

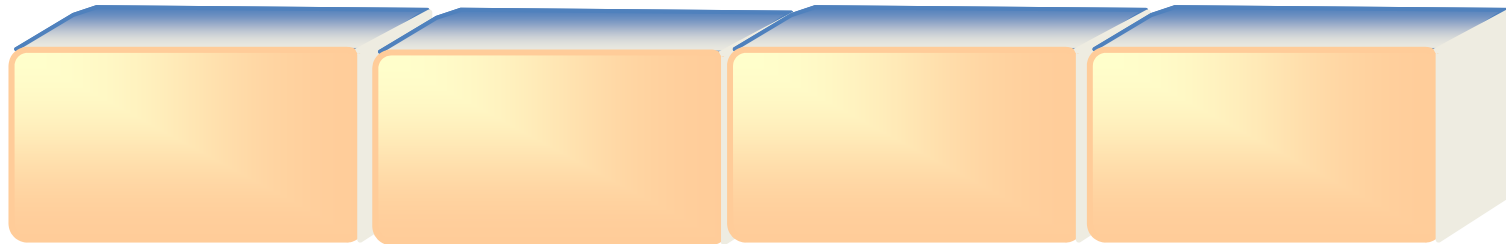
Speaker Training For Medical Scientific Experts



Giving
Great
Presentations

2) Verbal und Visual Aspects

The Verbal Part of Your Presentation

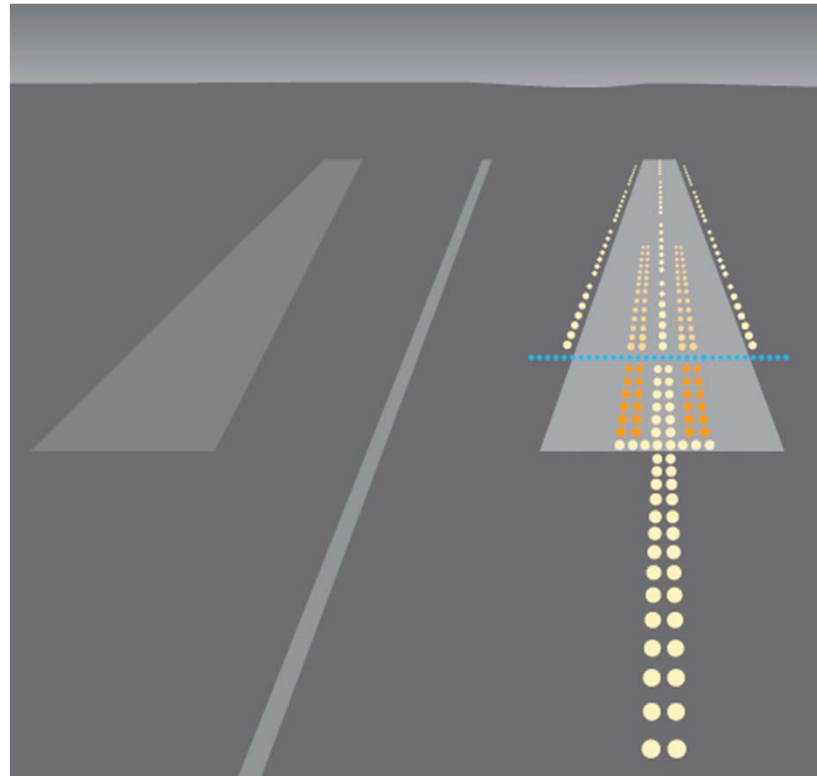


In Presentations

(In contrast to scientific publications that people read)

Use short, strong statements

Your Audience



Words



Choose carefully

Nephrologists:

Kidneys, renal function,

Glomerular filtration rate ...

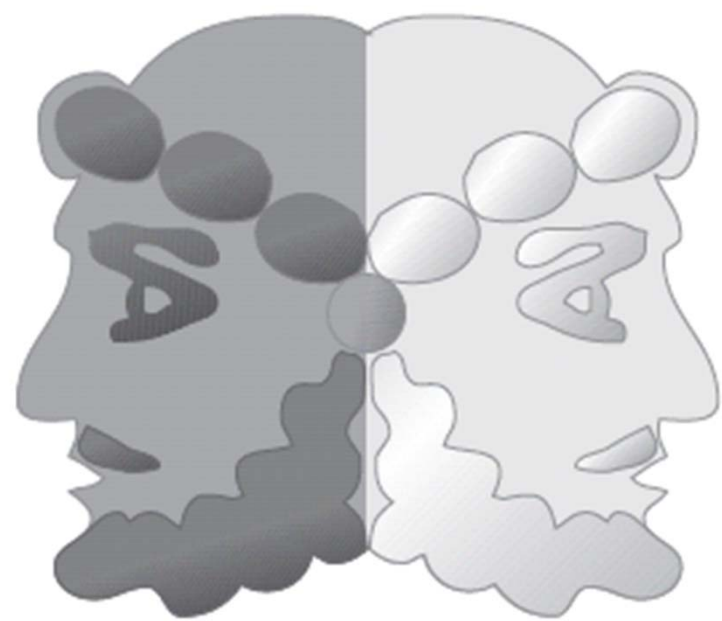
Cardiologists:

Heart, vessels, cardiovascular

function, ejection fraction ...

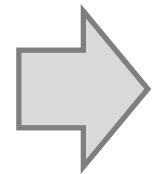
**Speak the truth,
but speak it pleasantly**

Zarathustra, 1000 B.C.



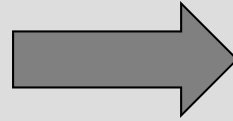
**Make the message positive:
Use affirmative statements**

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



There is only one way ...

-



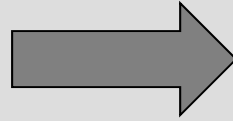
+

No negative
effect on the
metabolism

Metabolically
neutral

?

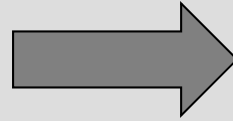
-



10% of patients
die within 5 years

90% of patients
are alive after
5 years

-



+

Examp
reduces
mortality

Examp
prolongs
survival

-

+

Fewer side
effects

Better
tolerability

Wording

~~Reduction in complaints~~

Clinical improvement

Wording

~~Significant~~

Clear

Substantial

Wording

~~The trial shows non-inferiority~~

~~The two treatment options are equivalent~~

The two treatment options are comparable

~~Scientific Overview of the Efficacy
and Safety of ...~~

Scientific Overview of the Efficacy
and Tolerability of ...

Attractive Headlines

- Analysis
- Results
- Summary
- Conclusions
- Lessons learned

20% superior

?

20%
difference

?

20%
increase

Clear

20%
improve-
ment

Alternatives to 'Prove'

Validate

Document

Confirm

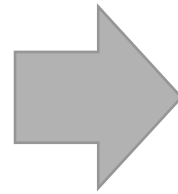
Highlight

Support

Emphasize

Underline

You
misunderstood
me



Let
me
explain

Impact

People should be able
to read your charts



Charts

Most frequent mistake

Poor legibility

Most frequent reason:

Font size **too small** ...

Font size **too small**

Type of Typography

~~**Rare
Fonts**~~

Common Fonts

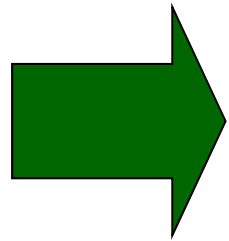
Arial

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 ...

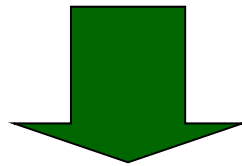
This trial confirms that substantin
can improve ...

Use line spacing > 1.1

This trial confirms that substantin
can improve ...

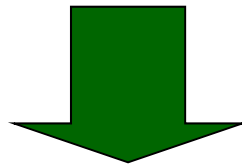
Colours

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

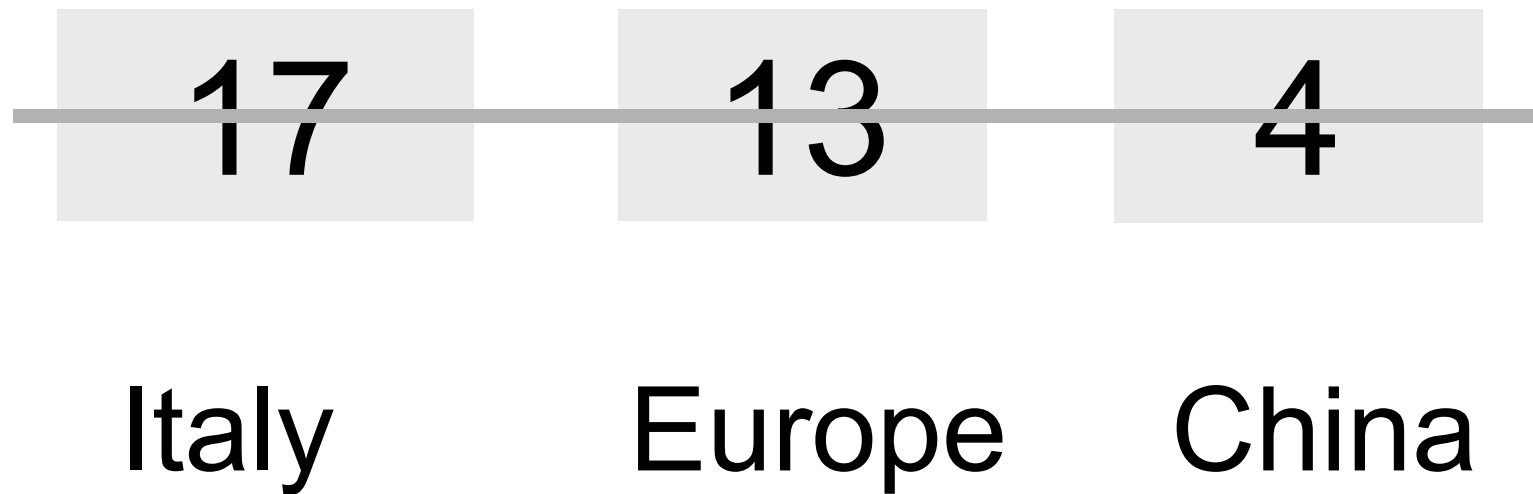
-
-
-

"Triplet" ...

Second Best Number of Bullet Points

-
-
-
-
-

Avoid "Unlucky" Numbers



Diagrams

Do not read your slides ...

They are called visual
aids for a reason ...

Your slides are there to
enhance your message

You as speaker are
more important than
your slides

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

...

Ask: Essential Charts

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

Various ways to express
your content in your charts

Speed of processing information

Text	Slow
Table	Medium
Diagram	Rapid
Image	Very rapid

Example One, Version 1

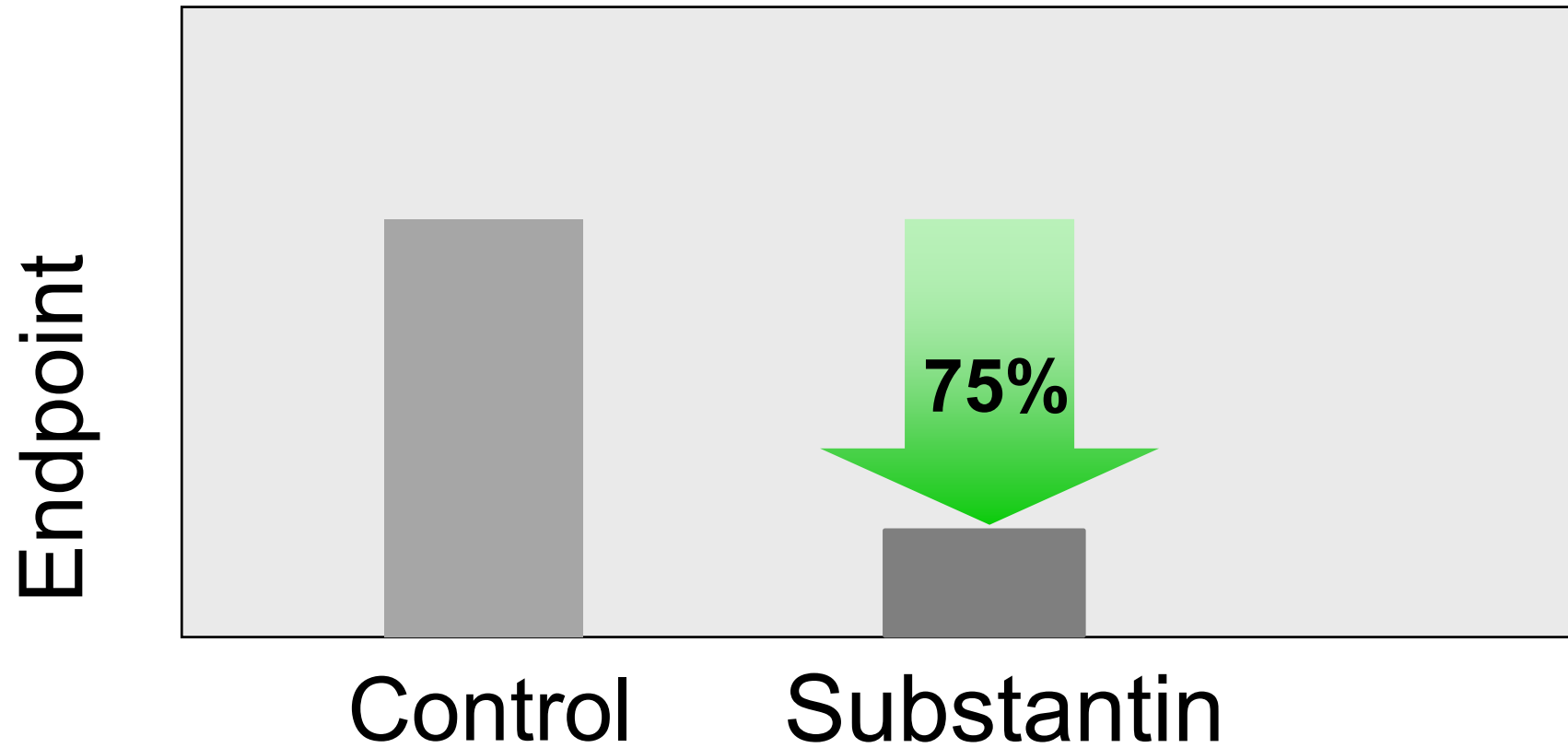
Substantin reduces endpoint
by 75% (from 100 to 25),
compared to the control group.

Example One, Version 2

Endpoint

Control	Substantin
100	25

Example One, Version 3



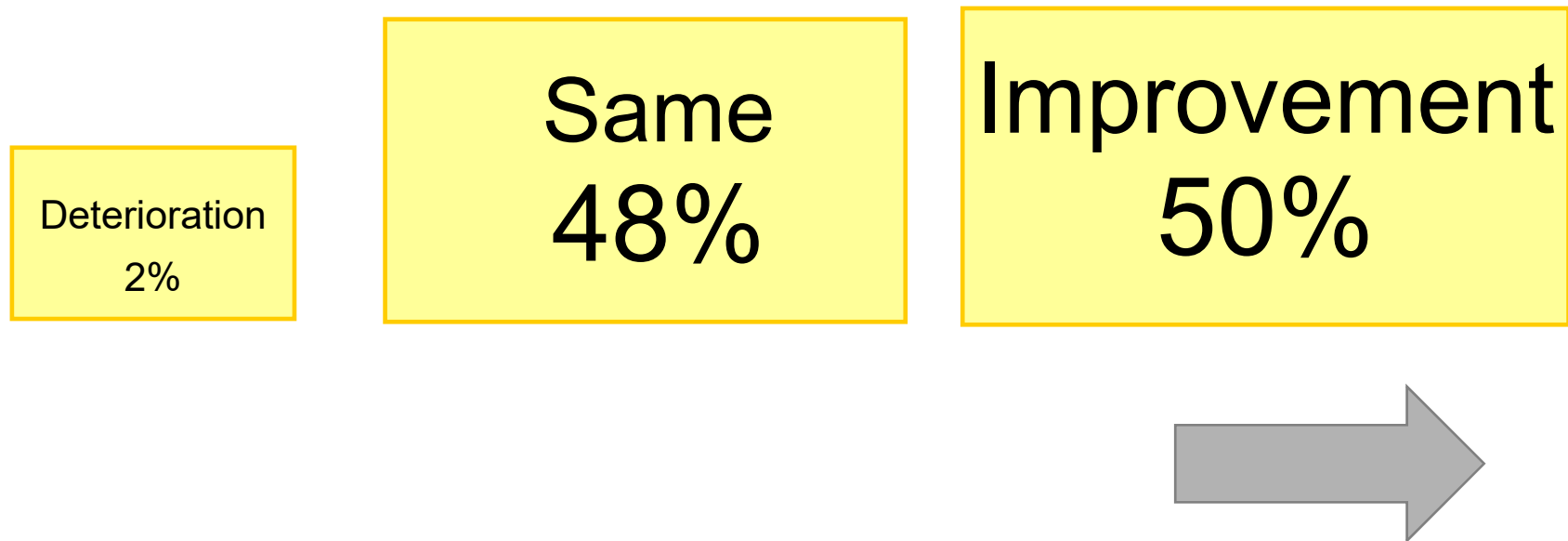
Example Two, Version 1

Results: Recall

Improvement	Same	Deterioration
50%	48%	2%



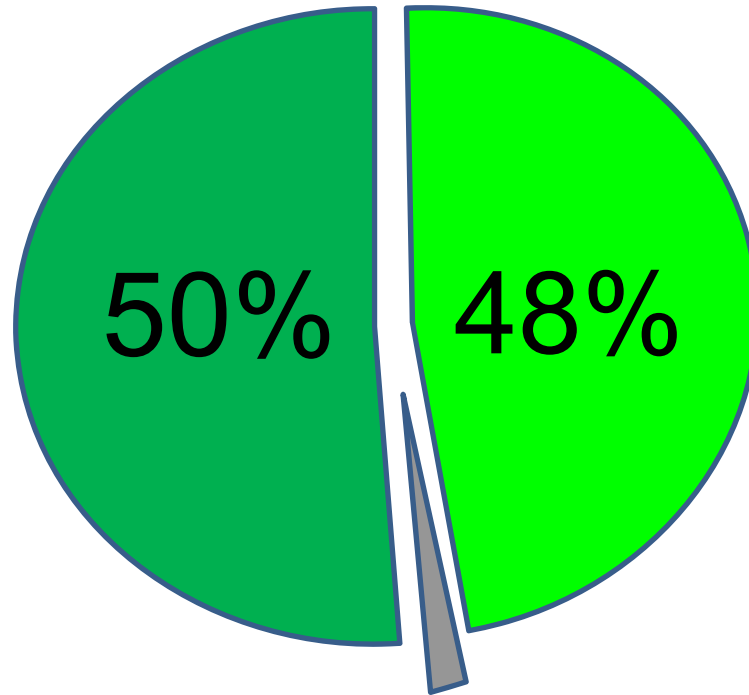
Example Two, Version 2



Example Two, Version 3

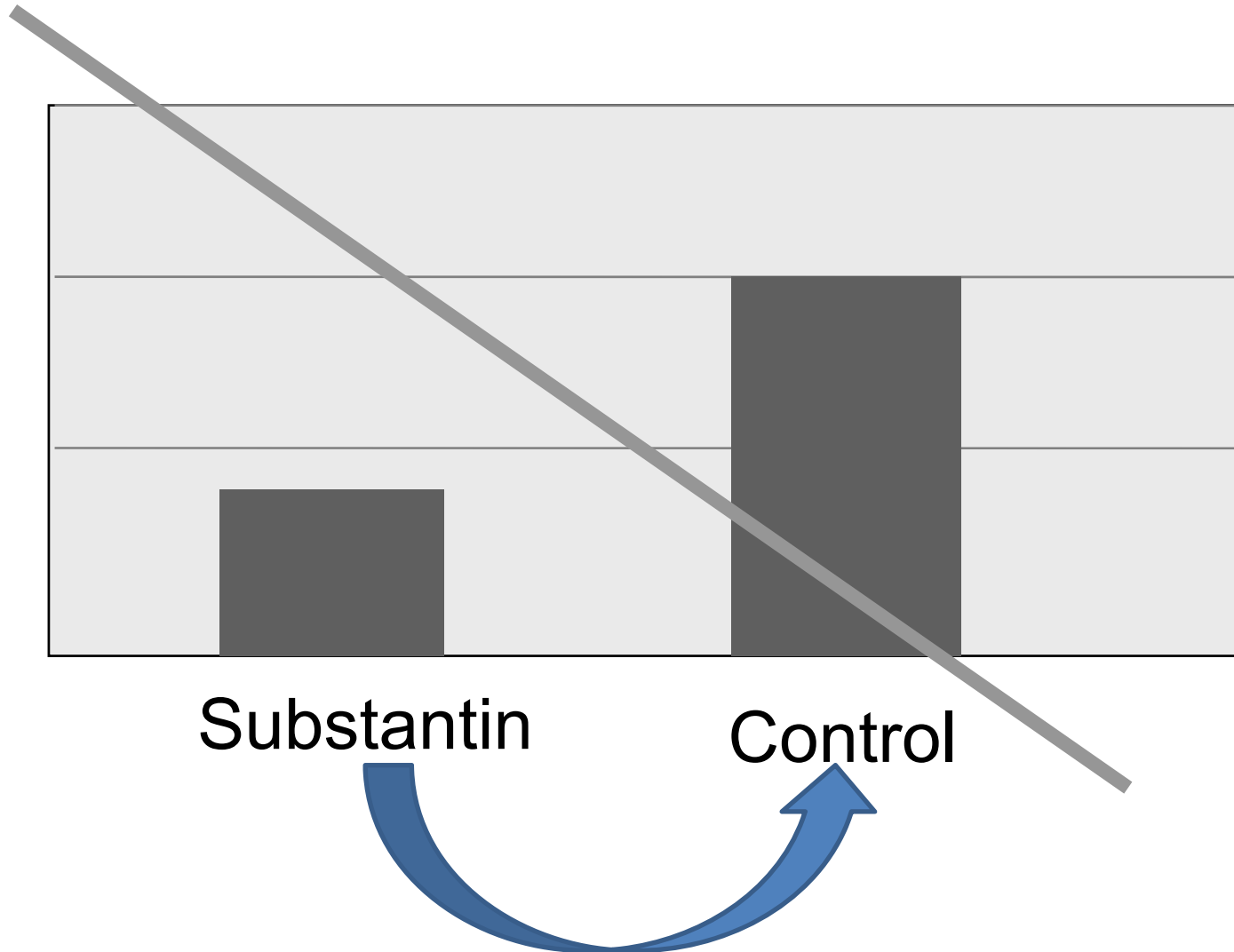
Improvement

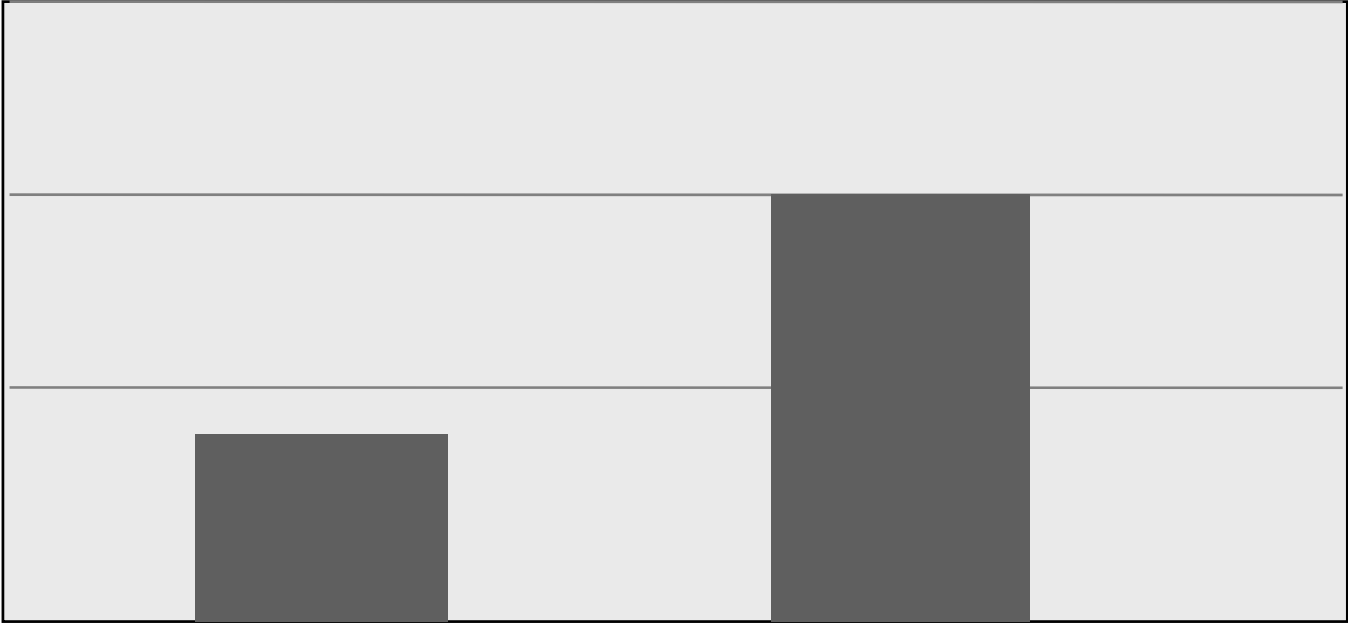
Same



Deterioration

Sequence of Columns





Control

Substantin

Diagram Legends

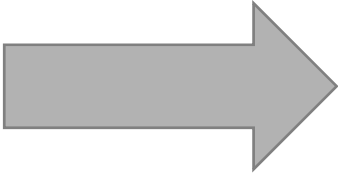
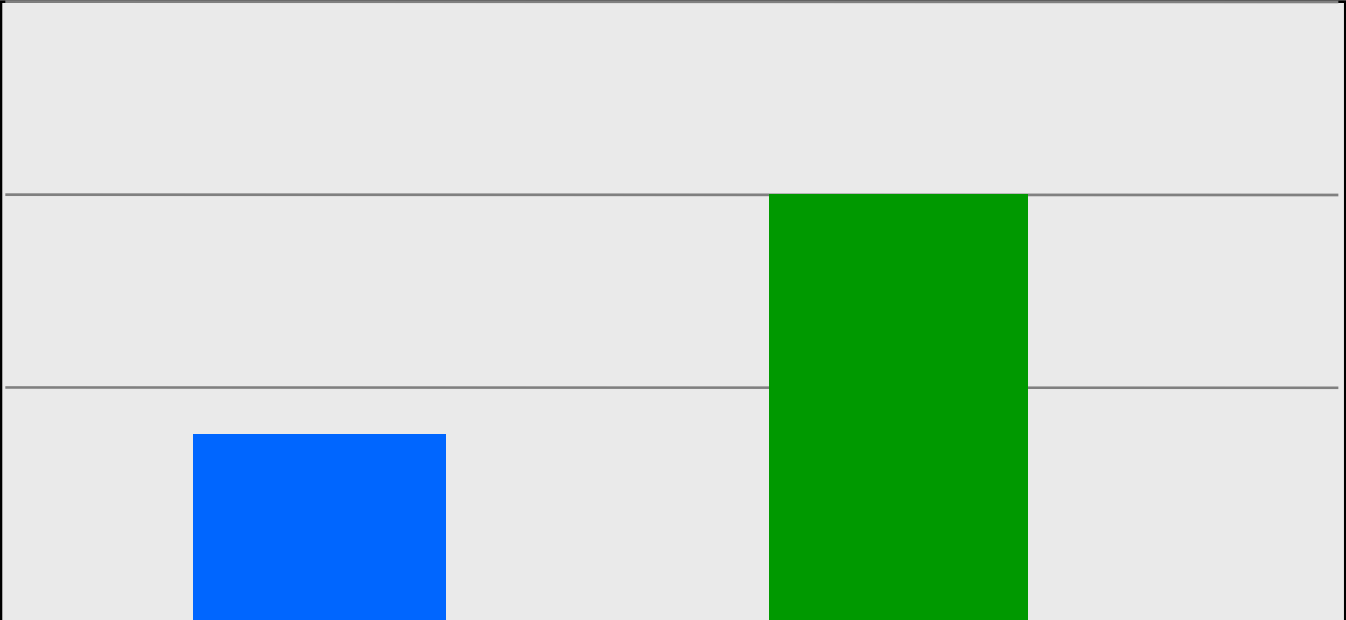
Typically used to provide information about the colors of the elements



Control



Substantin

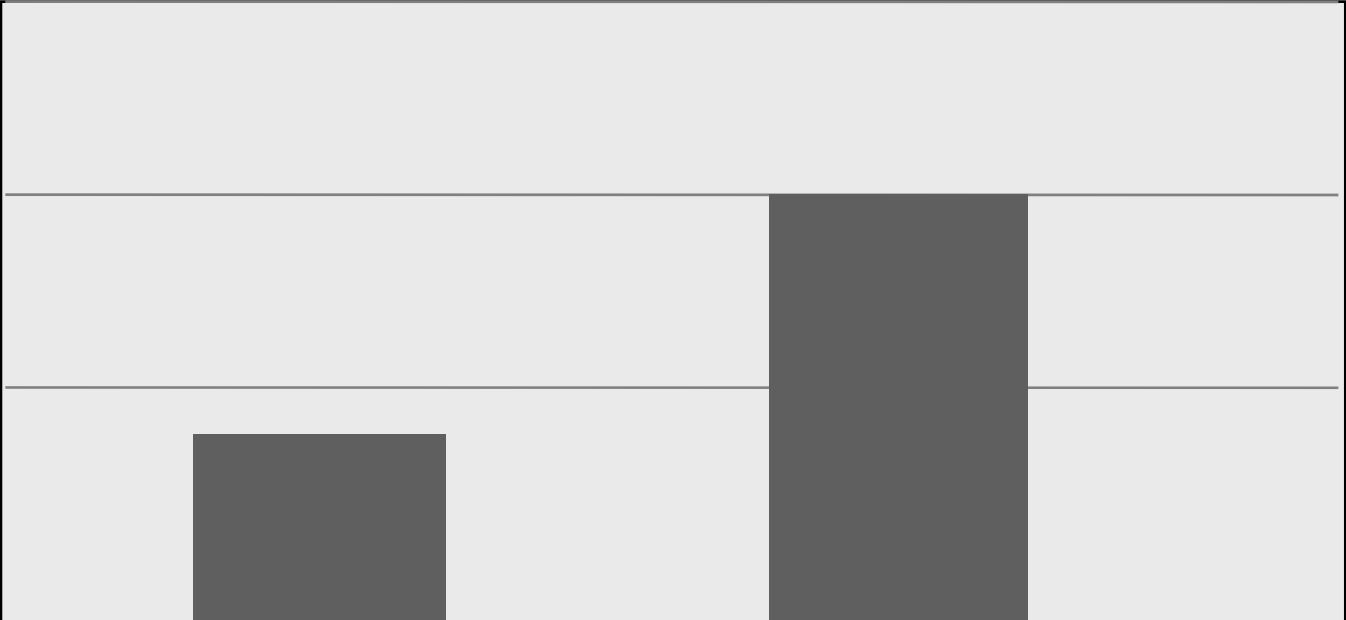




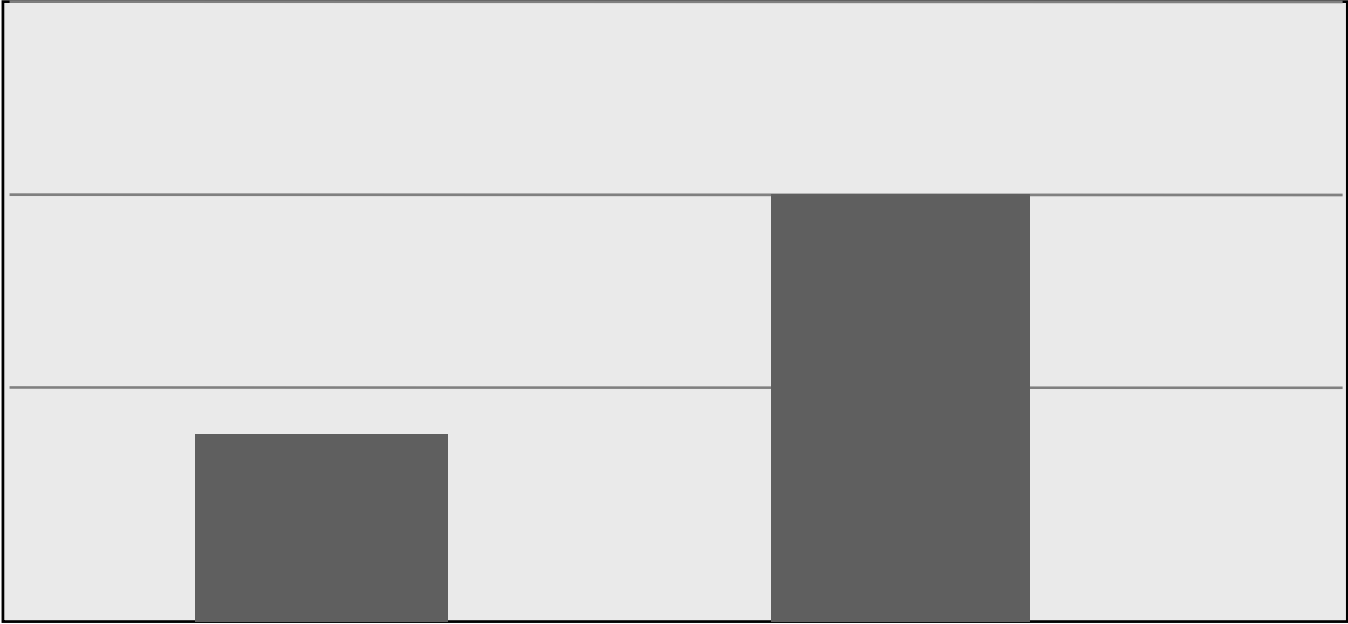
Control



Substantin



?



Control

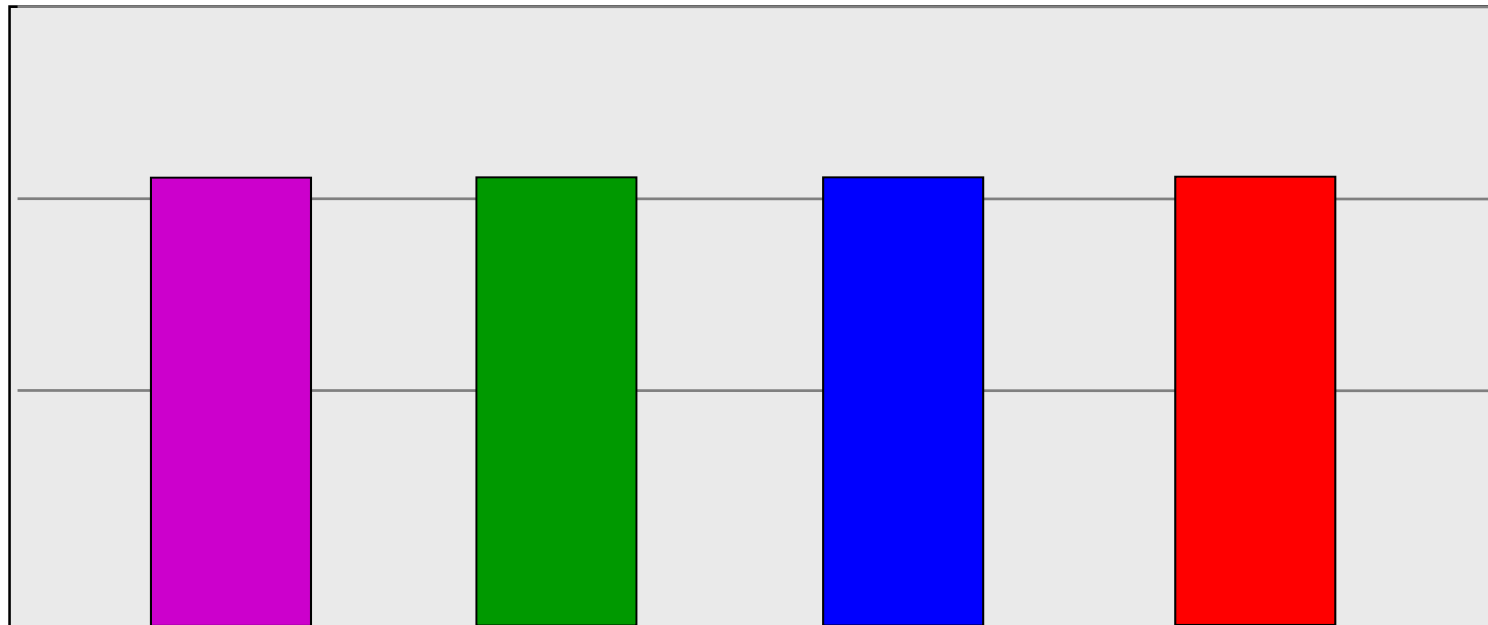
Substantin

Preferred

Label elements directly

The "Product" Column

Use Brand Color



Purple

Green

Blue

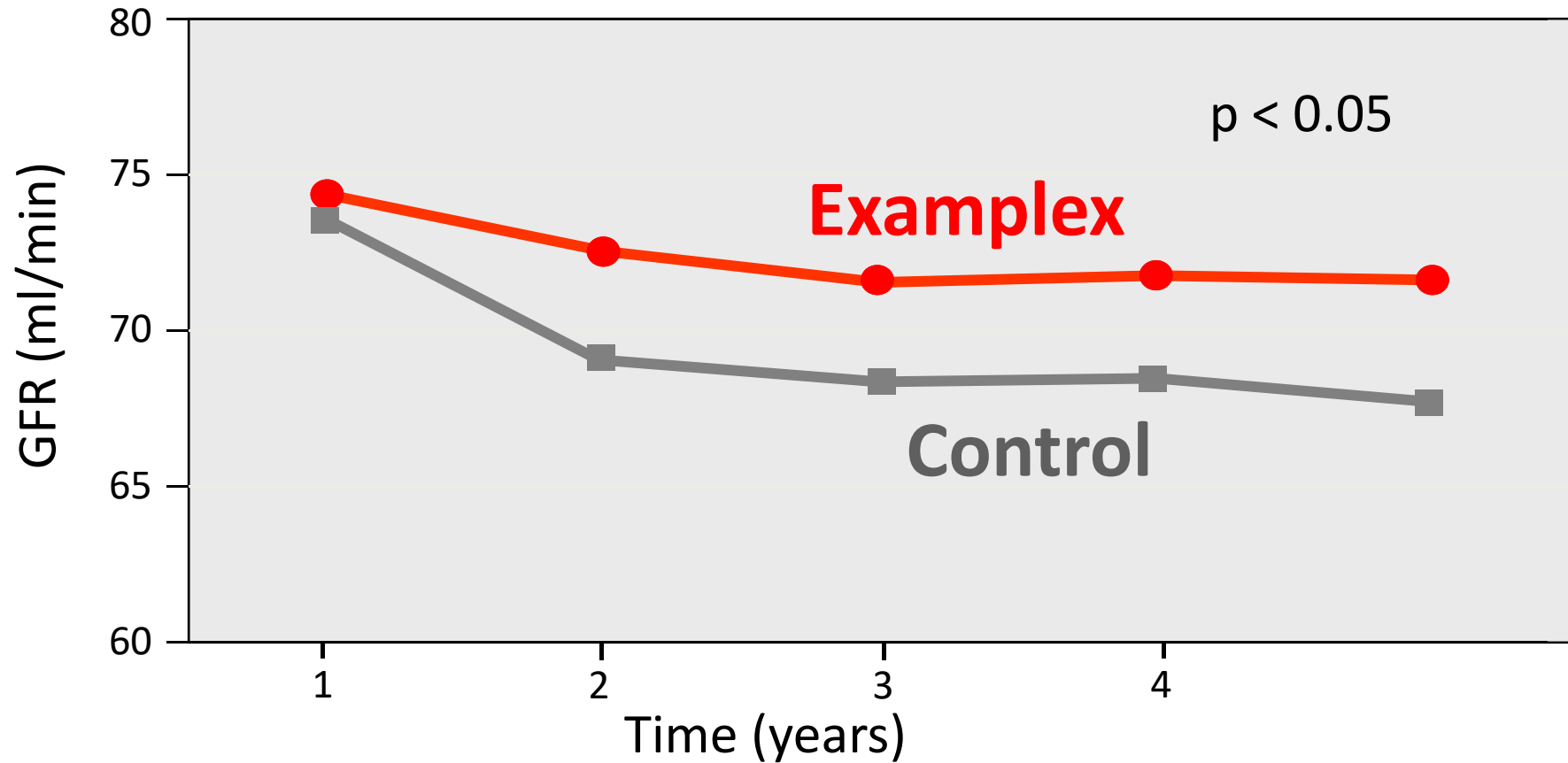
Red

Placebo or Control: Color



Grey

Statement Below Diagram

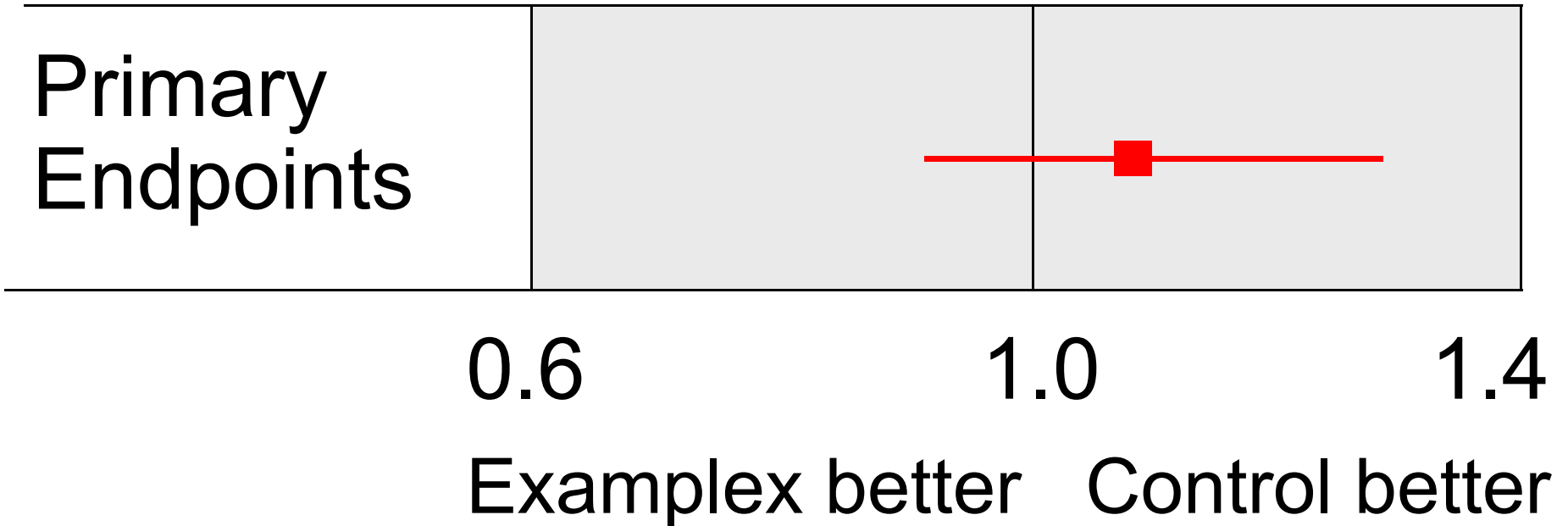


Examplex helps to maintain renal function

Outcome

Selected aspect

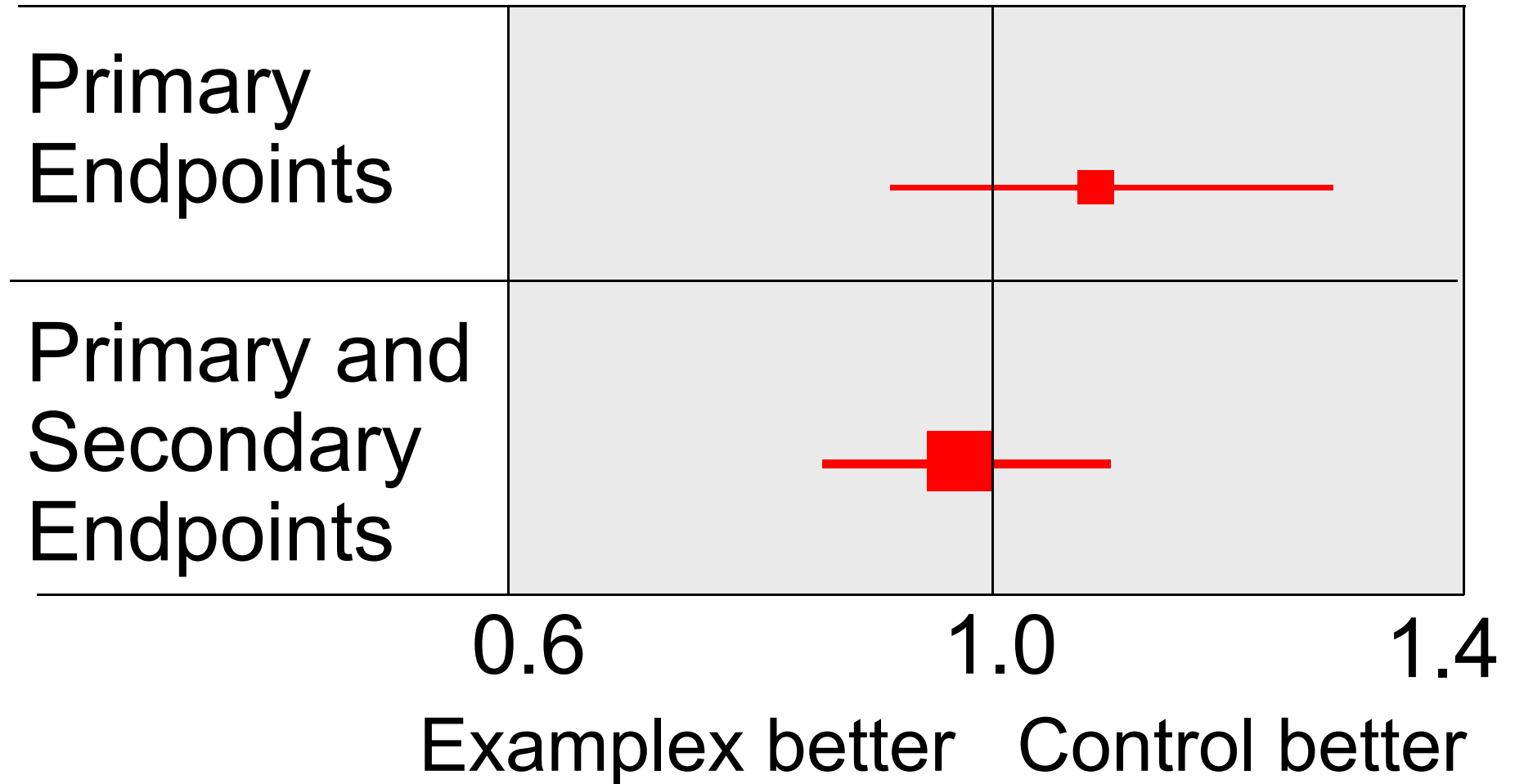
Relative Risk



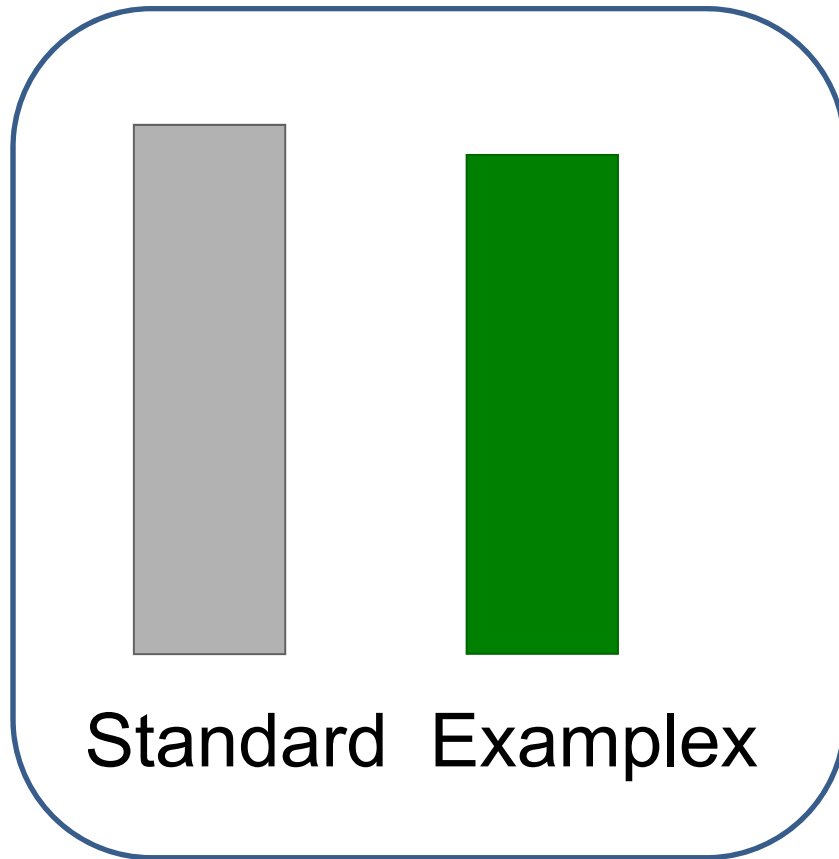
Outcome

Comprehensive

Relative Risk

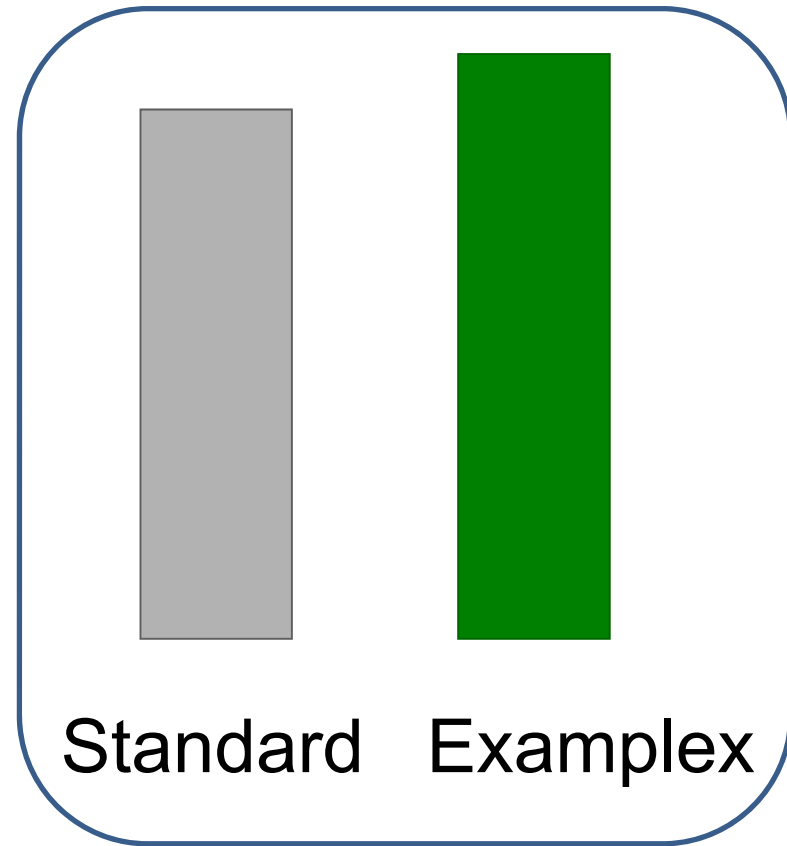


Statistical Analysis



Standard Exemplar

Intention-to-Treat



Standard Exemplar

Per-Protocol

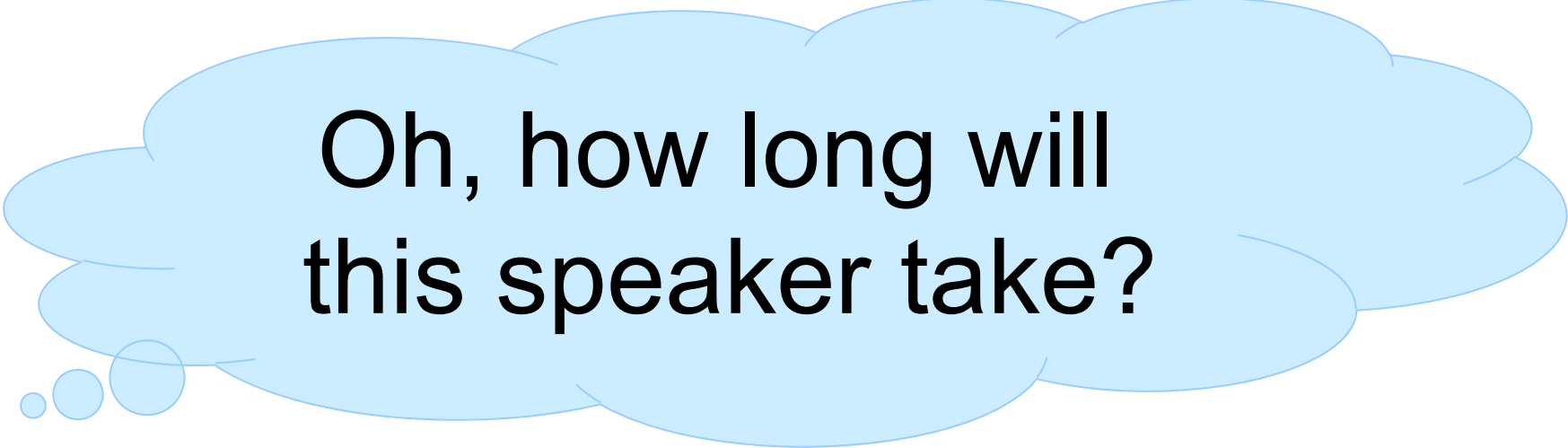
...

If you have the copyright



Avoid Numbering

What will the Audience Think?

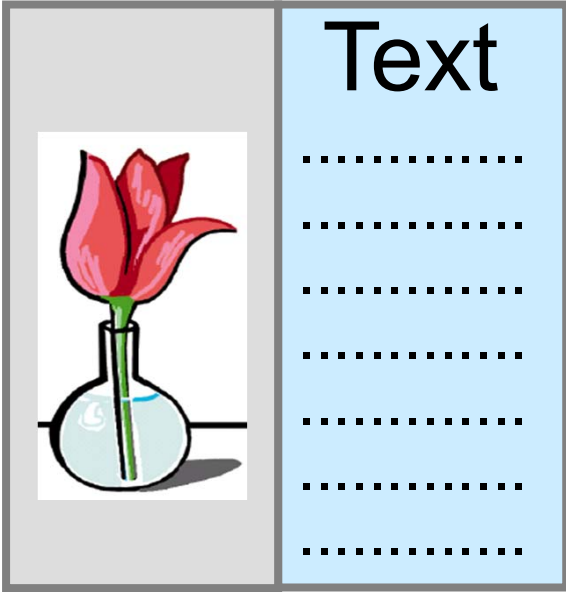
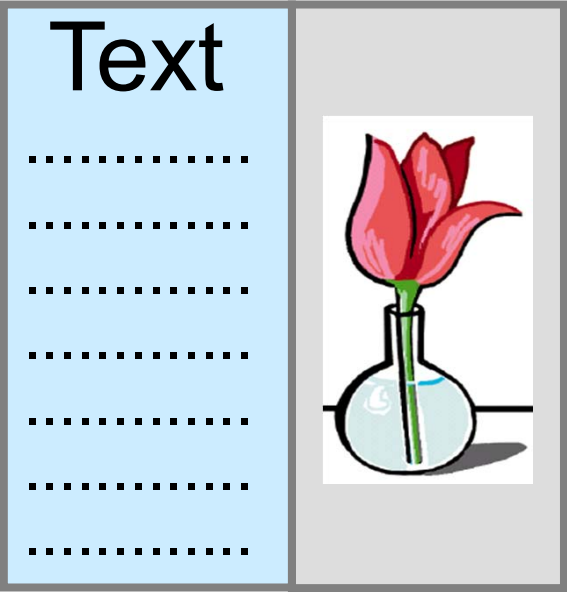


Oh, how long will
this speaker take?

Avoid Long Footers

Department of ABC, Institute of DEF,
University Hospital GHI, City of JKL, Country

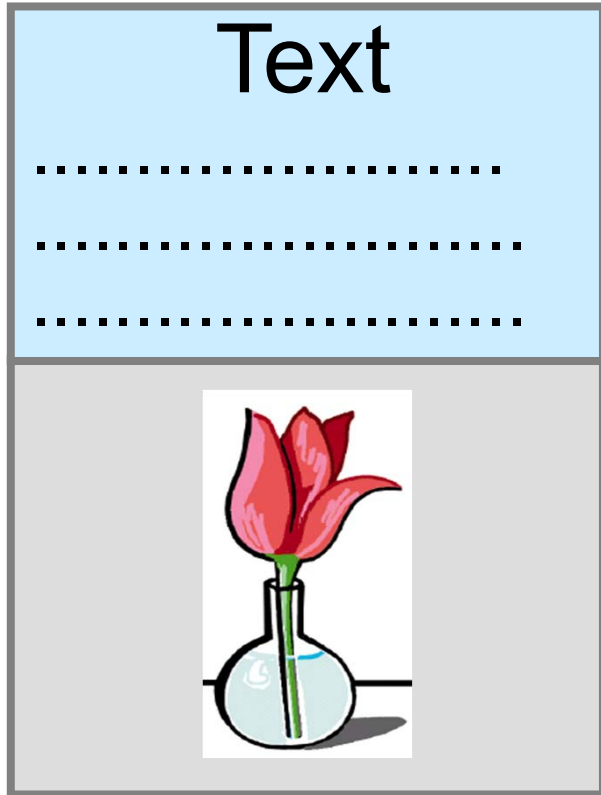
Layout (Vertical)



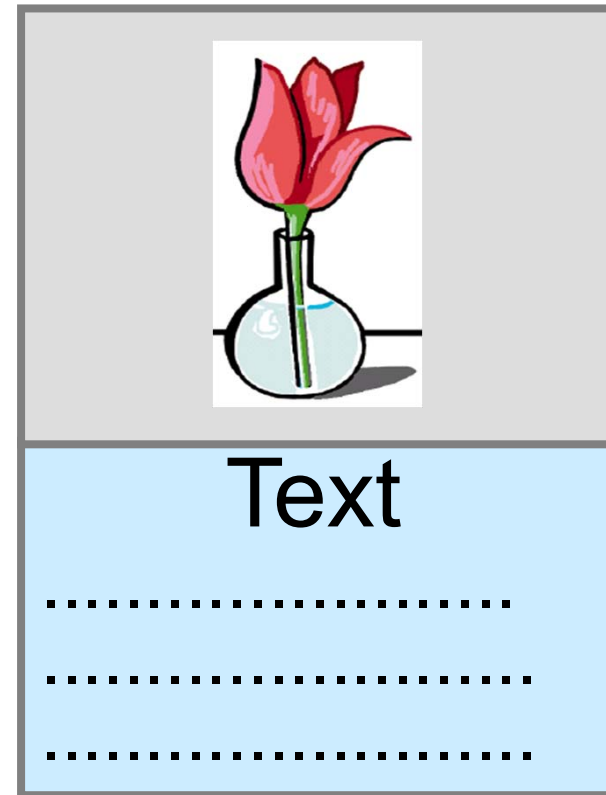
?



Layout (Horizontal)



?



Animation

Use sparingly

Best: **Wipe**

Repetition

Speed of processing information

Text

Slow

Table

Medium

Diagram

Rapid

Image

Ultra rapid

Use images
or illustrations

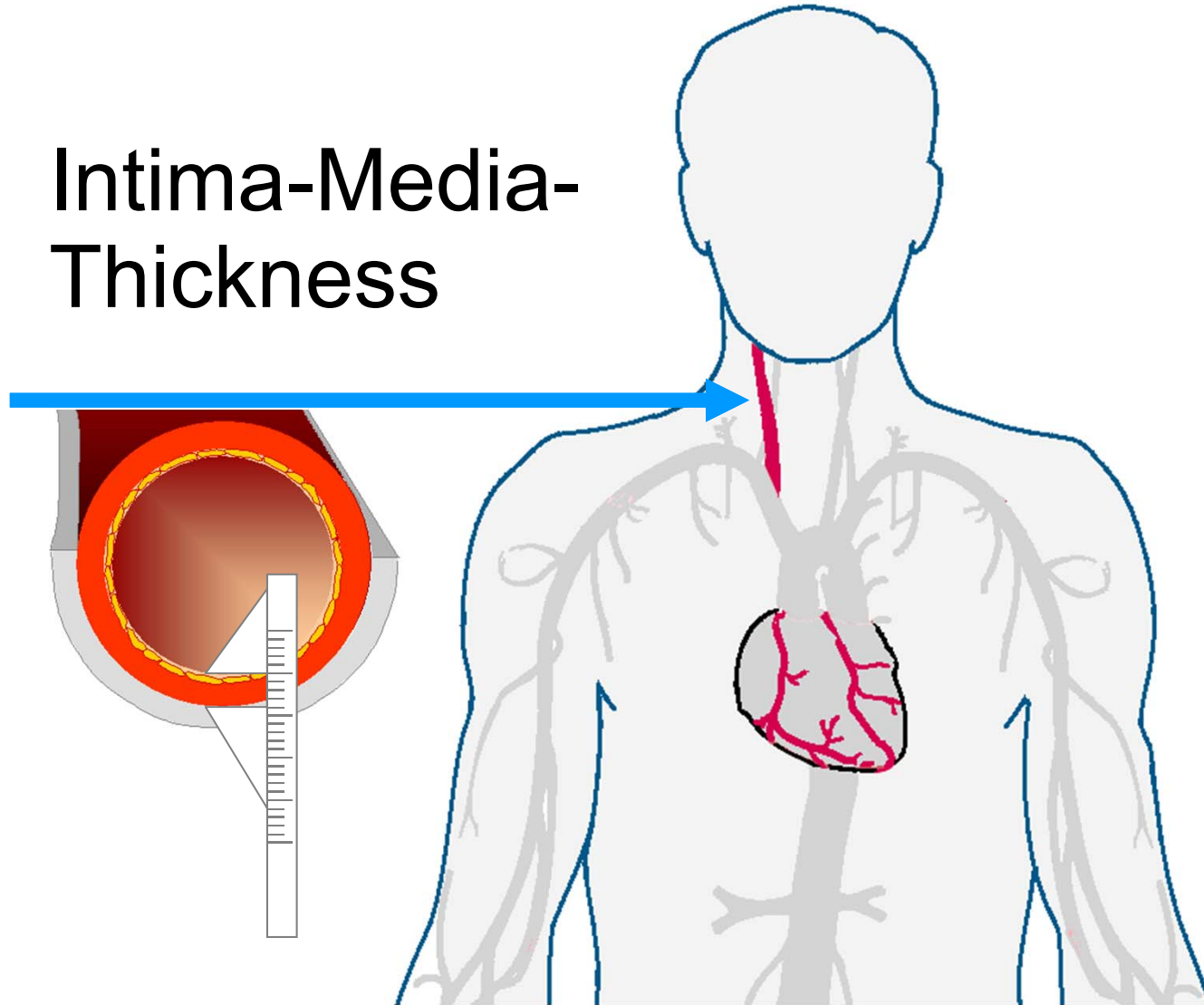


Intima-Media-Thickness (IMT)

Intima-Media-
Thickness

Intima-Media-Thickness

Intima-Media-Thickness



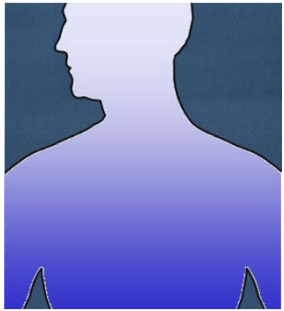
Impact of Elements

- 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~~

~~Circus Look~~

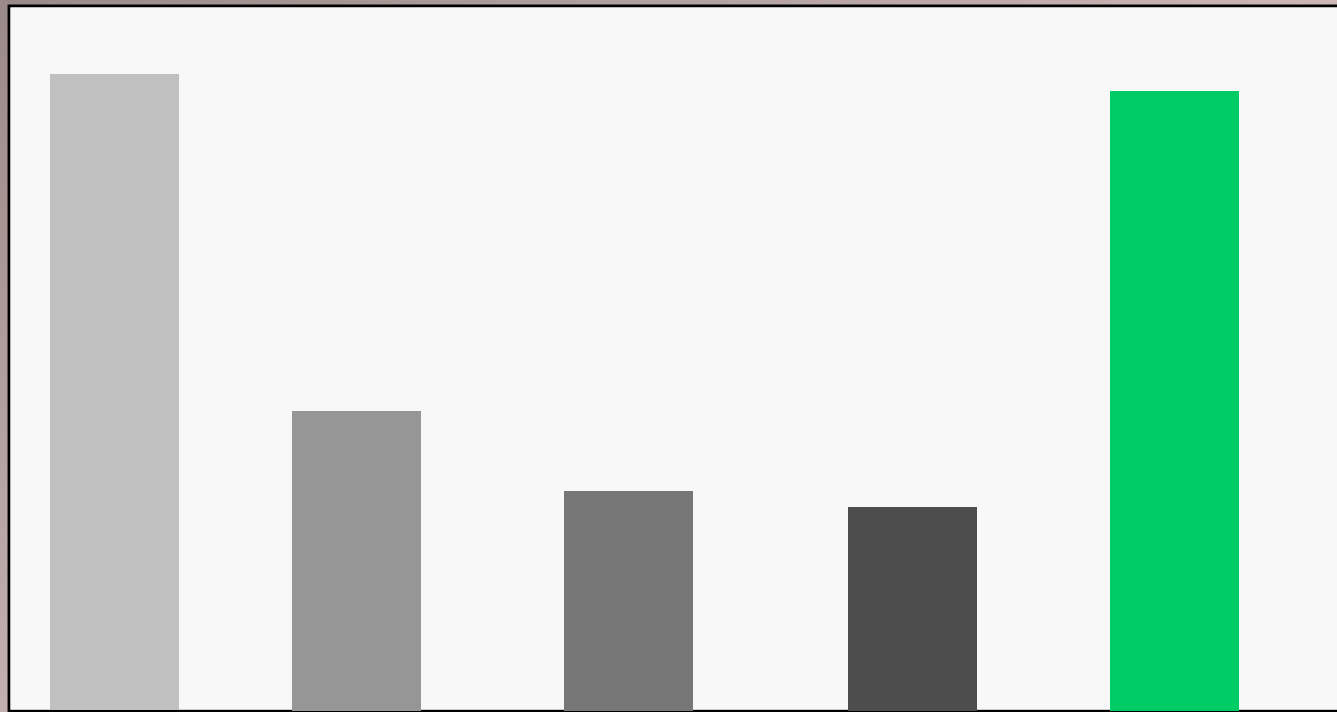
Clean

Compelling

Straightforward

Impact

~~Frames~~



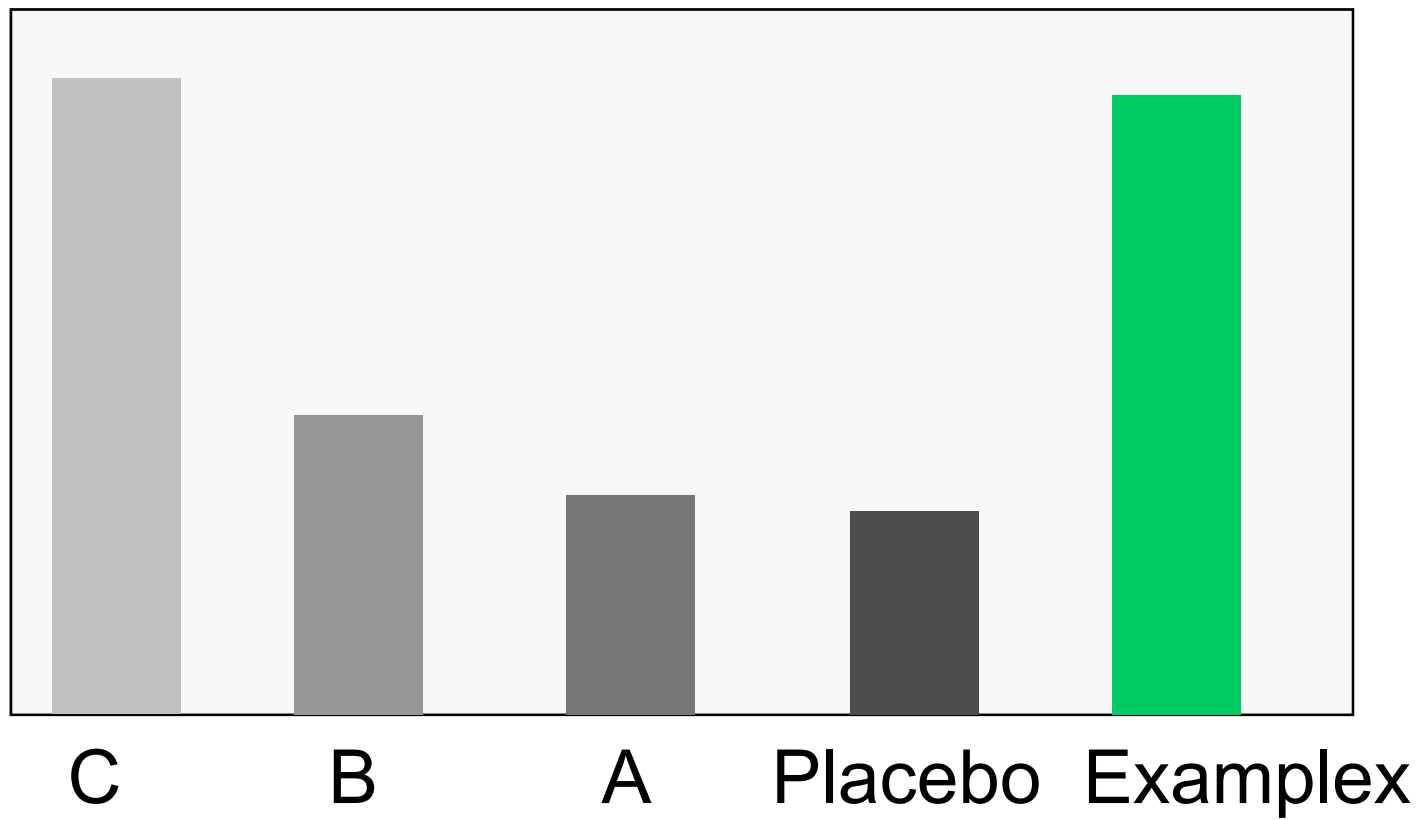
C

B

A

Placebo

Examplex

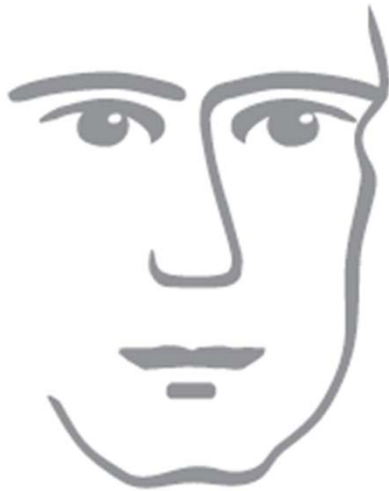


Emotional Impact



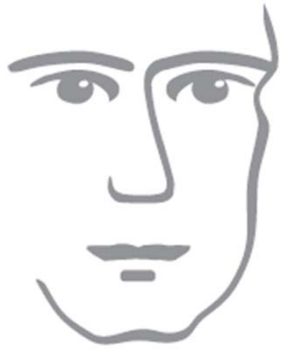
Tell a Human Interest Story

Case Study



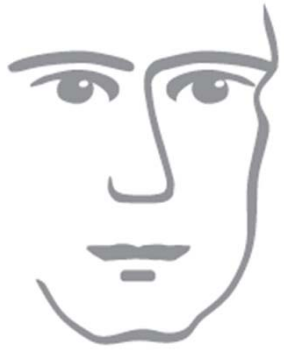
- Patient
- Physician
- Investigator

Example



Let me illustrate this
with the case study of
a 40-year old male
patient who suffered ...

Example



Let me share a personal
experience ...

Addresses emotions
and makes your
presentation memorable

Recap

- Give insights
- Choose the right words
- Use affirmative statements
- Impact: Text vs Table vs Diagram
- Do not use embellishments
- Use the right layout
- Colours
- Legibility of charts: Use sufficient font size
- Tell a "Human Interest Story" to address emotions