

# Tips for effective scientific presentations

- 1) You are **Sending**, the audience is **receiving**, anything you do to get in the way of that will reduce your effectiveness
- 2) **You are not alone onstage**, the audience wants you to succeed, feed off their positive energy
- 3) The **projection screen should only be used for data and/or subconscious cues**, which help you remember what to say and when to say it
- 4) **Use appropriate fonts and font sizes**, don't get in the way of viewers understanding your message
- 5) **Titles**
  - Only capitalize the first word of the title
  - Keep them as simple as possible
  - Use only one line of text, subject first, details second
- 6) **Use appropriate background(s) and text colors**, science presentations use brightly colored images, do not detract from them with colorful or fancy backgrounds
- 7) **You are making an impression on the audience every time you give a talk, poster, or write a paper** - make it your best
- 8) **Tell a story**
  - Be consistent with shapes, colors, and image orientation as you construct your talk
  - Use color to focus the audience's attention on what you want to say or show
  - **Only one story** per talk, poster, or paper
  - **Stories have three parts:**
    - A) **Introduction/Background:**
      - Layout the story, why is this important?
      - Set up the actors in the play
    - B) **Body:**
      - Put down everything you want to say 1st, then organize it 2nd
      - Personalize your information when possible
      - Build one point on another - in a logical order
    - C) **Conclusion/Summary:**
      - Give us your opinion, keep it simple.
- 9) **Know your audience**

Don't tell them what they already know, clarify what they don't know
- 10) **Be honest** about your work and reference other's work or contributions at the bottom of the slide
- 11) **Minimize** the number of **words** on your slides, **use images** in place of words whenever possible
- 12) **Use bullets correctly** or don't use them at all
- 13) **Practice, practice, practice...**
  - Do not memorize or read your talk to the audience
  - Practice with peers and non-peers
  - Use notes if you need them but keep them simple
- 14) **Delivery**
  - Use body language
  - Smile and show emotion
  - Voice and facial expressions
  - Eye contact
  - Talk to the audience, not the screen
  - Use your hands
  - Do not apologize
  - Hands (best) vs pointers (okay) vs lasers (bad)
  - Use pauses (silence) NOT, "okay...", "ummm...", "ah..."
  - Always start and end your talk with "Thank you"
  - End early when possible - never run over
  - Dress appropriately for the audience you are addressing
- 15) **Questions**
  - Let the audience know you are done and that you'll take questions
  - Repeat the question so everyone can hear it
  - Answer the question back to the entire audience
- 16) **Acknowledgements**

Let us know who helped you