

# Speaker Training For Medical Scientific Experts



Giving  
Great  
Presentations

## 3) Delivery and Performance

**Voice**



# Preserve Your Voice

- Do ***not*** drink iced liquids  
Get room temperature water
- 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

# Pace

Speak slowly

I've never heard a speaker being criticized for speaking too slowly

# Body Language

## Non-Verbal Communication



Act in a natural way:

Brings life into your speech

It vitalizes and energizes  
your presentation





You are ***not*** a statue

You are ***not*** a robot

Stand up straight

Tips

"Stage Manners"



Always show a  
positive attitude



Smile sometimes

*But avoid "frozen grin"*

Face the audience



Audience



Speaker





Audience



Speaker

Never read  
your slides

Screen

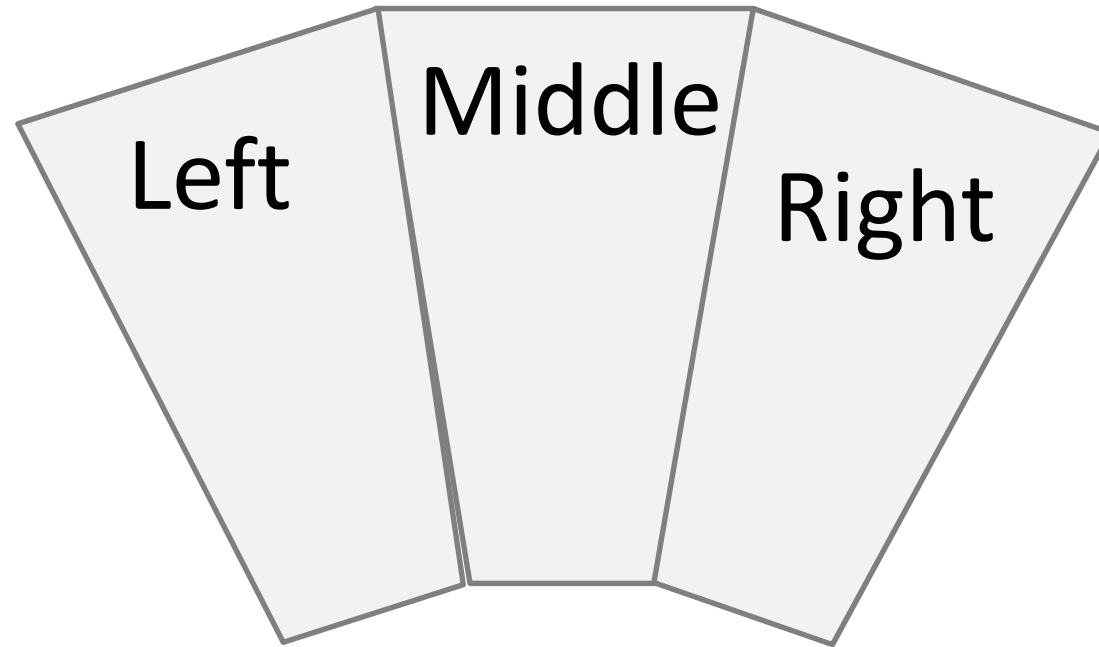


Do ***not*** look at your notes  
the whole time

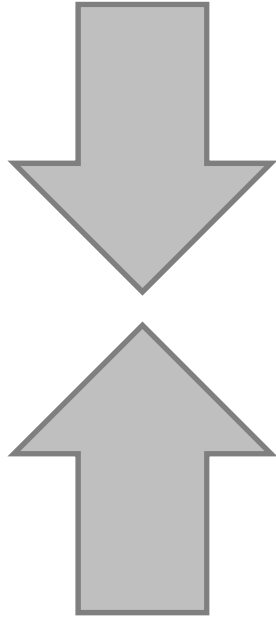


Keep eye contact

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



# Stand firm

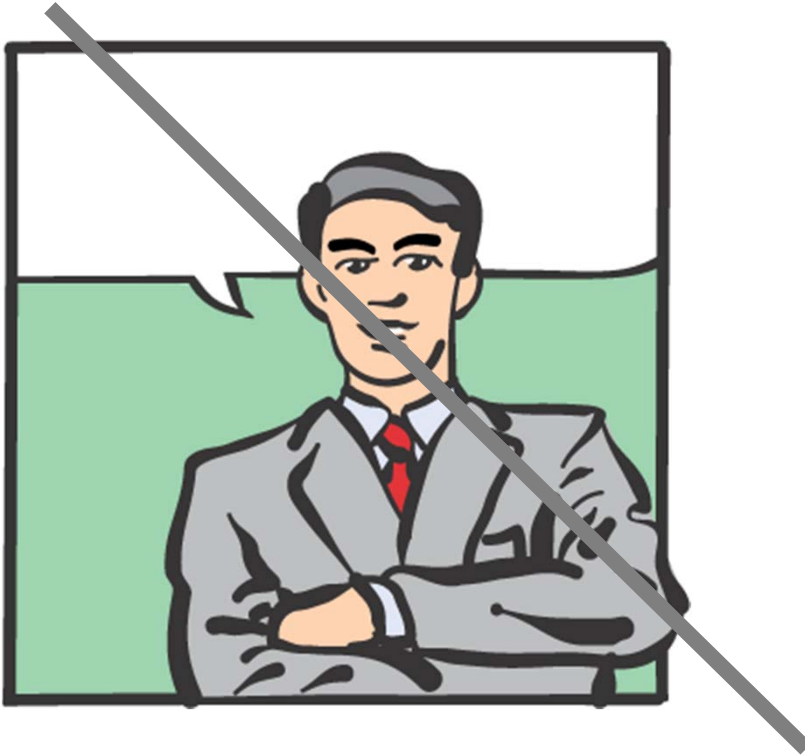


Avoid bouncing  
up and down

Use hands to underscore  
what's important

"Hands free and flowing"

Avoid ...



*closed posture*

Use open gestures

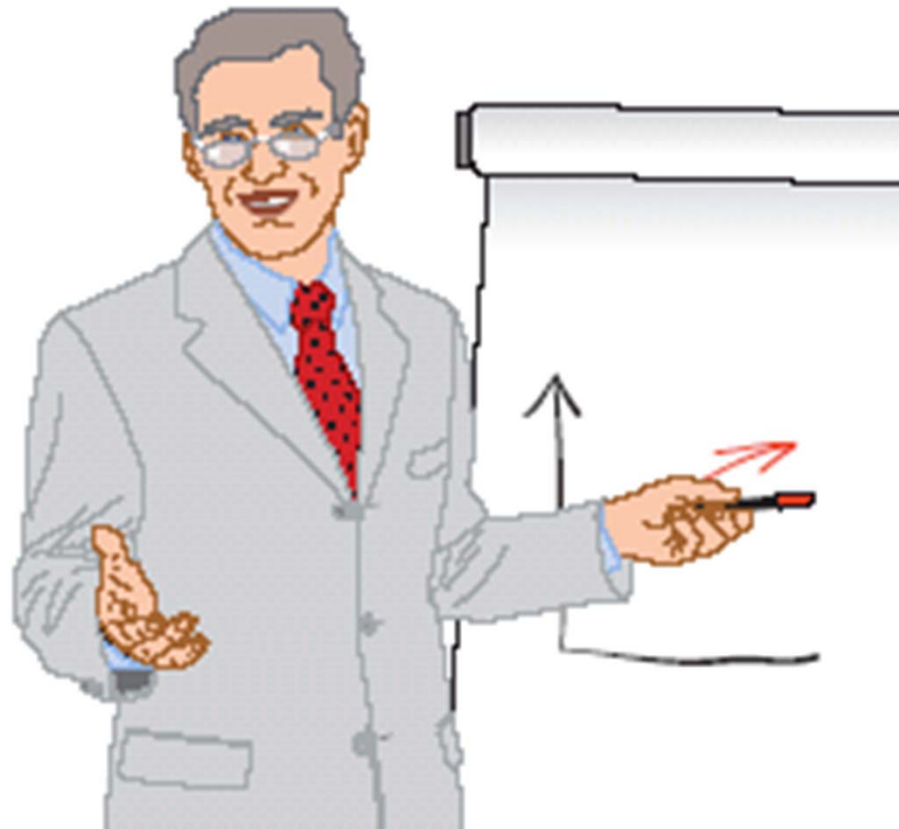
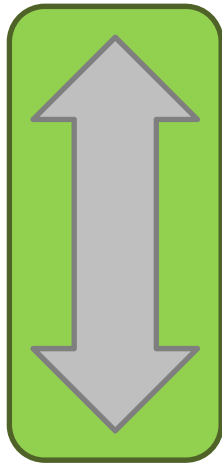
Avoid ...



*Putting hands  
behind your back*



# "Green Space" for your hands

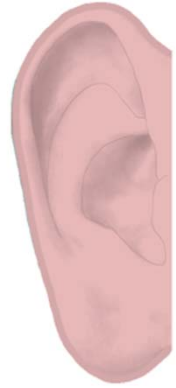


This helps you avoid  
distracting hand motions  
like ...

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



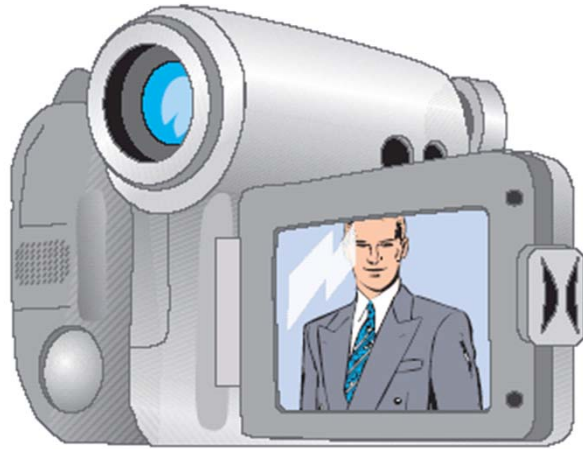
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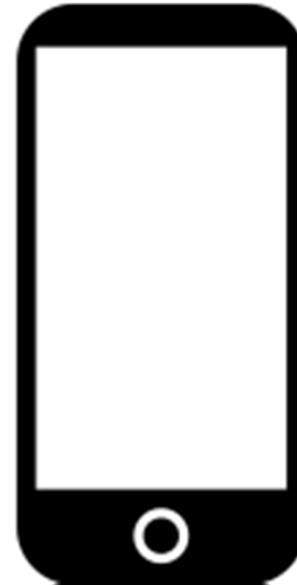
# **Use Every Opportunity to present to a live audience**

- to colleagues
- to friends
- to your significant other

# Ask someone to record you



or

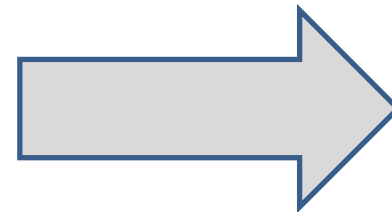


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# The Way to Grow

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





Keep practicing until you like  
what you see

## *What we do not know*

The best speakers have  
spent many hours practicing  
on video

# Duration of Recording

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

## *Example*

If the program gives you  
20 minutes, you do ***not*** have  
20 minutes, but only 18 to 19  
minutes.

# Exercise

- Rehearse
- Polish
- Refine

*You win or you learn*

If you sound "rehearsed":

You did ***not*** rehearse enough

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

We fall to the level  
of our training."

Training and practice  
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**

(your last 3 minutes)

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"



# Second Wake up call

Chart

**Summary**

**"Let's summarize ... "**

"Let me close by ..."

# Final Chart (Optional)

Email address

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

Website

(if you want to provide  
a download)

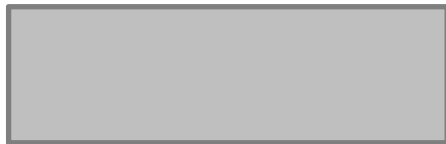
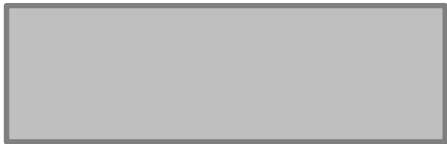
....@...

Download

www....







**After**



# Be accessible

Be available after the presentation so people can ask you questions



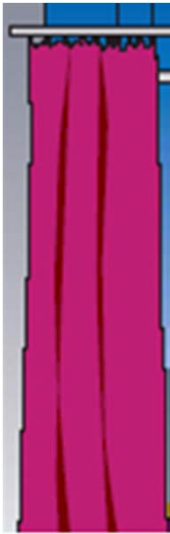
Audience can connect  
with you

Answer emails if  
you received any

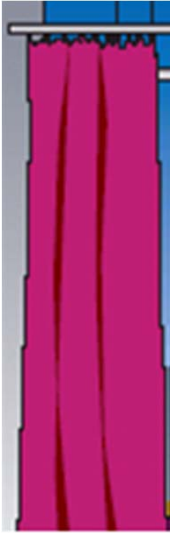
How do you know that  
you are moving in the  
right direction?

You are invited to give  
more presentations

# Specific Challenges



Scenarios and  
possible interruptions

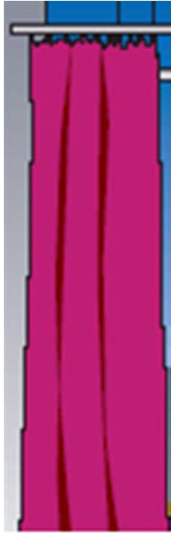


A participant wants to show his extensive knowledge by asking a lengthy "question"

Let us discuss that at coffee break ...

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

(chairman should ensure it)

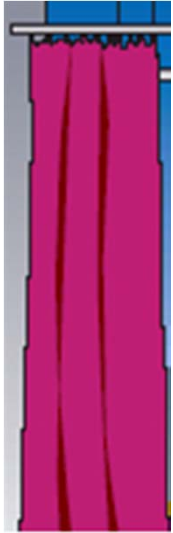


Electronic presentation  
breaks down

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 ...

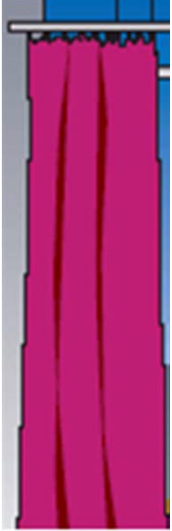
# Remember

**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



No one is asking  
a question

(A good chairman would jump in) ...

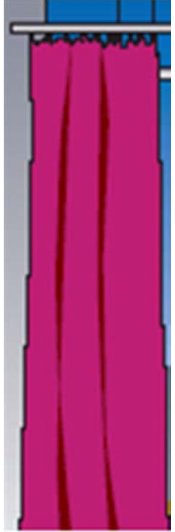
"Bring your own"

# Example

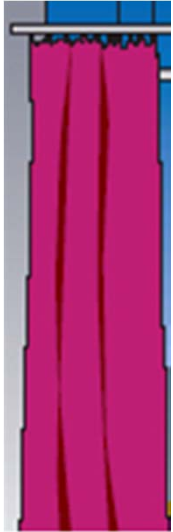
"A frequently asked question is ..."

"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 ...

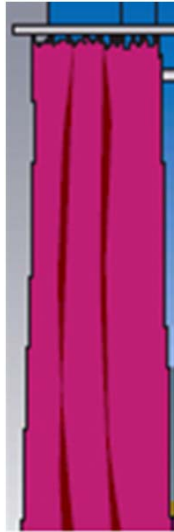
# You are the chairman

≠ speaker

You

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

# When you need time to think

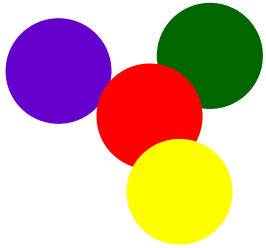


Drink  
some  
water

# 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

# Create a Masterpiece



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

It gives you a  
competitive advantage

Enhances your personal standing

(Independent of place in the hierarchy)

Adapt everything to  
your **own personal** style



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

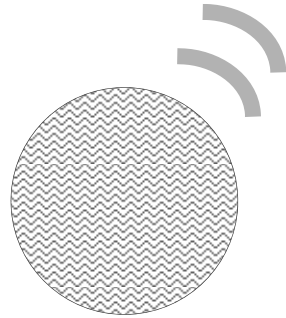


# Freedom



# **Visualize**

Imagine you giving  
a great presentation



People gravitate  
towards you

# **Final Advice**

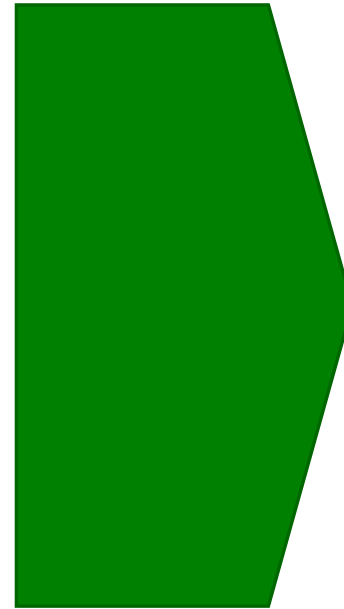
To realize your full potential

Prepare

Show up

Perform

Go home



# Recap

- Show a positive attitude
- Engage the audience: Keep eye contact
- Never read your slides
- Ask questions and give answers
- Strengthen your voice
- Speak slowly
- Non-verbal communication
- Make pauses
- Have a "Conclusions" chart
- Finish on time or one minute earlier
- Be available after the presentation