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

Reminder

Lots of little things done well can make a powerful difference

Richard Branson

Adapt everything to your own personal style

Operating Modes and Mindset

- Researcher/Investigator
- Practising Physician
- Speaker at event

Giving a performance
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

Learning: Effective Points
Anchoring bias  Recency bias

Timing

Opening Section
Arouse Curiosity

"Have a hook"

Start: Create Tension

Rhetorical options

"Attention Grabber"

Question  | Answer
Challenge  | Solution
Past       | Present

Start

Example

"We did a study"

Example

"This trial answers the question …"

Example

"The Research Question …"
Take them on a journey of discovery

"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

"Everything is important"

### 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)

<table>
<thead>
<tr>
<th>Examplex reduces mortality</th>
<th>Examplex prolongs survival</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fewer side effects</td>
<td>Better tolerability</td>
</tr>
</tbody>
</table>
Be brief

Kiss

Keep it short and sharp

Show less text
Show fewer numbers

Presentation vs Publication

Do not read your slides

Speed

Speak 150
Read 300

Words per minute

Focus
**Powerful Words**

**Attractive Headlines**
- Analysis
- Results
- Summary
- Conclusions
- Lessons learned

**20% superior**

<table>
<thead>
<tr>
<th>Unclear</th>
<th>Better</th>
<th>Preferable</th>
</tr>
</thead>
<tbody>
<tr>
<td>20% difference</td>
<td>20% increase</td>
<td>20% improvement</td>
</tr>
</tbody>
</table>

**Case Study:**
Tell a true story
Real Patient

**Illustrate with Pictures**

Before

After

**Charts: #1 Mistake**

= Poor legibility

The text is difficult to read

?
Use letters that are big enough

Choose appropriate size

Many people cannot read small letters

Avoid capital letters

Avoid underlining

Stay away from italic style

This trial confirms that substantin can improve survival

Italics

Underlining

This trial confirms that substantin can improve survival

This trial confirms that substantin can improve survival of patients

This trial confirms that substantin can improve survival

This trial confirms that substantin can improve survival

Negative Typography

Positive Typography

THIS TRIAL CONFIRMS THAT SUBSTANTIN CAN IMPROVE SURVIVAL

This trial confirms that substantin can improve survival
**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**

Examplex 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"

Avoid
Circus Look
Decorations

Animation
Use sparingly
Best: Wipe
Graphs show a comparison between Control and Substantin.

- **Your Voice**
  - Articulate clearly
  - Pronounce precisely
- **Non-Verbal Communication**
  - Do not drink iced water
Positive Attitude

Exude optimism

Act in a natural way

When possible
Get out from behind the lectern
("barrier between you and the audience")

Avoid distracting hand motions

*Examples*
Rubbing your ear
Pushing back your hair
*(watch videotape)*

7 Tips on Body Language

To connect with people
(audience rapport)

1) Face the audience
2) Good upright posture

3) Keep eye contact

4) Use hands to underscore what's important

"Hands free and flowing"

5) Use open gestures

6) Nod while listening
7) Smile

Consider a Flip Chart …

For smaller audiences

Underused Technique

Silence
"Pause" at key moments

Speed

Speak slowly

Humor

Only if you are good at it
Do not tell jokes
"Magic" Wake up Call
Examples

"In conclusion … "

"Let's summarize … "

Conclusions
Practical, concrete, actionable
- Make meaning
- Implications
- How we can benefit

Summary

Keep in touch?
Email
Website

"Closing Line"
Practice Your Presentation

Rehearse
Polish
Refine

Record Yourself

Your rehearsed version should be shorter than the time allotted

You are giving a performance

Develop a strong stage presence

Prepare

Make it look easy, elegant, effortless

Creating an Experience

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
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

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