confirm
- Highlight
- Support
- Emphasize
- Underline

Impact

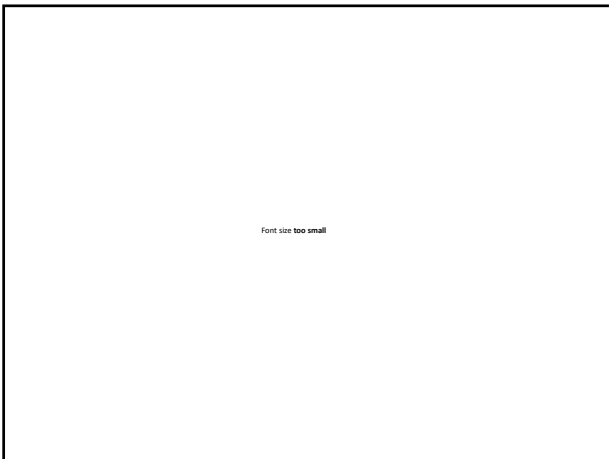
People should be able
to read your charts



Charts
Most frequent mistake

Poor legibility

Most frequent reason:
Font size **too small** ...



Type of
Typography

~~Rare
Fonts~~

Common Fonts

- Arial
- Calibri
- Tahoma
- Microsoft Sans Serif

Negative Typography

➔ Positive Typography

~~CAPITALS~~

THIS TRIAL CONFIRMS THAT
SUBSTANTIN CAN IMPROVE ...

Use upper and lower
case letters

This trial confirms that
substantin can improve ...

*This trial confirms that substantin
can improve ..*

Stay away from *italic* style

This trial confirms that substantin
can improve ...

This trial confirms that substantin
can improve ...

Avoid underlining

This trial confirms that substantin
can improve ...

This trial confirms that substantin
can improve ...

Use line spacing > 1.1

This trial confirms that substantin
can improve ...

Colours

Light-coloured letters on a
light-coloured background
are difficult to read



Ensure sufficient contrast

~~Some people love
backgrounds
(wallpaper style)~~



Use a white or light
background

Best Number of Bullet Points	Second Best Number of Bullet Points
•	•
•	•
•	•
"Triplet" ...	•

Avoid "Unlucky" Numbers		
17	13	4
Italy	Europe	China

Diagrams

Do **not** read your slides ...
They are called visual **aids** for a reason ...

Ways to express your content in your charts

Ask: Essential Charts
Which 20% of my charts produce 80% of the impact that I wish to generate?

Speed of processing information

Text	Slow
Table	Medium
Diagram	Rapid
Image	Very rapid

Example One, Version 1

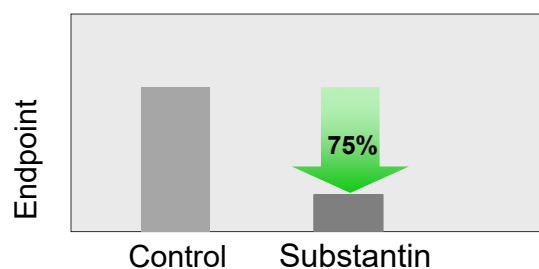
Substantin reduces endpoint by 75% (from 100 to 25), compared to the control group.

Example One, Version 2

Endpoint

Control	Substantin
100	25

Example One, Version 3



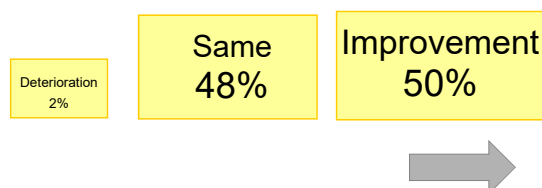
Example Two, Version 1

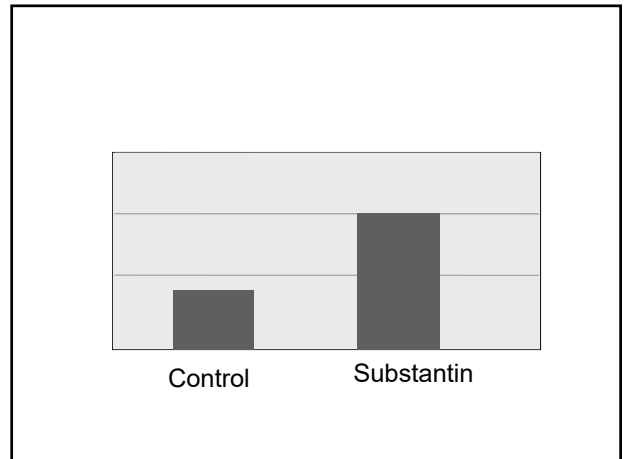
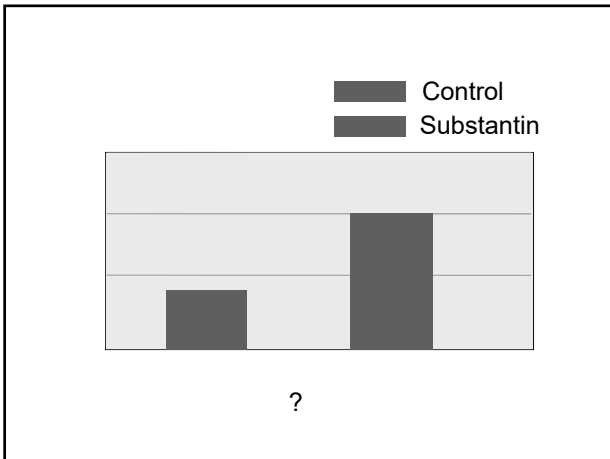
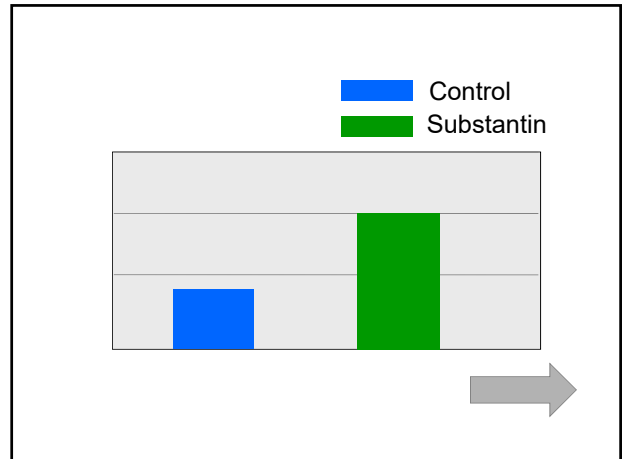
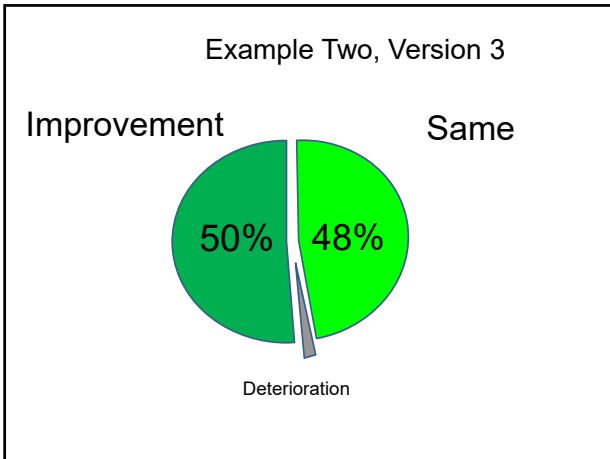
Results: Recall

Improvement	Same	Deterioration
50%	48%	2%

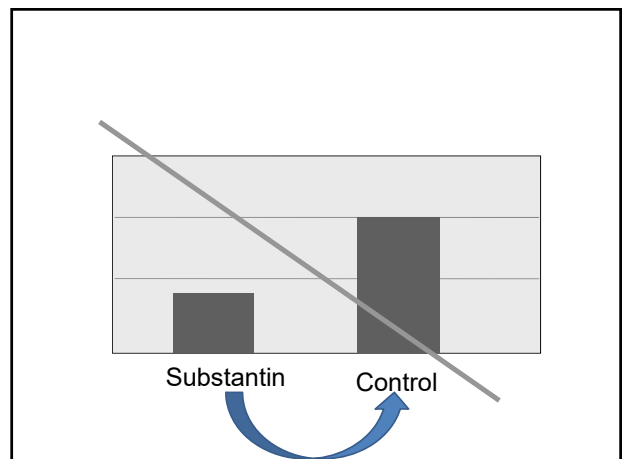


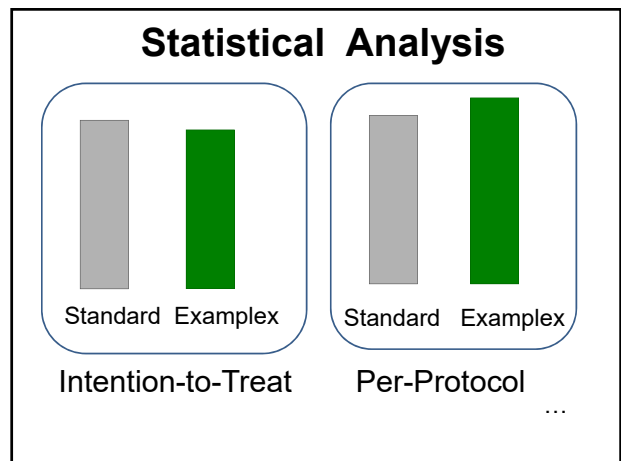
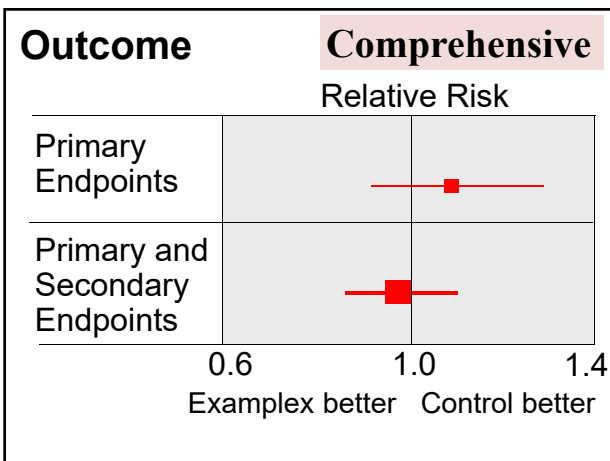
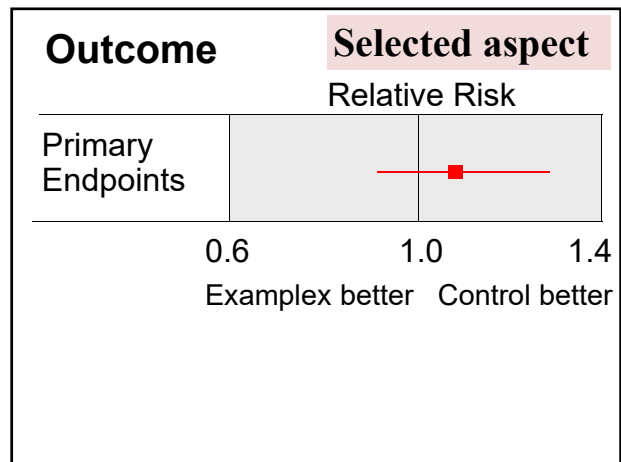
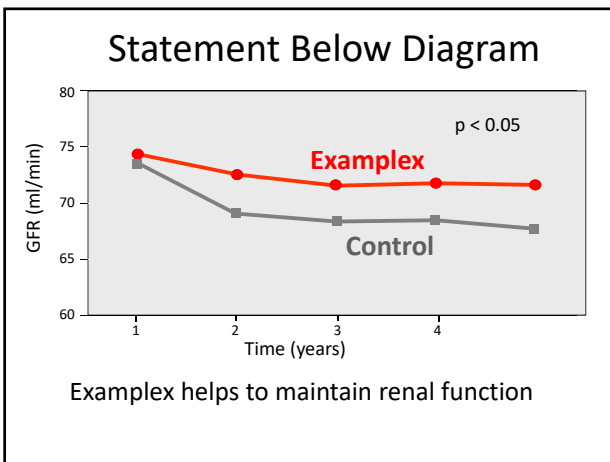
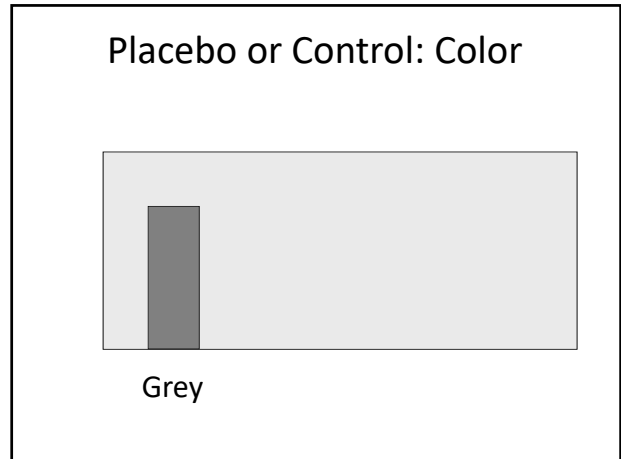
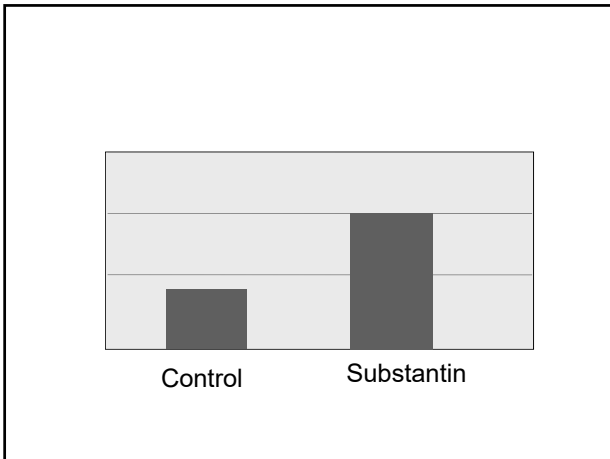
Example Two, Version 2



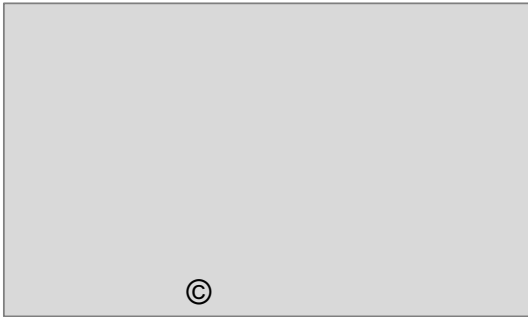


Do **not** "copy and paste" files or scanned documents into your key charts
...

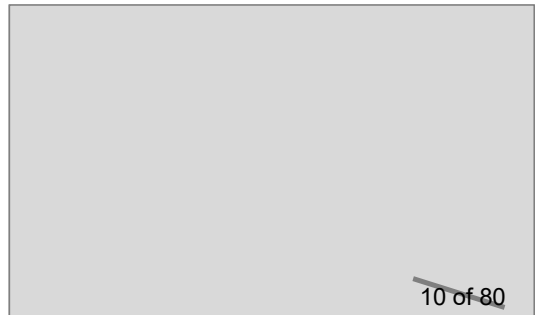




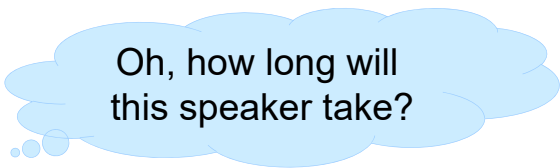
If you have the copyright



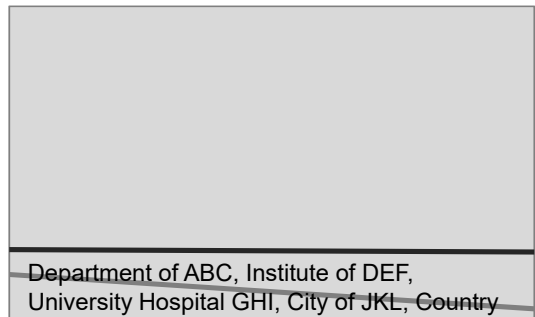
Avoid Numbering



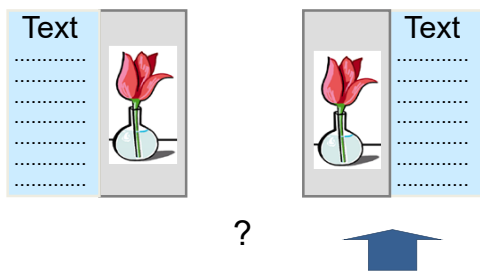
What will the Audience Think?



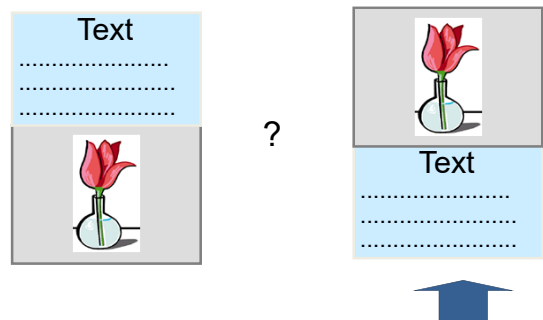
Avoid Long Footers



Layout (Vertical)



Layout (Horizontal)



Animation

Use sparingly

Best: Wipe

Use images

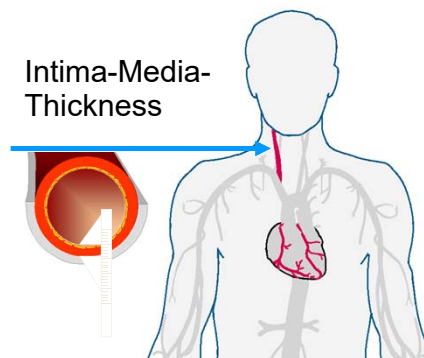


Intima-Media-Thickness

Intima-Media-Thickness

Intima-Media-Thickness

Intima-Media-Thickness



Impact

- 1) Visual elements (pictures ...)
- 2) Headlines, statements below pictures
- 3) Subheadlines, bullet points
- 4) Regular text ("copy", "Fließtext")

Design



Resist the Temptation

- Embellishments
- Decorations
- Ornaments
- "Make it beautiful"

Keep it clean

Communicator

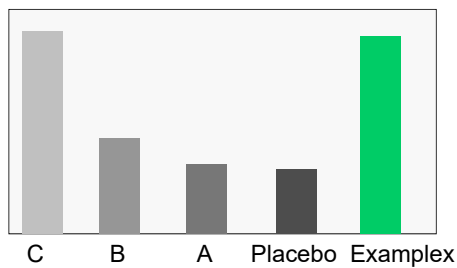
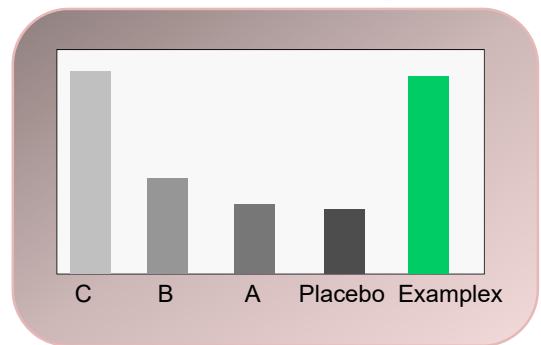
~~FANCY
Colourful
Decorative~~

Clean
Compelling
Straightforward

Circus Look

Impact

Frames



Emotional Impact



Tell a Human Interest Story

Case Study



- Patient
- Physician
- Investigator
- You

Voice



Preserve Your Voice

- Do **not** drink iced liquids
- Do **not** smoke

Before



- Stretch your mouth
- Do "vocal warm-up"
- Try humming a tune (mmmh)

"Happy Horse"

During



- Avoid frequent throat clearing
- Articulate clearly and precisely
- Speak slowly

Body Language



Non-Verbal Communication will

vitalize and energize
your presentation

You are **not** a statue

You are **not** a robot

Act in a natural way:

Brings life into your speech

Tips

"Stage Manners"

Positive Attitude



Be optimistic

Be encouraging



Smile

But avoid "frozen grin"

Face the audience



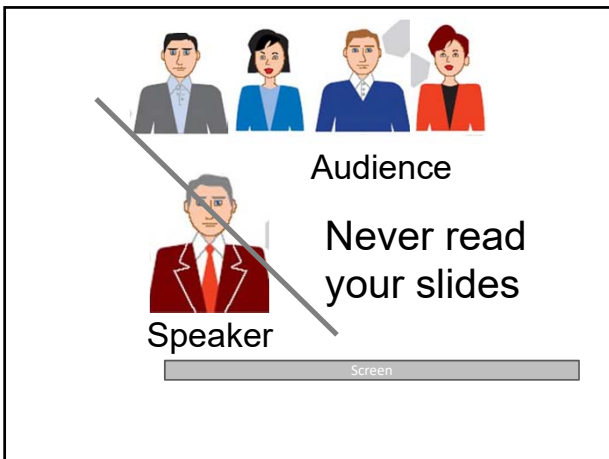
Audience



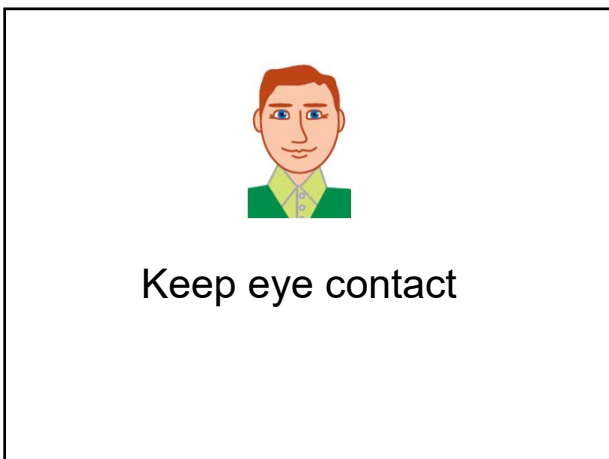
Speaker



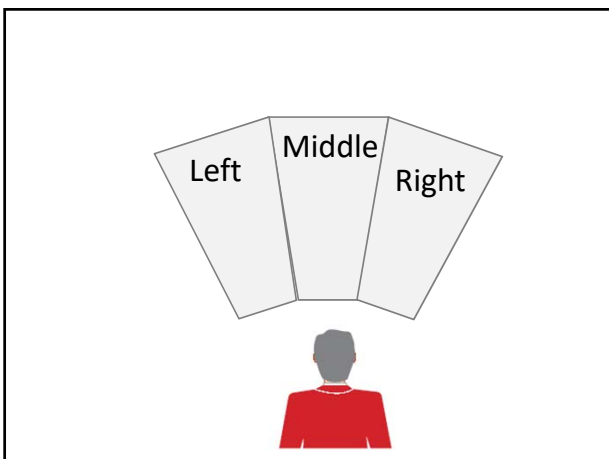
Screen




Do **not** look at your notes the whole time



Catch the eyes of different listeners in **all** parts of the audience



Stand firm

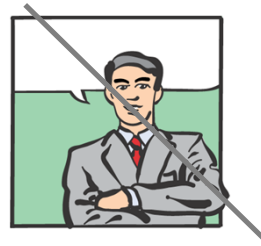


Avoid bouncing up and down

Use hands to underscore
what's important

"Hands free and flowing"

Avoid ...



closed posture

Use open gestures

Avoid ...



*Putting hands
behind your back*

"Green Space" for your hands



This helps you avoid
distracting hand motions
like ...

Rubbing your nose

Pushing back your hair

(watch videotape)



Nod while listening

Give people "thinking time"



Silence
"Pause"

An underused, but
valuable technique



The secret to make
your presentation look

easy, elegant, effortless

Be prepared

Practice

Practice Your Presentation

There are always 100 good reasons and 1000 distractions for **not** doing it

...

Time



Make it a priority:
Invest the time
Invest in yourself

...

Takes discipline and commitment

Intention vs Practice

I am willing
to rehearse

Most people

Number of actual rehearsals



0

10

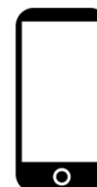
**Use Every Opportunity
to present to a live audience**

- to colleagues
- to friends
- to your significant other

Ask someone to record you



or



...



The Way to Grow

The first time I got videotaped:
I felt embarrassed and
awkward when I watched me

Duration of Recording

Your rehearsed version should
be **shorter** than the time
allotted

If you sound rehearsed:

You did **not** rehearse enough

Exercise

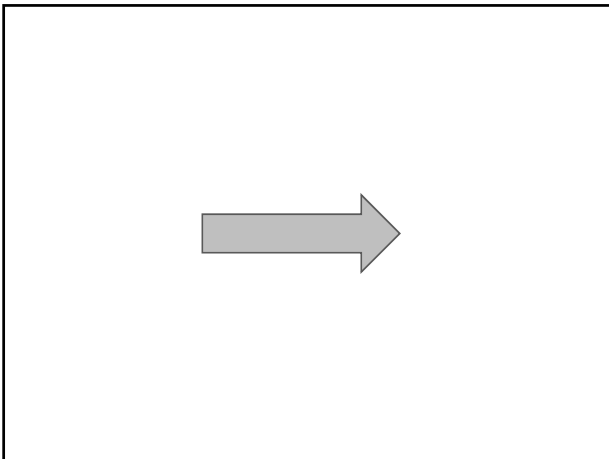
- Rehearse
- Polish
- Refine

You win or you learn

"We do not rise to
the level of our hopes.

We fall to the level
of our training."

Training will empower you



Check the time



Look at the clock to see how many minutes you have

Option

Have someone in the audience make a signal:

5 min

3 min

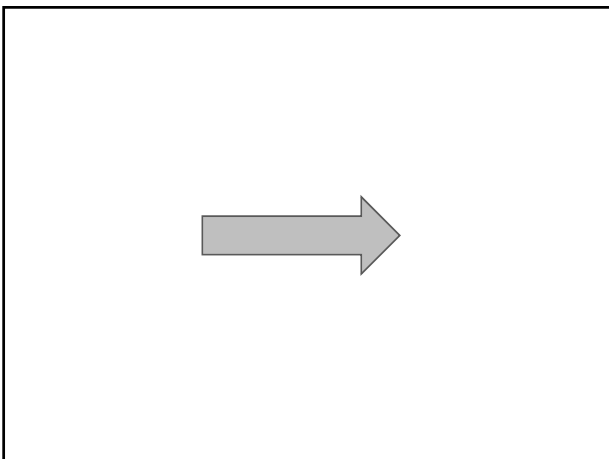
1 min



Great speakers always finish on time

(or one minute earlier)

...



Humour

Only if you are good at it

Closing Section

Plan time for ...



First Wake up call

Examples

"What does it all mean?"

"In conclusion ... "

"What are the implications?"

Conclusions

Chart

Practical, concrete, actionable

"Take home message"

Example

"This is a unique study
because ..."



Second Wake up call

Summary

Chart

"Let's summarize ... "

Final Chart (Optional)

Email address
(if you want to keep in touch:
Ideal for networking)

Website
(if you want to provide
a download)



After

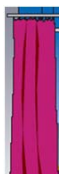
Be Accessible

Be available after the presentation so people can ask you questions



Answer emails if you received any

Specific Challenges



Scenarios and possible interruptions



A participant wants to show his extensive knowledge by asking a lengthy "question"

Let us discuss that at coffee break ...

Do **not** allow extended audience debates during your speech

(chairman should ensure it)

Note:

Do **not** throw hard objects into the audience

(AFCP)

There is legal / regulatory pressure to add many details to your charts: What to do?

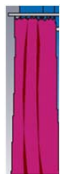
- 1) Put details in the footnotes in a small font size
(audience can hardly see them in the presented version)
- 2) Put details in the "back-up" section of your slide deck
- 3) Prepare two versions:
"Personal one" → Giving your presentation
"Documentation" → Electronic or printed hand-out



Electronic presentation breaks down

You have a plan B:

Written notes ...



Previous speakers have run overtime

You realize you will **not** have the time to show all charts

Be flexible:
Shorten your presentation:
Skip certain charts ...

Remember

No one knows how many data you wanted to present originally

Always cut material out from the **middle**

Never cut the **end** of your speech

Jump directly to the **"Conclusions"** Chart

**Timing:
2 Mistakes to Avoid**

A "No go"

Ask the chairman

~~How many minutes do I have?~~



A "No go"



Do I have another 5 minutes?

No one is asking
a question

(A good chairman would jump in) ...

"Bring your own"

Example

"A frequently asked
question is ..."

"My answer ..."

One speaker has **not**
come and the chairman
asks you to present a
bit longer

Question

Now, that is a really
great question. Let me ...

You are the chairman

≠ speaker

You

- let the other speakers shine
- ensure adherence to program
- facilitate the discussion

When you need time to think



Drink
some
water

Review: Laying the Groundwork

Preparatory Phase: Planning the Presentation

Focus on the essential slides
How to captivate the audience
Develop a strong stage presence

Language and voice

Use compelling words and sentences
Affirmative statements
Rhetorical options
Tone of voice

Performance and platform skills

Develop a strong stage presence
Connecting with audience members
Enhance impact
Stay on time
Non-verbal communication

Create a Masterpiece



Great things are done
by a series of small things
brought together

It gives you a personal
competitive advantage

Enhances your personal standing

(Independent of place in the hierarchy)

Visualize

Imagine you giving
a great presentation

How do you know that
you are moving in the
right direction?

You are invited to give
more presentations



People gravitate
towards you

Final Advice

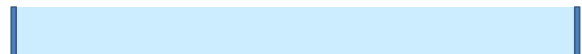
To realize your full potential

Prepare
Show up
Perform
Go home

Implement



Leeway or Latitude



Adapt everything to
your **own personal** style

Create a presentation that **only** you can give



Even if another speaker had identical slides, people would still come to see **you**

Rise to New Heights



No one can predict to what heights you can soar

Even you will not know until you spread your wings

Free Tips and Ideas

Checklists, Audios, Videos

www.umbachpartner.com