# Dr. Jill Leonard How to present research



## Know your audience...

Conference ->
 Professional Audience



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

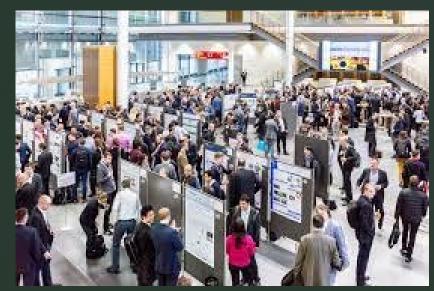
# Generally, two types of conference presentations

#### ORAL PRESENTATIONS

aka "A TALK"



# STATIC VISUAL PRESENTATION aka **"A POSTER"**



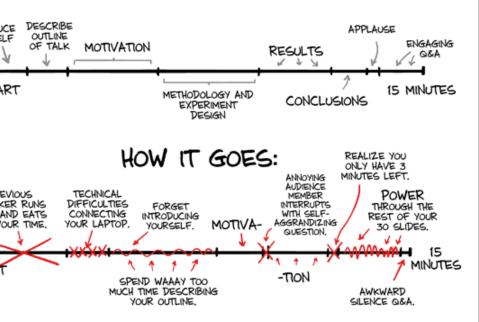
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#### Do a talk when you...

- 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:





# A TALK: How to do a good one!

#### CONSTRUCTION

- Have a <u>PURPOSE</u> 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 <u>CONTEXT</u> 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 <u>METHODS</u>
  - Use visuals! (maps or whatever is useful)
- Spend some time on your <u>RESULTS</u>!! 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 <u>tell your story</u>
- Wrap up at the end with clear <u>CONCLUSION</u>... 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...

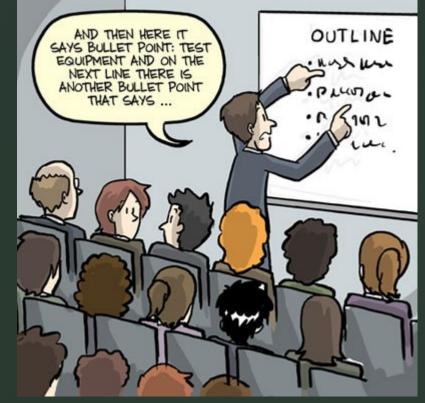
- Mention your co-authors at the beginning when you have your title slide up
- KNOW HOW LONG YOU HAVE... and plan accordingly
  - If you have 10 min + 5 for questions, stick to the 10 min.
  - Roughly, one slide per min (max)
  - 3MT SUPER short... basically a verbal abstract
  - The shorter the talk, 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!!!



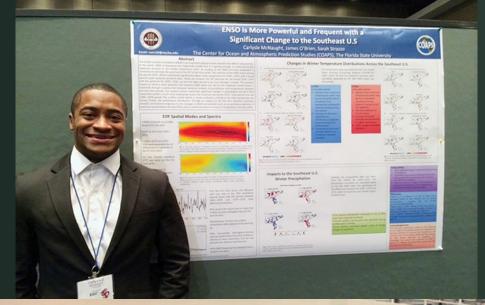
# **REALLY Practical Stuff**

- 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

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Colin B. Purrington, Department of Posterology, Hudson University Conclusions Results Explain why outcome is Highlight your LARGE photographs, charts, maps, or in this central arena. nces max. interesting. Don't assume it's obvious. Three sentences max. Don't include every graphic you've made that relates to project. Choose one. ader you have Or two. And separate graphics with plenty of white space. sting question(s) sis. Resist urge to Maybe include a sentence hite space. about what you plan to do next. If you have just one or two simple graphics, viewers will be drawn to explore them. If you have too many or they are too complicated, they As for Introduction, don't feel will be repelled like you need to fill the entire d methods box. Annotate graphics with arrows and callout boxes so that viewer is visually led ices max. through how hypothesis is addressed. The goal is to enable viewers to I.e., if you retain a lot of white understand the logic behind your conclusions without you needing to be there. y wants to know space you will attract more etails, they'll ask or viewers. Seriously. ometimes adding a Keep font size of all text (even graph labels) as big or bigger than in rest of poster. Acknowledgments **Further information** Be brief Please see https://colinpurrington.com/tips/poster-design for Article title. Journal of Something 1:1-2. more templates and tips. I'm at colinpurrington@gmail.com if you have a question or comment.

Title pitched at general audience that provides conclusion or at least hints at something interesting

- 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!

Date of and, consolider Notion on Here pelanopat

GOOD INFO AND GOOD LOOK!!

**Emphasize** the important words.

Discussion More research is needed, b



Main finding goes here,

translated into **plain english**.



#### **TIPS FOR PREPARING AN EFFECTIVE RESEARCH POSTER**



#### **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)



- 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.

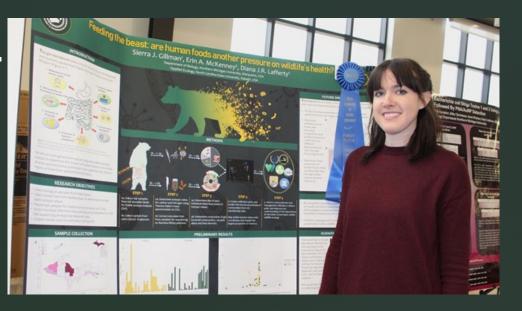


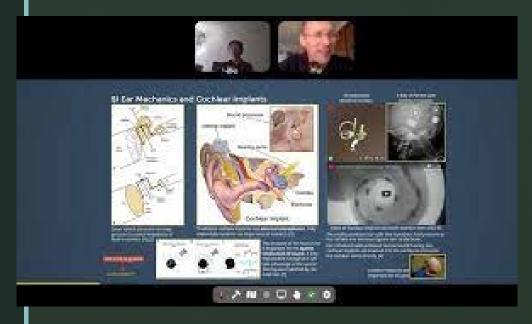
- Develop the content based on conference guidelines
- ✓ Follow the specifications for the file type (slide deck, PDF or JPG) and size
- ✓ E-posters to be uploaded one week before the conference
- ✓ Colors in the e-posters should match the color of the final paper poster

- 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





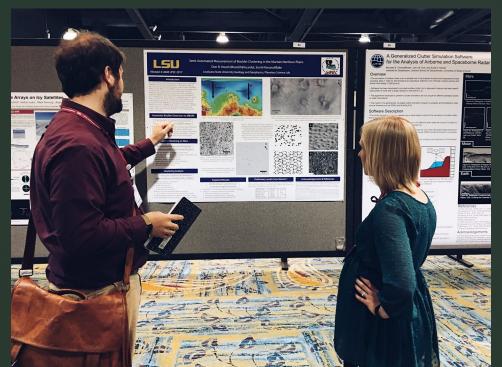


# So, what actually happens at a poster session??

#### 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



#### RECAP



- Choose your format
- Know your audience
- Plan ahead!
- Have a point!
- PRACTICE

- And don't forget to publish eventually!
- QUESTIONS???

