Presentation Skills: How to Keep Your Audience Awake, Alert, and Informed

Kelley Branch, MD, MS

Division of Cardiology
University of Washington
What to Avoid

Another riveting lecture by Dr. Branch
Outline

• Know your audience

• Presentation skills to keep them awake

• Powerpoint slides
  – Tips and tricks
Presentation Skills

• Know your audience
  – Ask beforehand
  – Tailor to level and interest
    • Experts – Heavy on data
    • Not so expert – “What do I need to know”
    • Q: “So…when do we use this?”
Presentation Skills: Know Your Material

- **Focus on the message (10% rule)**

- Know your topic well enough to explain it and answer questions
  - Requires adequate preparation

- Address your own questions as you prepare

- Run *under* time
  - 5-10 minutes for discussion
  - Have an “out”. Know what to skip
Who Are You?

Lecture Styles to Avoid

• Monotone
• Soft talker/Mumbler
• Enzo (Ferrari)
• Chatty Cathy or Ken
• Verbal tic (“Basically…”)
• The Wanderer
• Screen talker

Fixes

• Watch the news
• Pick one portion of every slide to emphasize
• This is not your living room
• Have friend “critique”
• Keep an eye on the mic and the back walls
Presentation Skills

• Speak clearly

• SLOW DOWN

Enthusiasm is Infectious

• Talk to people or mic, not screen(s)

• Talk to the back of the room

• Use the pause
Presentation Skills

- Involve the audience
  - Small room – eye contact to everyone
  - Large room – split audience into 3rds
  - Find the “nodder”

- Minimize hands and movements, like props

- Avoid lecturalgia
Large or National Meetings

• Sit up and forward
• Acknowledge meeting and moderators
• Engage from the start
  – Use greeting or phrase in native language
• Keep same distance from mic
• Organize to run under time
  – No one cares about data if running late
BRAIN BREAK

• About every 10-15 minutes

• May use outline slide

• Use cartoons or pictures
  – Make a point with it

• Question as a transition
Powerpoint Slides
Powerpoint Slides: Why?

• A means to an end
  – Try to effectively and succinctly communicate data

• Entertainment

• A picture is not limited to 1000 words

• Prompt for ideas

• Good example: An Inconvenient Truth
Powerpoint Outline

• Tell them you are going to tell them, tell them, and tell them you told them
• Hints for good presentations
• Slidemaking rules
• Choosing slide parameters
• Tables, Graphs, Pictures

• Think HAIKU!
Powerpoint Outline

• Tell them you are going to tell them, tell them, and tell them you told them

• Hints for good presentations

• Slidemaking rules

• Choosing slide parameters

• Tables, Graphs, Pictures

• Think HAIKU!
Hints for Good Presentations

• 10% Rule – What 10% from presentation are the take away points?

• Limit points to bare minimum
  – Phrases OK, sentences not

• Make it BIG, SIMPLE, CLEAR

• Enjoy and embrace space
Hints for Good Presentations

• 10% Rule – What 10% from presentation are the take away points?

• Limit points to bare minimum
  – Phrases OK, sentences not

• Make it BIG, SIMPLE, CLEAR

• Enjoy and embrace space
Rules/Guidelines for Slides

• 8 foot rule -- Try to read a printout at 8 feet
• Titles: 44 points +/- 4
• Body: 32 points +/- 4
• Font selection – Avoid kerned/serif fonts
  – Use Arial or Helvetica, NOT Times New Roman or Courier

32 point font
Fonts - 44

- **Serif Font: Times New Roman – 36**
  - Times New Roman - 28
    - Times New Roman - 20
    - Times New Roman - 12

- **Non-serif font: Arial - 36**
  - Arial – 28
    - Arial – 20
    - Arial - 12
Rules (cont.)

- Total number of lines -> try to limit to 6-8
- Use the entire slide, they are cheap!
- Emphasis
  - **bold** fonts, *italic* fonts, or **different colors**. NOT *underlining*
- Use animation sparingly
- Use shadowing of text, slides look less flat
Rules (cont.)

- Total number of lines -> try to limit to 6-8
- Use the entire slide, they are cheap!
- Emphasis
  - **bold** fonts, *italic* fonts, or different colors. NOT **underlining**
- Use animation sparingly
- Use shadowing of text, slides look less flat
Backgrounds

• Use a color and contrasting font
  – Darker background colors, avoid black and white

• Avoid “Background As The Presentation”

• Careful with gradients

• Try palettes on Powerpoint
  – Be cautious, simple is better
  – View your slideshow from across the room
Backgrounds

- This is classic and works
- Stark contrast of back type
- White background fatigues the eyes after ~30 minutes
Backgrounds

• Who here is annoyed?

• It is probably good for subliminal text

• Even dark is annoying…
It could be hypothesised that the effects of vasodilators on ventricular dimensions and remodelling could reduce the area of the regurgitant orifice, while this is not the case in organic mitral regurgitation.

Most studies have demonstrated a decrease in the regurgitant fraction and/or LV volumes after 3–12 months using ACE inhibitors or AT1 receptor blockers.
Backgrounds

• Any questions....

• Comments....
Powerpoint Colors

Try Vischeck on Your Image Files

Your Results:

Pericardial Pressure Volume Loop

- Slow fluid accumulation
- Stretch to accommodate volume
- No significant rise in pericardial pressure
- Can accumulate 1-2 liters

- Rapid fluid accumulation
- Cannot accommodate volume
- Pericardial pressure rises rapidly
- 50-100 cc's marked increase in pressure

Try Vischeck on Your Image Files

Your Results:

Original Image

Deuteranope Simulation
BRAIN BREAK

• About every 10-15 minutes
• May use outline slide
• Use cartoons or pictures
  – Make a point with it
• Question as a transition
How does obesity affect our patients?
Obesity and Cardiovascular Risk

Your patient?

Or your patient?