

The Art of Giving Effective Presentations

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The-Art-of-Giving-Effective-Presentations

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Objectives

- Make presentations successful
- Enhance communication skills
- Avoid common mistakes
- Connect with audience members
- Increase your impact



Lots of little things
done well can make
a powerful difference

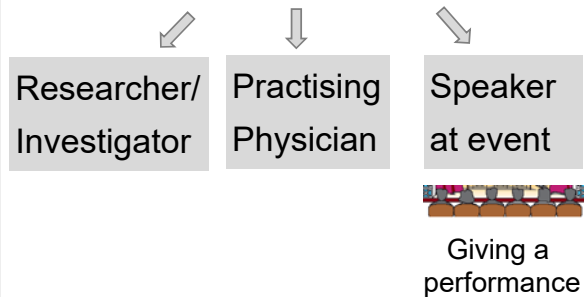
Richard Branson

Reminder

Reservoir

Adapt everything to
your own personal style

Operating Modes and Mindset



Competitive World

Also among experts
and speakers

Your in-person presentation is

five

times as effective as people
reading your publication

Create Impact



Cognition



Emotions

make people act

Elements

Content

Modes of Expression

Delivery:

The way content is presented

Valuable Content



Content

Target group: Identify the audience

Unmet need: Understand the problem

Attention: Arouse interest

Benefit: Offer a solution

Behaviour: Ask for action

Before Your Presentation

Connect

- to members of the audience
- to co-speakers ...

Relationship Building, Networking

Timing

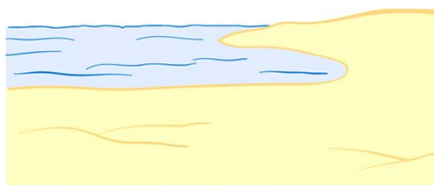


Learning: Effective Points



Anchoring bias Recency bias

Opening Section



Arouse Curiosity



"Have a hook"

Start: Create Tension



Rhetorical options

"Attention Grabber"



Start

Example

~~"We did a study"~~

Start

Example

"This trial answers the question ..."

Start

Example

"The Research Question ..."

Take them on a
journey of discovery

Example

"This is a unique study
because ..."

Example

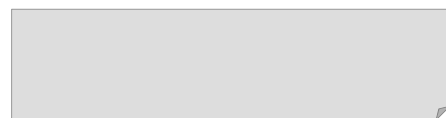
"My personal experience ..."

Understanding: Speed

Text	Slow
Table	Medium
Diagram	Rapid



Choice of Words



Focus

You *or* Your

I *or* My *or* We *or* Our

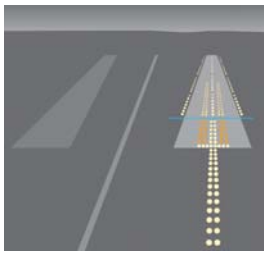
-

+

I will show

You will get

Target Group



Understand your audience

Test Result

"Medical"

Negative

Positive

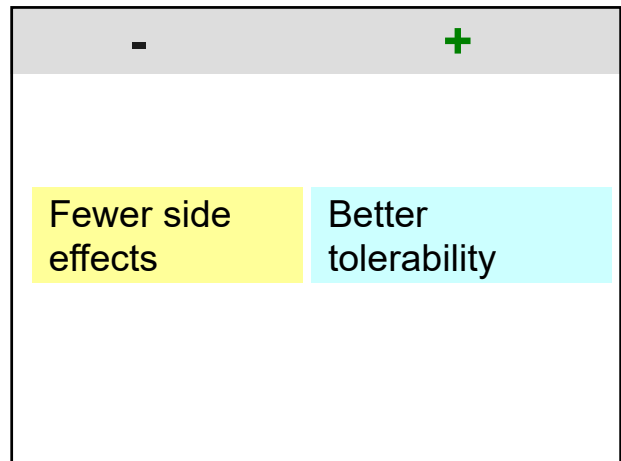
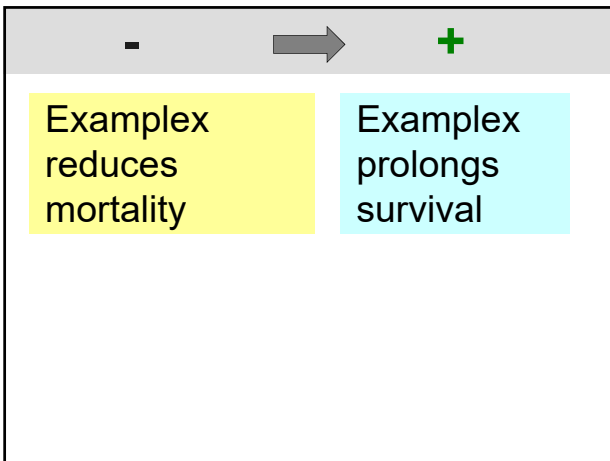
General
Public
"Laien"




Talking to Patients

"Double blind study"



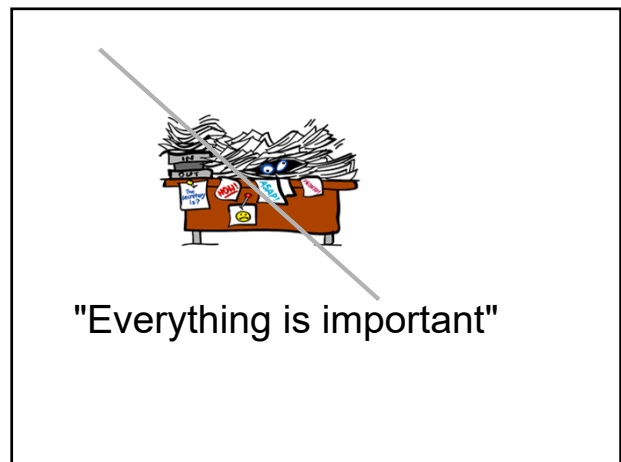


Content: The Main Pitfall



-
-
-
-
-
-
-
-

Saying more than is necessary and presenting too many details



Do *not* pack too much content into your presentation

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)

Be brief

Kiss

Keep it short and sharp

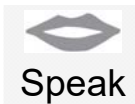
Show *less* text

Show *fewer* numbers

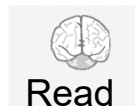
Presentation vs Publication

Do **not** read your slides

Speed



150



300

Words per minute

Focus

Powerful Words

Attractive Headlines

- Analysis
- Results
- Summary
- Conclusions
- Lessons learned

20% superior

Unclear	Better	Preferable
20% difference	20% increase	20% improvement

Case Study:

Tell a true story
Real Patient

Illustrate with Pictures

Before

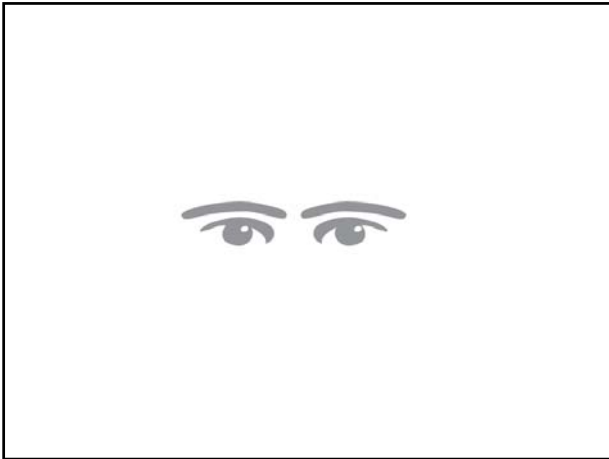
After

Charts: # 1 Mistake

= Poor legibility


The text is difficult to read

?



Font Size

Many people cannot read small letters

 Choose appropriate size

Use letters that are big enough


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Negative Typographic

Positive Typographic

Capitals and Lower Case

THIS TRIAL CONFIRMS THAT SUBSTANTIN CAN IMPROVE SURVIVAL


 Avoid capital letters

This trial confirms that substantin can improve survival

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Italics

This trial confirms that substantin can improve survival


 Stay away from italic style

This trial confirms that substantin can improve survival

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Underlining

This trial confirms that substantin can improve survival

 Avoid underlining

This trial confirms that substantin can improve survival of patients

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Line Spacing

This trial confirms that substantin can improve survival



Use spacing > 1.1

This trial confirms that substantin can improve survival

Colours

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



Ensure sufficient contrast

Some agencies love certain backgrounds / wallpapers



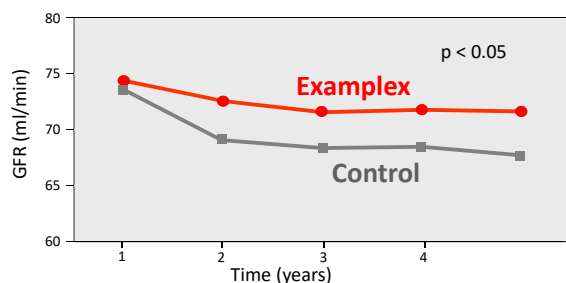
Omit backgrounds



Sequence

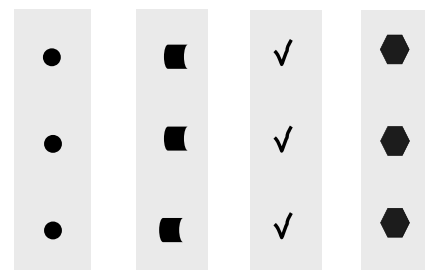
- 1) Visual elements like pictures
- 2) Headlines, statements below pictures
- 3) Subheadlines, bullet points
- 4) Regular text ("copy", "Fließtext")

Statement Below Diagram



Exemplex helps to maintain renal function

Best Symbols for Bullet Points

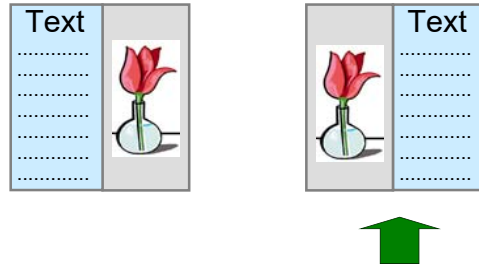


Best Number of Bullet Points To Move People to Action

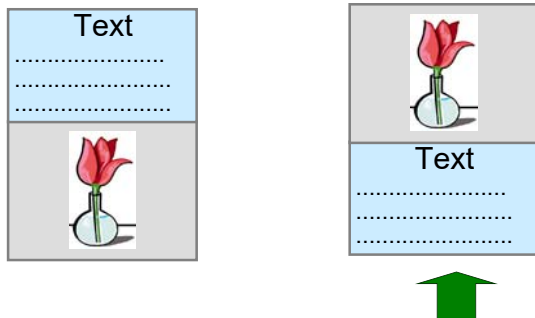
Uneven: **3** or **5**
"Triplet"

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Layout



Layout



Avoid

Circus Look

Decorations

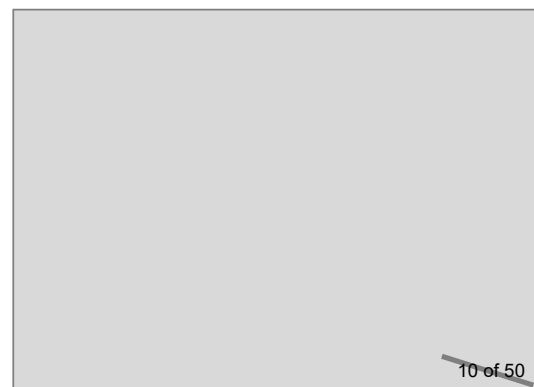
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Animation

Use sparingly

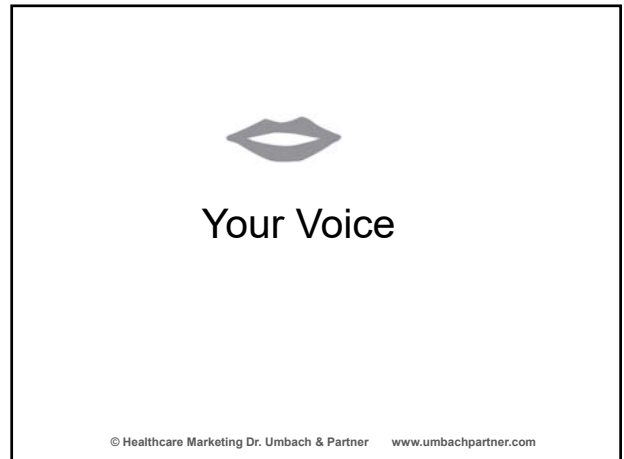
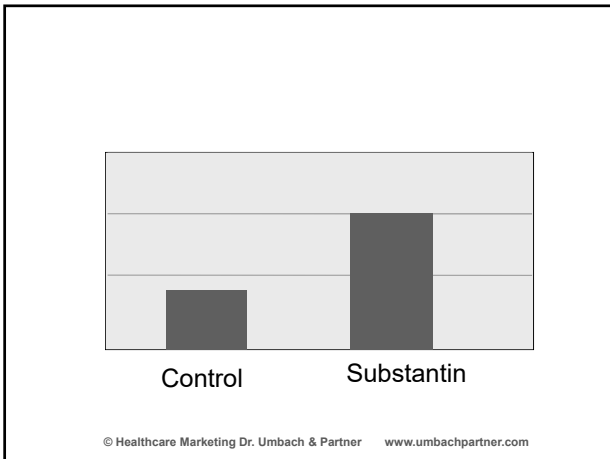
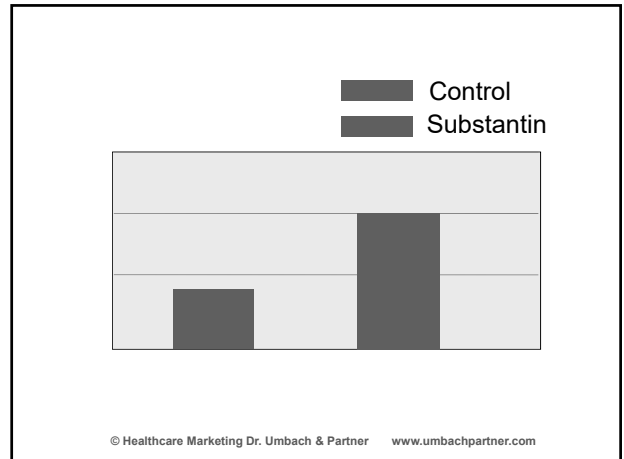
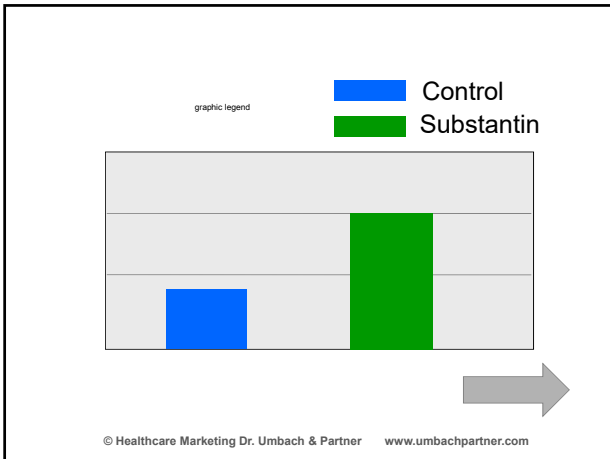
Best: **Wipe** →

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Articulate clearly
Pronounce precisely

Do not drink iced water

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Non-Verbal Communication

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Positive Attitude



Exude optimism

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Act in a natural way

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When possible

Get out from behind the lectern

("barrier between you and the audience")

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Avoid distracting hand motions

Examples

Rubbing your ear

Pushing back your hair

(watch videotape)

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7 Tips on Body Language

To connect with people

(audience rapport)

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1)

Face the audience

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Audience



Your
Position



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2)
Good upright posture

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3)
Keep eye contact

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4)
Use hands to underscore
what's important

"Hands free and flowing"

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5)
Use open gestures

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6)
Nod while listening

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7) Smile

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Consider a Flip Chart ...



For smaller audiences

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- Ensure it is put in the right place
- Bring your own marker pen
- Use blue or black colour

Underused Technique

Silence

"Pause" at key moments

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Speed

Speak slowly

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Humor

Only if you are good at it

Do *not* tell jokes

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"Magic" Wake up Call Examples

"In conclusion ... "

"Let's summarize ... "

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Conclusions

Practical, concrete, actionable

- Make meaning
- Implications
- How we can benefit

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Summary

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Keep in touch?

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Website

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"Closing Line"

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Practice Your Presentation

Rehearse

Polish

Refine

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Record Yourself



Your rehearsed version should be shorter than the time allotted

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You are giving a performance

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Creating an Experience



Develop a strong stage presence

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Prepare

Make it look
easy, elegant, effortless

Specific Challenges

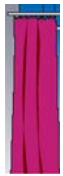
Possible Scenarios



Electronic presentation
breaks down



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



No one is asking a question

(A good chairman would jump in) ...

"Bring your own"



Previous speakers have
run overtime



Next speaker did not
show up



You realize you do not have
the time to show all charts



Skip certain charts ...

Finish on time



Appendix

The Essential Charts

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

Technical Back-up

Example

USB stick

Creating a Masterpiece



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

Vincent van Gogh

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