Dr. Jill Leonard

How to present research

Know your audience…

- Conference→ Professional Audience

- Public → people outside your general discipline
  - Public seminars
  - The Press
  - Students

Generally, two types of conference presentations

ORAL PRESENTATIONS

aka **"A TALK"**

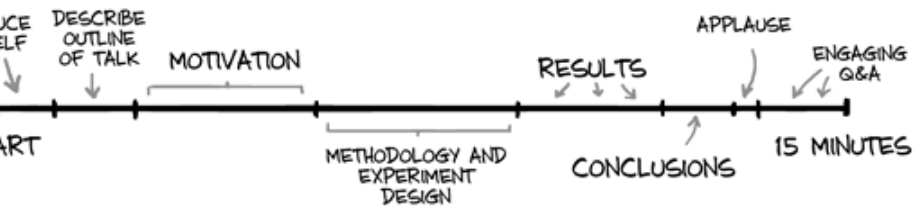
STATIC VISUAL PRESENTATION

aka **"A POSTER"**

A TALK: Why and when?

- **Do a talk when you…**

  - Have something to say! Purpose…

  - When you have relatively complete results

  - When your topic is easily explained verbally

  - When its appropriate to the venue for you do to so

  - When you want many people to see you (but you may not really get to talk to them)

- *A Talk is not better than a poster, its just different!*

YOUR CONFERENCE PRESENTATION

HOW YOU PLANNED IT:

APPLAUSE
ENGAGING Q&A
RESULTS
MOTIVATION
15 MINUTES
METHODOLOGY AND EXPERIMENT DESIGN
CONCLUSIONS
DESCRIBE OUTLINE OF TALK

HOW IT GOES:

REALIZE YOU ONLY HAVE 3 MINUTES LEFT.
ANNOYING AUDIENCE MEMBER INTERRUPTS WITH SELF-AGGRANDIZING QUESTION.
POWER THROUGH THE REST OF YOUR 30 SLIDES.
TECHNICAL DIFFICULTIES CONNECTING YOUR LAPTOP.
FORGET INTRODUCING YOURSELF.
MOTIVA-
-TION
15 MINUTES
SPEND WAAAY TOO MUCH TIME DESCRIBING YOUR OUTLINE.
AWKWARD SILENCE Q&A.

A TALK: How to do a good one!

- CONSTRUCTION

  - Have a **PURPOSE** beyond just telling audience about your project

    - What is important about your project that you want people to understand? BUILD AROUND THAT!

  - Start with a solid beginning… explain the **CONTEXT** of your project. This will also usually include the project goals. Remember that YOU KNOW this stuff…but your audience may not!

  - Briefly, but clearly explain your **METHODS**

    - Use visuals! (maps or whatever is useful)

  - Spend some time on your **RESULTS**!! This is the important stuff!

    - Make sure that the visuals are useful!!

    - Put results in a logical order… start with simple results and add more complexity as you need it

    - Include the results that help you tell your story

  - Wrap up at the end with clear **CONCLUSION**… what's the take home message? (i.e. So What?)

  - End with an Acknowledgements slide (can also be cue for questions)

  - Save time for Questions!!

Practical Stuff…

- Mention your co-authors at the beginning when you have your title slide up

- **KNOW HOW LONG YOU HAVE**… and plan accordingly

  - If you have 10 min + 5 for questions, stick to the 10 min.

  - Roughly, one slide per min (max)

  - 3MT – SUPER short… basically a verbal abstract

  - The shorter the talk, the more targeted and efficient it needs to be! WHAT'S YOUR POINT!?

- **PRACTICE** so that you are <u>comfortable</u> AND your <u>timing</u> is solid

- Do NOT have a separate references slide. Include simplified references when you talk about them (Leonard and Woodworth, CJFAS, 2021)

- Make sure your **visuals are GREAT**!

  - Easily read, good colors (note color blindness), consistent, not too busy…

  - No typos or misspellings!!!

REALLY Practical Stuff

- Your goal is to be (sound?) knowledgeable and engaging

  - This can be tough when you are just starting out

  - Consider simple notes to give yourself a crutch (but practice so you will not need them!)

  - Do NOT *just* read what is on the slide… keep text minimal and targeted

- **PRACTICE**… make sure you KNOW WHAT YOU WILL SAY on each slide, especially how you start and end

  - Practice at LEAST twice alone and then at LEAST TWICE in front of others

  - Get feedback if you can (content AND presentation)

- MAKE **EYE CONTACT** WITH YOUR AUDIENCE

  - Do NOT just look at your slides or computer (don't practice that way!!)

- Its ok to move! And have facial expressions! Show that you are excited by your work!
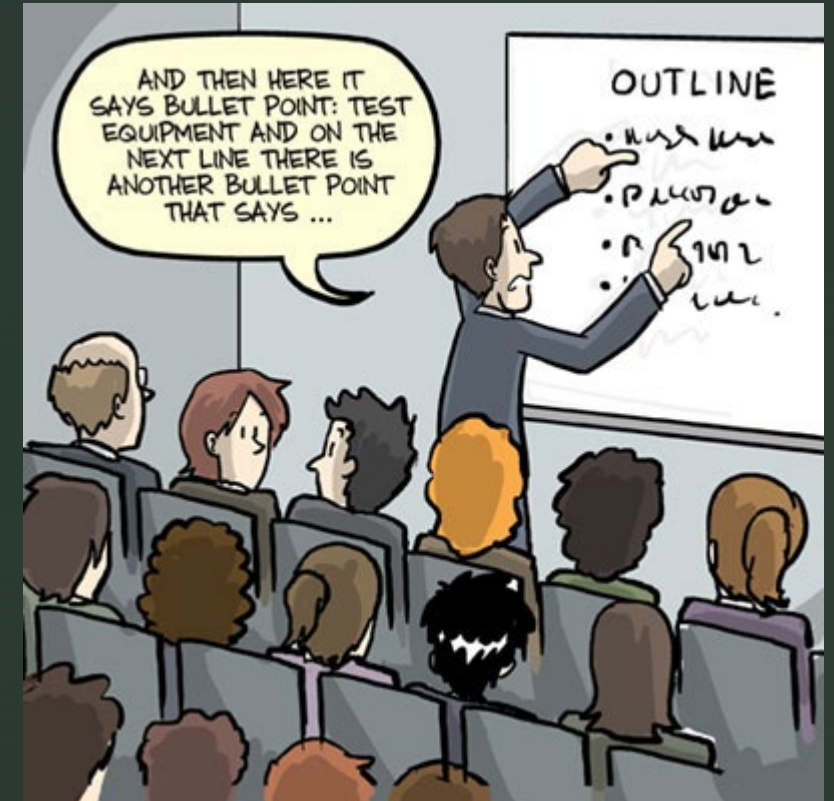
Psst… scope out your presentation room…
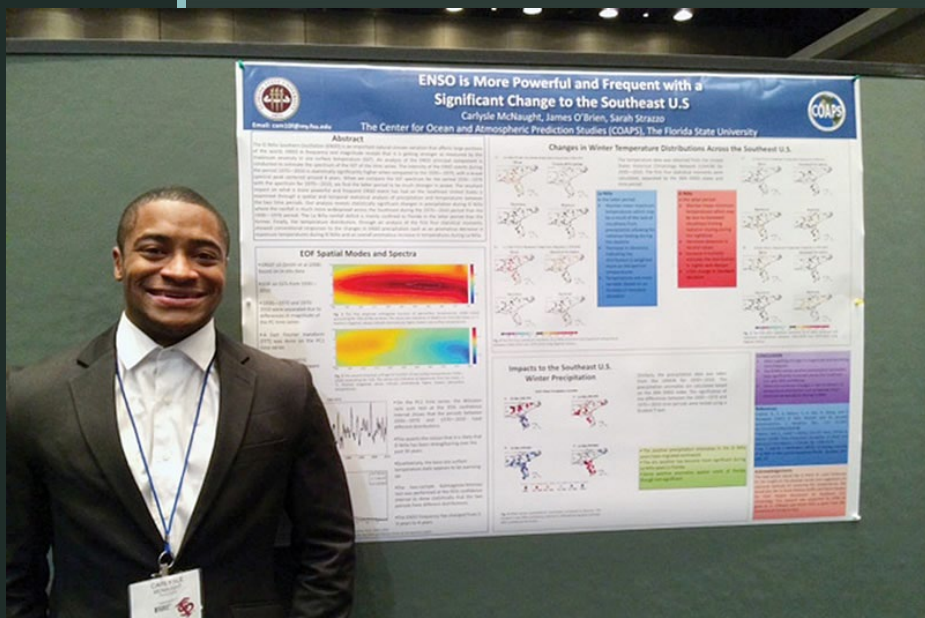
POSTERS: Why and When?

- When you have HIGHLY visual results that take time to look at

- When you have additional complicating materials that are needed to understand the point

- If your results are not fully compete

- Why? It's the relationship between you and the viewer!

  - CONVERSATIONAL rather than LECTURE

- Different disciplines have different styles (Check!)

- Pay attention to how humans look at a picture

  - Important stuff eye level, in the middle

  - Read top to bottom, left to right

- Creativity is a good thing!

- **GOOD INFO AND GOOD LOOK!!**

TIPS FOR PREPARING AN EFFECTIVE RESEARCH POSTER

enago Life Sciences

General Prerequisites

First thing first - check for the following:

- Poster timelines, mounting/upload schedule, and logistics/build timeliness
- Poster type and conference guidelines - Print or e-poster
- Poster and board size and orientation of the poster (portrait and landscape)
- Source material
- Order of authors and affiliations (same as abstract)
- Conflict of interest disclosures and funding /sponsorship information
- Acknowledgements
- QR code requirements

Content Tips

- Adapt content as per the target audience - follow the language consistently (US or UK)
- Abstract at the top-right hand corner (optional) if specified by conference
- Informative title at the top Simple, bulleted points that develop the interest of the viewers
- Maintain a good balance of text, table, and images. Content depends on the poster size: Ideally content <800 words with figures and tables (max 4-6)
- Replace large tables with charts
- Conclusion: Key message - focus on two or three key points
- Mention limitation of the study, if any
- References abbreviated - Max 2 or 3 (follow consistent style)
- No use of brand names

Layout Tips

- Read the guidelines and check the poster size specifications
- Font size and style should be easy to read and understand from a distance
- Orientation either landscape or portrait as per the conference specification
- Divide the material into vertical sections on the poster
- Tables and figures should ideally cover approximately 50% of the poster area
- Avoid cluttered text and white spaces
- Avoid vibrant, pale, and multiple colors. Check for brand/company color or template, if applicable
- Check the specifications of e-poster; if required by the congress
- Sponsorship and meeting details as a footnote. Poster number on top right corner
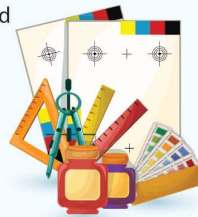
Once the poster is final, proof read it thoroughly from consistency point (font, spacing, abbreviations, etc.) If there are multiple posters for a brand check for message alignment and consistency across posters.

E-POSTERS: POINTS TO REMEMBER

- ✓ Develop the content based on conference guidelines
- ✓ Follow the specifications for the file type (slide deck, PDF or JPG) and size
- ✓ E-posters to be uploaded one week before the conference
- ✓ Colors in the e-posters should match the color of the final paper poster

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- Make sure you are following **the rules** for your conference!

- Figure out… **What are you trying to say??**

- Make sure the content is solid and **important results are emphasized**

- Then make sure it **looks good!**

  - Not too much text

  - Clear, correct graphics

The modern world…

- Printed posters – large format printers

- ePosters
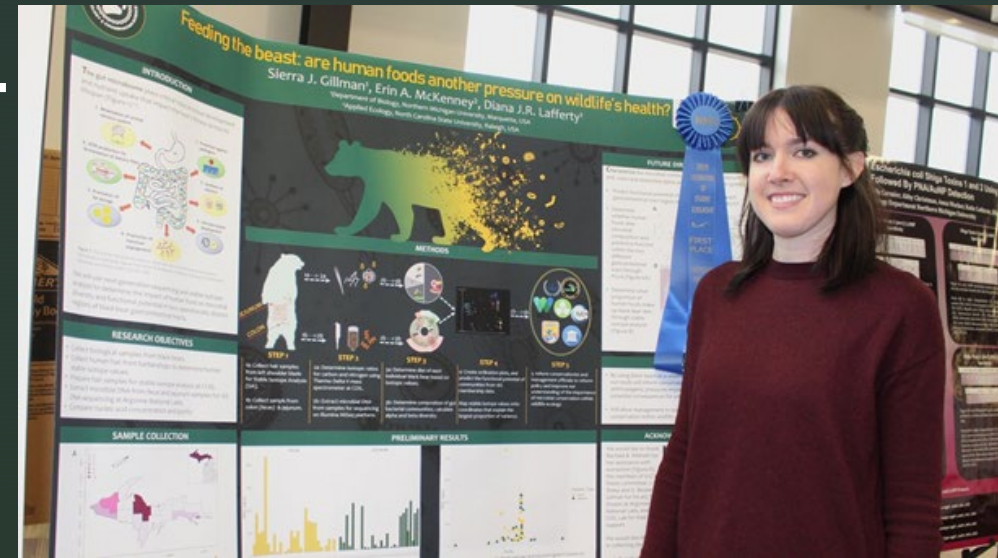
So, what actually happens at a poster session??

- **Poster session – for conversations!**

  - Usually a "mixer", often with food and beverages

  - Casual!!

  - Not a particular "mini talk time"

  - May have times to "be by your poster"

  - Chat with your neighbors

- Posters may also be viewed at other times

  - STAND ALONE POSTERS
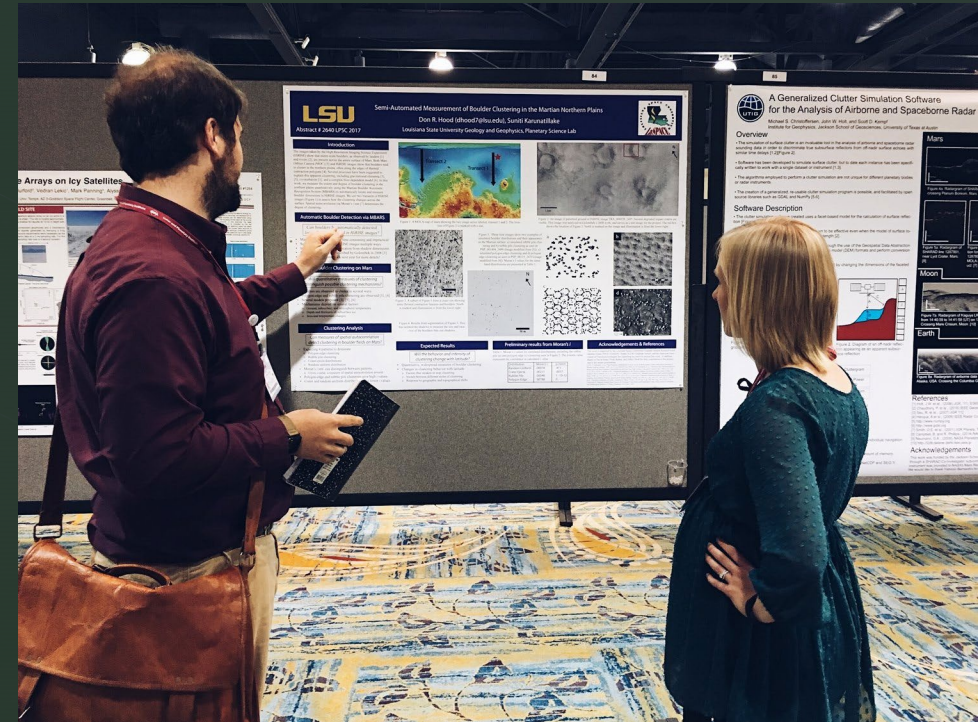
- **Choose your format**

- **Know your audience**

- **Plan ahead!**

- **Have a point!**

- **PRACTICE**

- **And don't forget to publish eventually!**

- QUESTIONS???

Pathways...

Poster

Talk

Paper