

Making Effective Presentations at Meetings

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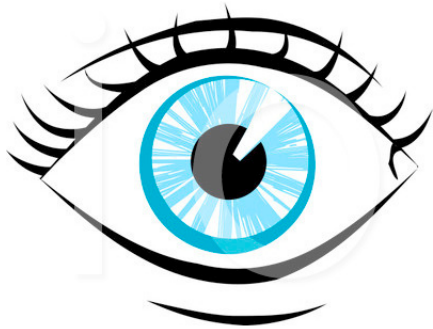
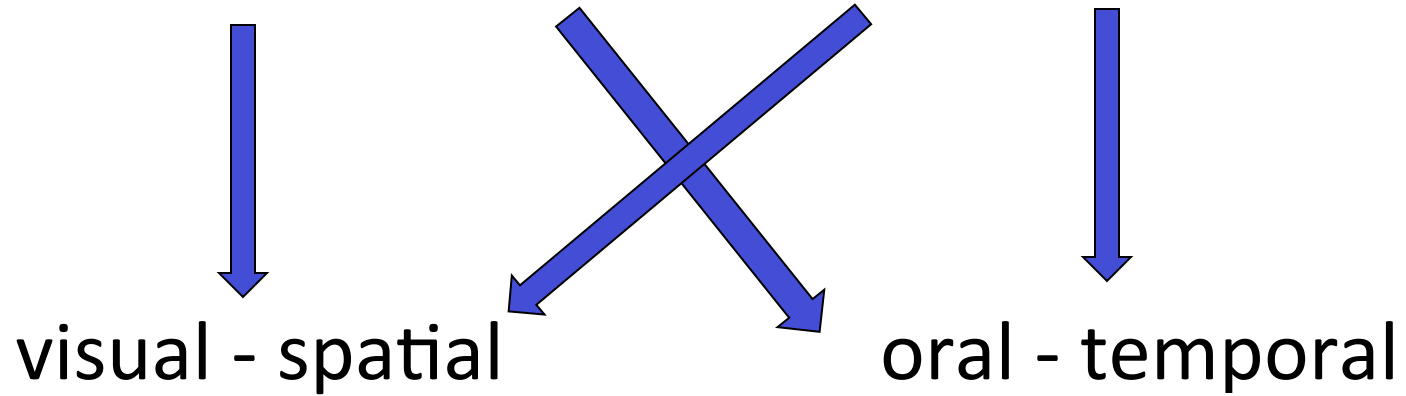
Assistant Provost for Undergraduate Education
and Professor of Biological Sciences

thanks to Fred Pereira
Rice University



Poster Presentations

Talks



Visual Design Layout Guidelines

1. KISS - Keep it simple and short
2. KILL - Keep it large and legible
3. Visual aids should be visible and should aid
4. Never show a figure for which you have to apologize
5. “Use it or lose it” – delete dead space and irrelevant material
6. Define limitations of work
7. Appropriately reference others’ data

TITLE - BASIC COMPONENTS OF A POSTER

authors and affiliations

ABSTRACT
This can be optional.

BACKGROUND/
INTRODUCTION

MATERIALS AND METHODS
This can be optional.

RESULTS

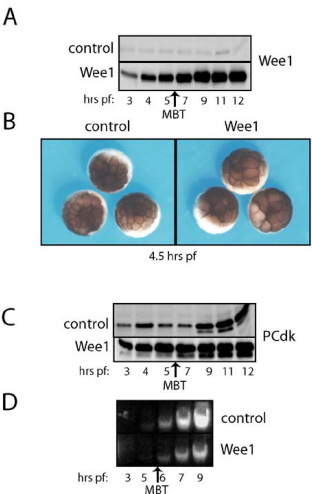


Figure 1. Informative legend

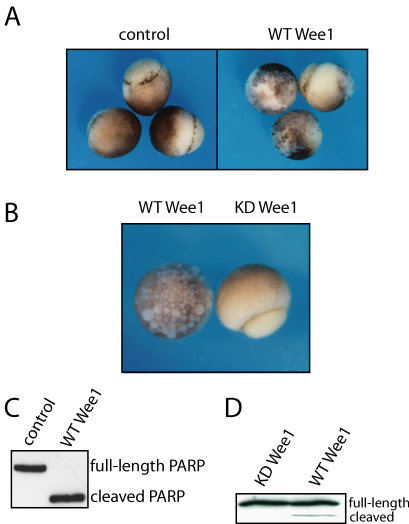


Figure 2. Informative legend

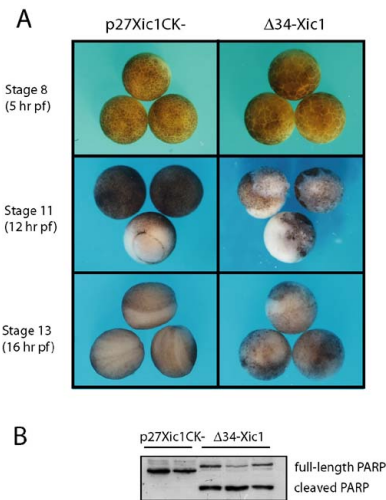


Figure 4. Informative legend

SUMMARY/CONCLUSIONS

REFERENCES

ACKNOWLEDGMENTS

CONTACT INFORMATION
(can go with title)

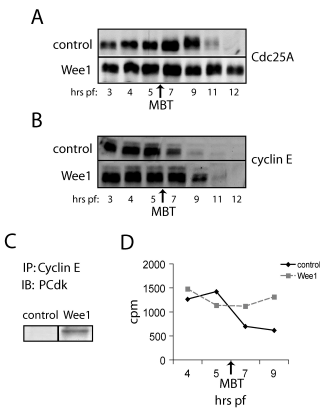


Figure 3. Informative legend

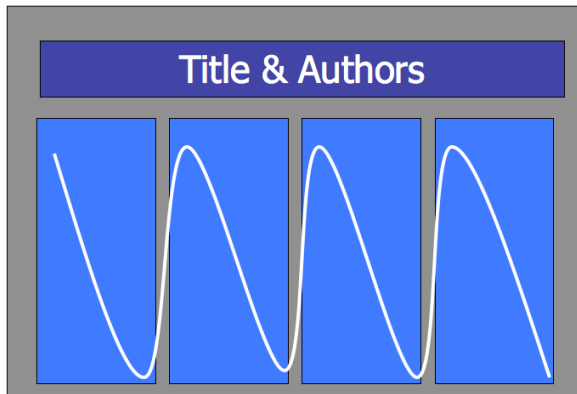
Poster Guideline 1

- KISS – Keep it simple and short
 - Narrow down the number of points to present
 - Narrow down the number of figures and graphics to succinctly present your selected points

Poster Guideline 2

- KILL – Keep it large and legible
- Size matters:
 - Use appropriate sized image / figure / table.
 - Large fonts and bold where appropriate.
 - No more than 3 columns/rows, 3 panels/column

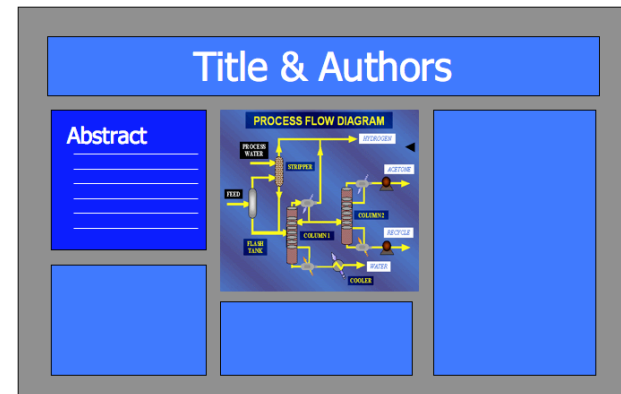
L-to-R, Top-to-bottom
flow in columns



L-to-R, Top-to-bottom
flow in rows



Centered Image & Explanations



Tips for Using Font Size/Style

- Create headings that are legible from at least 3 ft. away - (use suggested sizes)
- Format headings of same level of importance in same size/style
- Keep font styles consistent and purposeful throughout poster
- Sans fonts (Calibri, Helvetica, Arial) may be easier to read than others (Times, Times New Roman)
- Casual fonts may or may not be appropriate (Chalkboard, **Marker Felt**)
- Fancy fonts may be impossible to read (**Braggadocio**, *Lucida Calligraphy*)

Poster Guidelines 3

- Visual aids should be visible and should aid
 - Keep colors simple and consistent
 - Use color purposefully
 - Avoid overuse of decorative color
 - Avoid too much color e.g. bars or lines in graphs / backgrounds
 - Consider using shading, textures, or symbols instead of color
 - Print out visuals to proof the use of color

Chicago maroon and burnt orange make a nice color theme.

DO

Use color to show relationships
Use color to create coherence
Use color sparingly and purposefully

DON'T

Don't use bold colors (red, blue) as background
Don't use color arbitrarily
Don't use light colors (yellow, beige) for text

Modified from Cain
Project

Poster Guidelines 4: Graphics

Never show a figure for which you have to apologize

- Use the best picture, graph, table or movie to make your point Tables
 - Organize verbal and numeric data
- Line graphs/Line charts
 - Show trends; display relationships between 2 or more sets of data
- Bar graphs/Bar charts
 - Show relative proportions and amounts

Poster Guideline 5

- “use it or lose it”
 - Delete dead space and irrelevant material (do not cause crowding)
 - Reformat tables and figures from publications
 - Edit text for simplicity & readability

The ideal anesthetic should quickly make the patient unconscious but allow a quick return to consciousness, have few side effects, and be safe to handle.

■ Ideal anesthetics

- Quick sedation
- Quick recovery
- Few side effects
- Safe to handle

Modified from Cain
Project

Poster Guidelines 6

- Define limitations of results

Titles should be **informative** and **highlight** the summary or conclusion

Membrane lipids modulate prestin-associated charge movement

W. E. Brownell, L. Rajagopalan, J. Sfondouris and F. A. Pereira

Modulating prestin function through alterations in membrane lipid content

J. Sfondouris, L. Rajagopalan, F. A. Pereira and W E. Brownell

Poster Guideline 7

- Appropriately reference others' data and funding agencies - these folks may stop by your poster!
- More advice: <http://www.swarthmore.edu/NatSci/cpurrrin1/posteradvice.htm>

Effective Poster Presentation: Consider the Audience



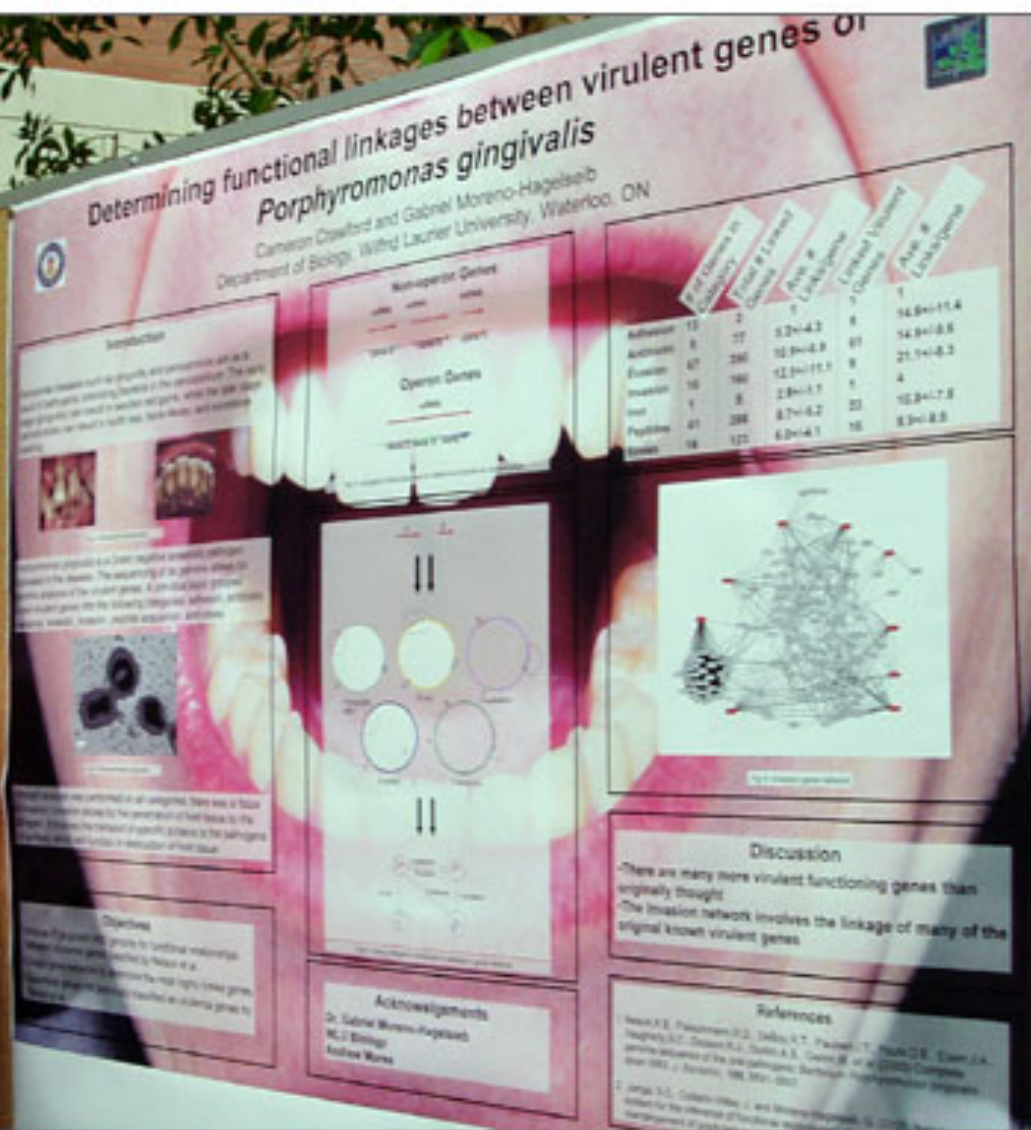
- Why are they interested?
- What are their backgrounds?
- How will they benefit?
- What are their questions?

Presentation Style

- Introductory comments define scope of conclusions
- Avoid confusing order of presentation!
- Speak calmly and deliberately
- Avoid overt mannerisms
- Use eye contact to deliver specific points
- Survey the entire audience multiple times
- Don't exceed time limit
 - Prepare talks of 2, 5 & 8 min.
 - Begin by summarizing “Novelty”
 - Reinforce key findings
 - Catch up newcomers quickly
 - Ask audience questions

Communicate with Confidence

- Talk to your audience not the poster
- Stand straight, (arms down) chin up
- Dress so that you are comfortable, physically and socially (different meetings have different cultures)
- Integrate gestures (high/visible/precise)
- Use voice/gaze to communicate enthusiasm
- Adjust pacing to aid comprehension



Make A Persuasive **Argument**

1. Define the specific **problem** you intend to present.
 - Cite reviews and articles in high impact journals.
2. Indicate its **importance** and your **hypothesis**.
3. Place the **problem** in the intellectual **context** of field.
4. Give **rationale** and detail the experimental **methods**.
5. Detail accomplished and expected **results**.
6. **Clearly** identify your potential **unique contribution**.
7. Suggest possible theoretical or practical **relevance** of findings.

Planning Your Poster Design

- Find out size restrictions first!
- Make an appointment to print your poster several days before the meeting.
- Expand the abstract
- Organize info/Guide readers' attention
- Consider font size/style
- Use visual aids
- Incorporate color
- Proofread
- How much time can you (and your colleagues) commit to poster preparation?

Proofread

- Check for consistent formatting, correct grammar, correct spelling
- Avoid abbreviations and acronyms a viewer might not know
- Give a correct bibliography
- Give credit to others
- Include your contact information

Splel chckeng - Mnid tcirks

- O lny srmatt poelpe can raed tihs.
- cdnuolt blveiee taht I cluod aulacilty uesdnatnrd waht I was rdanieg.
- The phaonmneal pweor of the hmuan mnid, aocccdrnig to rscheearch at Cmabrigde Uinervtisy,
- it deosn't mttair in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm..
- Tihs is bcuseae the huamn mnid deos not raed ervey lteter by istlef, but the wrod as a wlohe. Amzanig huh? yaeh and I awlyas tghuhot slpeling was ipmorantt!
- (if you can raed tihs psas it on !!)

What else to bring with you

- Pen, paper, organizer
- Business cards if you have them
- Reprints if appropriate
- Mini-posters if OK with you advisor

What about talks?

- The bad:

<http://www.youtube.com/watch?v=QhYPzmASPwQ>

- The amazing :<http://prezi.com/>

<http://prezi.com/piwbxuqaih4f/world-cup-2014-must-watch-players-uk/>

http://prezi.com/xf_z0me6opxr/world-cup-stadiums-brazil-2014/