MANCHESTER 1824

The University of Manchester

Giving a Professional Talk

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Great

Good

Microsoft

Barriers to giving a good presentation?

- What effects you?
- What effects your audience?

What makes an inspirational presenter?

http://www.engagement.manchester.ac.uk/highlights/3_minute_thesis/index.html

Know your audience

Why should they care?

What is the purpose?

WIIFM

What will be most interesting?

What do they know already? Any bias

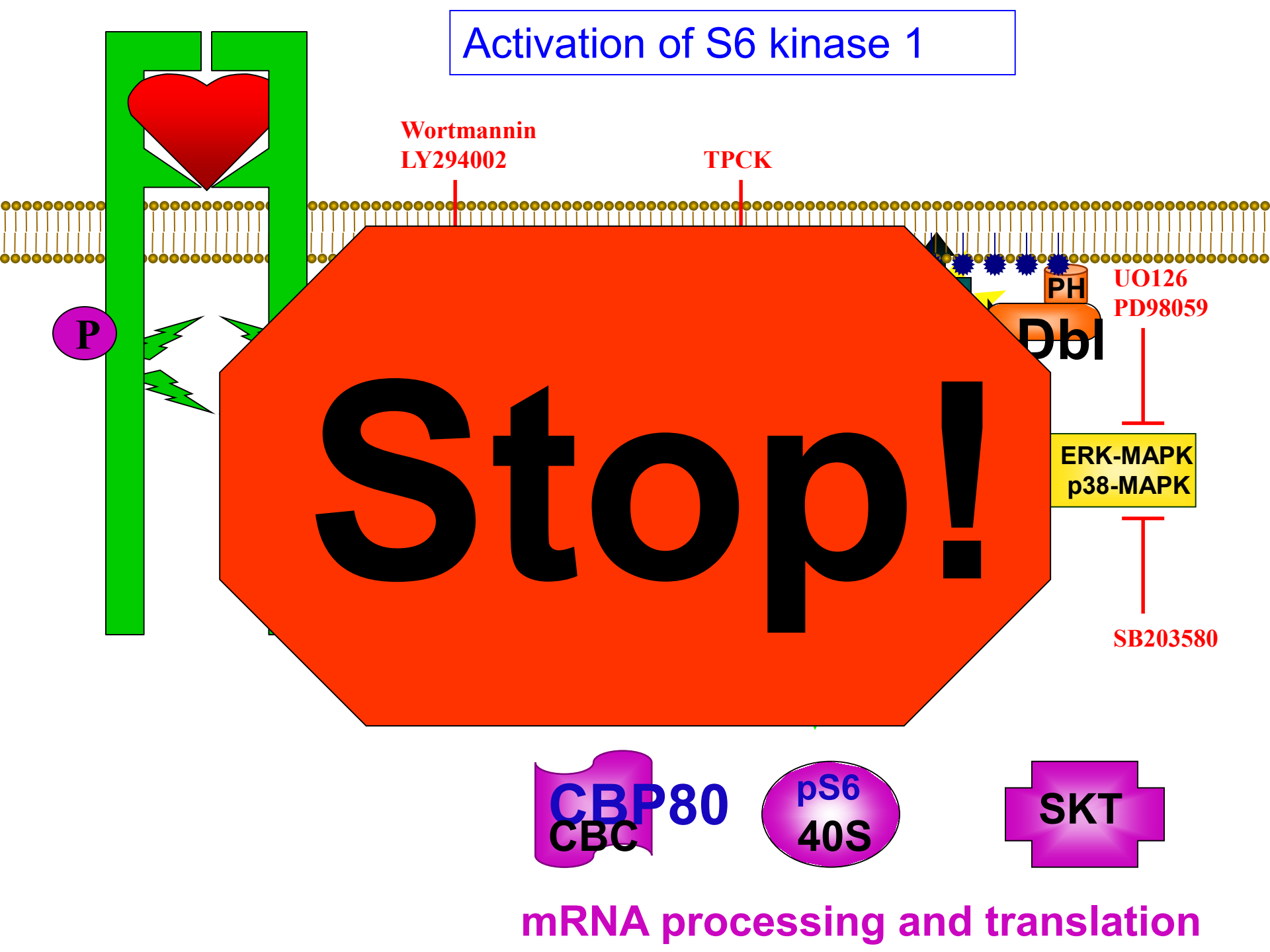
Tell a simple story

Keep it simple

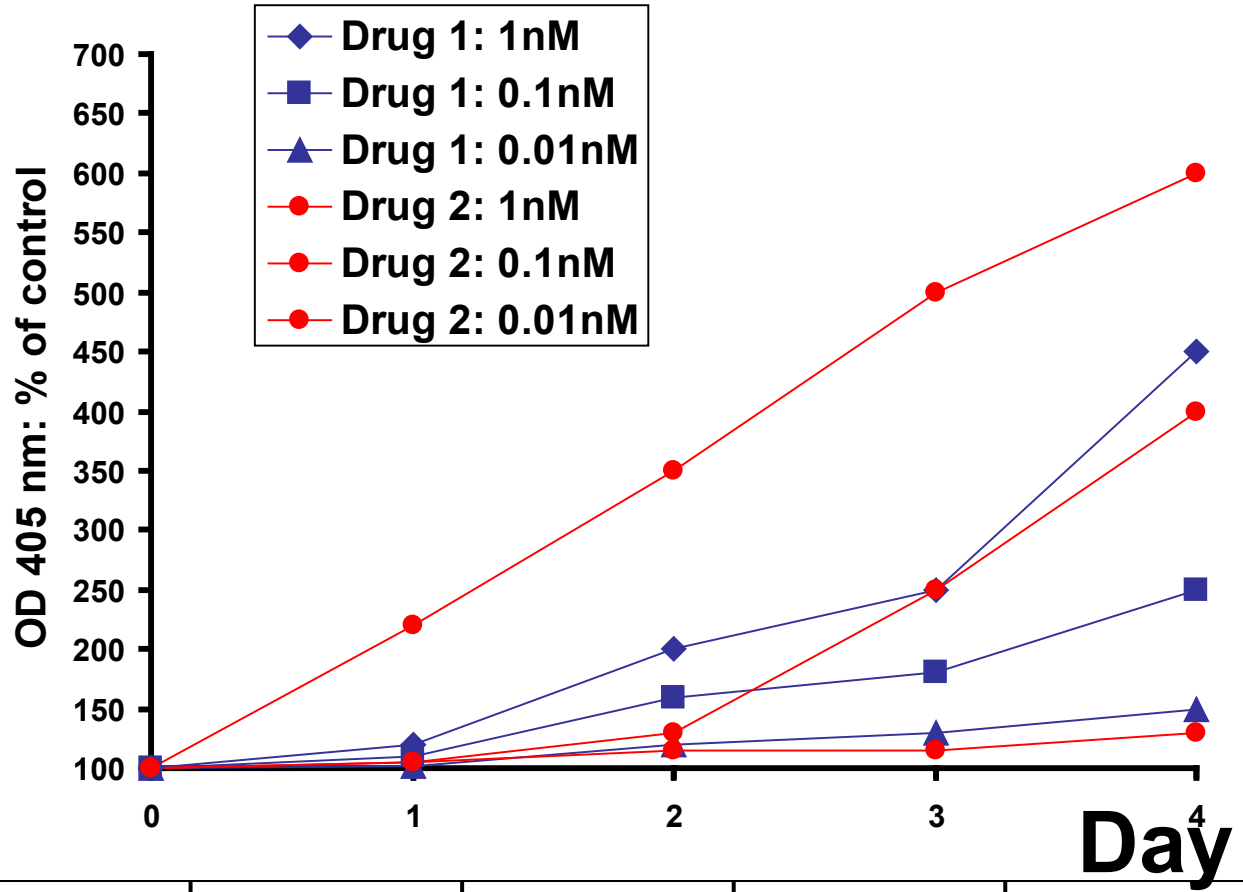
- Pitch it at the right level
  - Don’t be afraid to be simplistic
  - You can build up complex ideas

Can you express your clinical expertise or research in language non-specialists can understand?

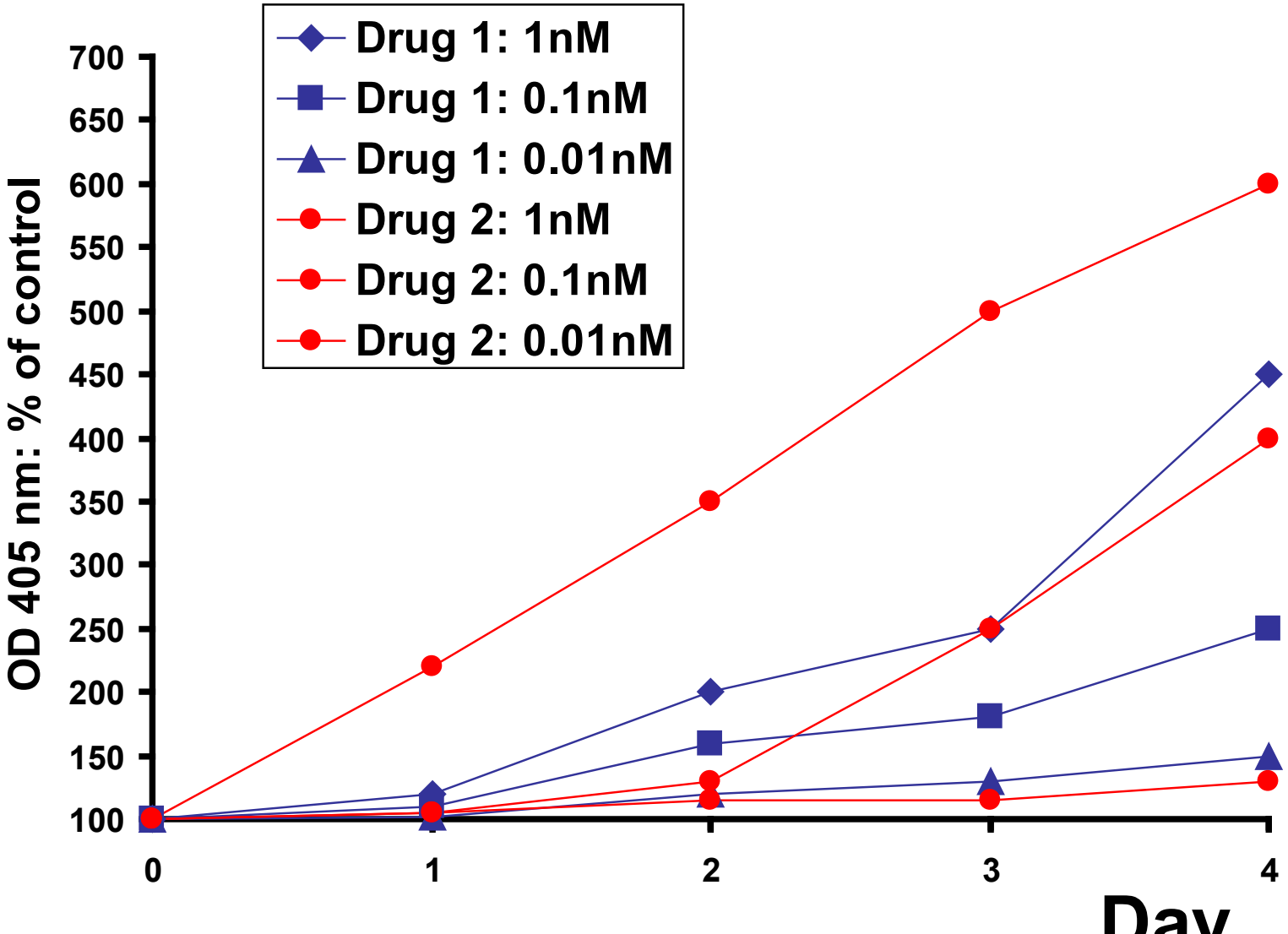
Activation of S6 kinase 1



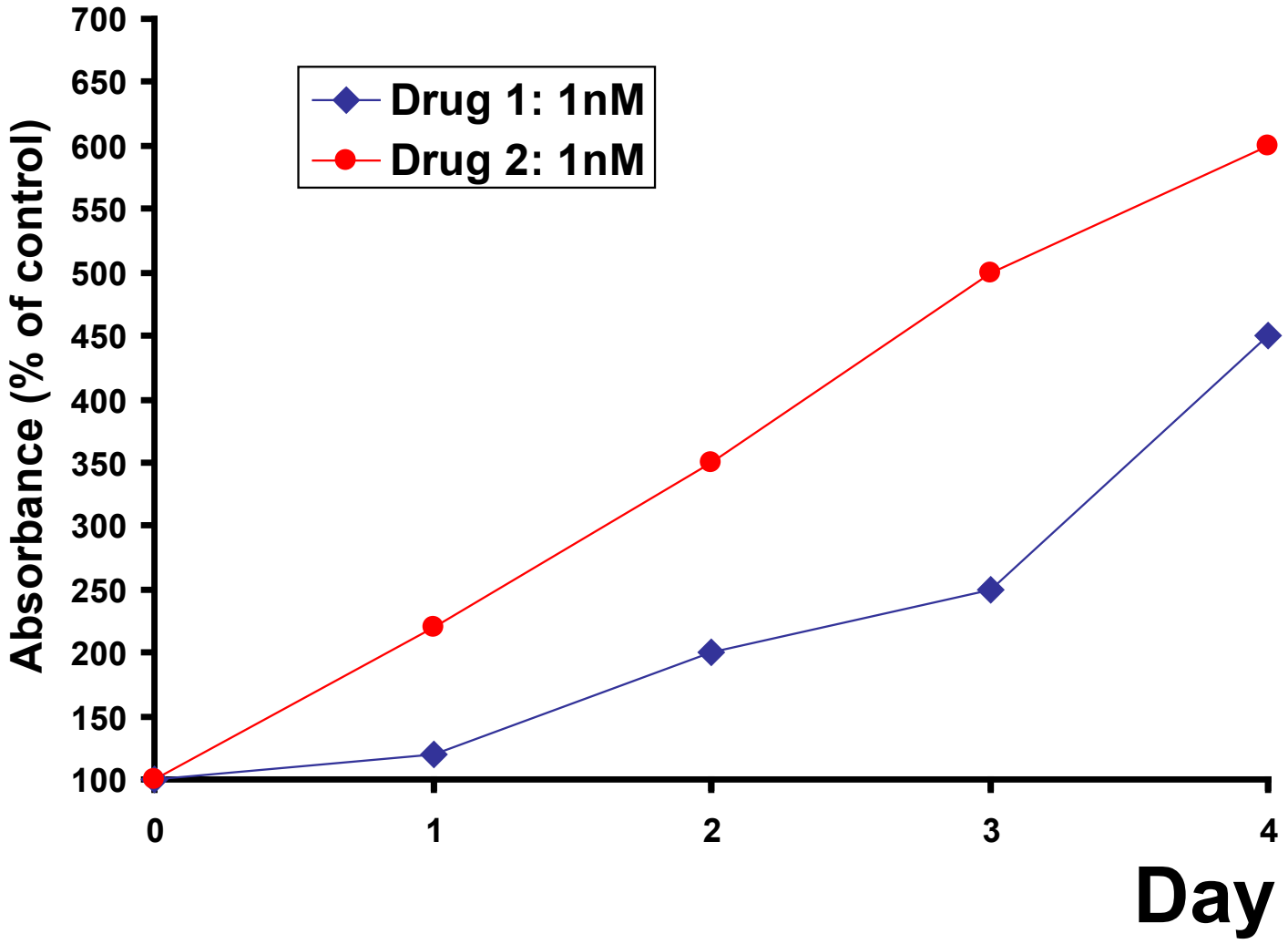
mRNA processing and translation



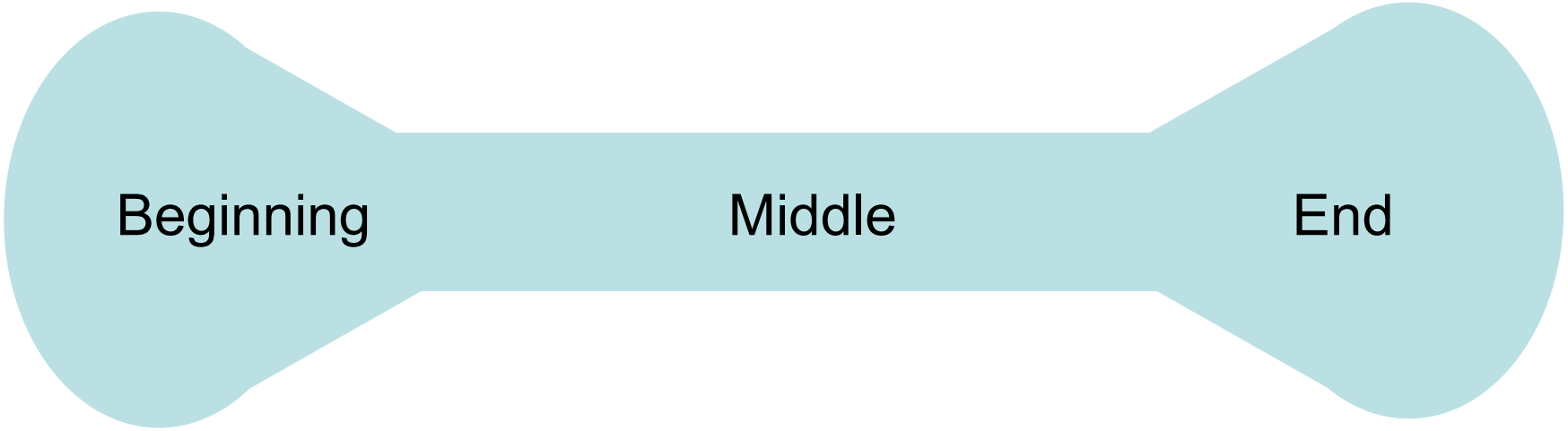
Day	0	1	2	3	4
Drug 1: 1n	100	120	200	250	450
Drug 1: 0.1	100	110	160	180	250
Drug 1: 0.0	100	102	120	130	150
Drug 2: 1n	100	220	350	500	600
Drug 2: 0.1	100	105	130	250	400
Drug 2: 0.0	100	105	115	115	130


Drug 1: 1nM
Drug 1: 0.1nM
Drug 1: 0.01nM
Drug 2: 1nM
Drug 2: 0.1nM
Drug 2: 0.01nM
OD 405 nm: % of control
700
650
600
550
500
450
400
350
300
250
200
150
100
0
1
2
3
4
Day

Drug 1 is better at killing human cancer cells than drug 2



Consider structure and flow



Give the big picture
Focus their attention

Discuss your research in a logical fashion

DATA

DATA

DATA .....

How your work fits into the big picture
Closure and summary
Limitations
Future work

Avoid Death by Powerpoint

- A 10 minute talk = ~1000 words, 6-8 slides

1. Brief introduction
2. Objectives
3. Data
4. Data
5. Data
6. Conclusion

If a slide is to be effective it needs to stay projected for at least 60 seconds.

Make connections

- Make your story mean something to them
- What do they know and what reference can you make to it?
- Can you link your research with research findings from people in the audience?

Top 10 Fears

1. Speaking Before a Group
2. Heights
3. Insects and Bugs
4. Financial Problems
5. Deep Water
6. Sickness
7. Death
8. Flying
9. Loneliness
10. Dogs

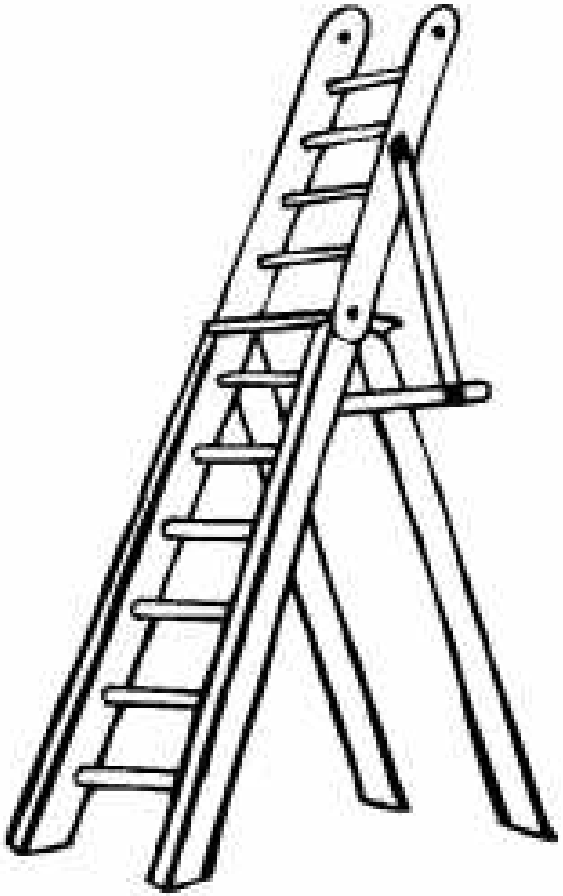
Listen and believe the feedback

"If one person calls you a horse, ignore them. If 3 people call you a horse, look in the mirror. If 5 people call you a horse, buy a saddle.“

Characteristics of a confident presenter

	Confident	Aggressive	Passive
Posture	Upright straight	Leaning forward	Shrinking back
Head	Firm not rigid	Chin jutting out	Head down
Eyes	Good and regular eye contact	Strongly focused glaring	Little eye contact
Face	Expression fits words	Set and firm	Smiling when upset
Voice	Fits context	Loud emphatic	Soft and hesitant
Arms/Hands	relaxed	Extreme sharp	Slow and hesitant

Ladder of Inference



Take action based on belief

Adopt beliefs

Draw conclusions

Make assumptions

Select Data

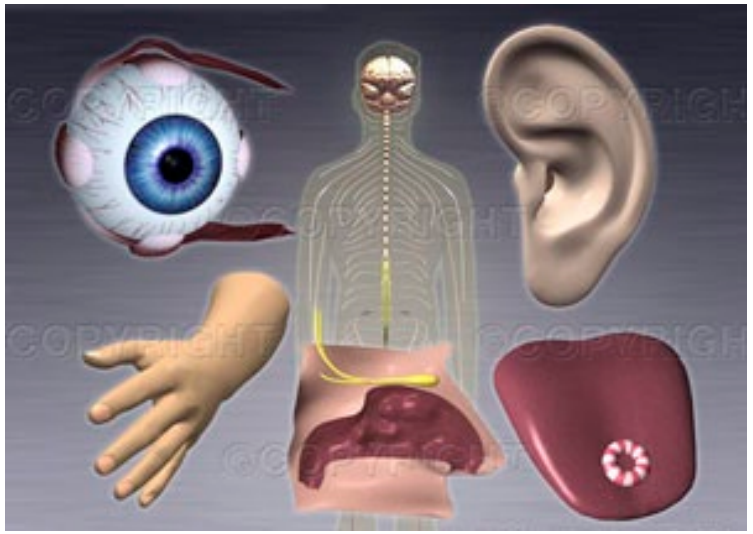
Observe data

Chris Argyris

Accommodate all learning styles

VARK

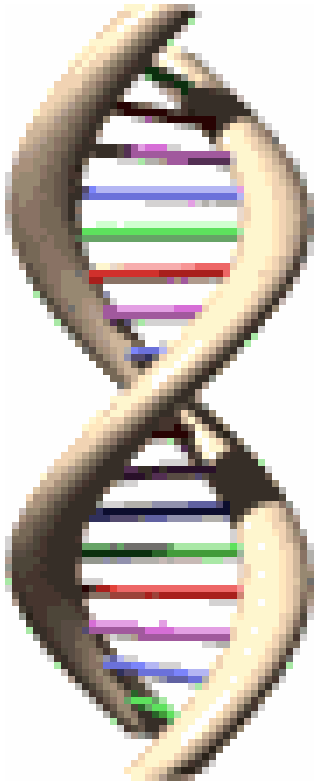
V - Visual
A - Aural
R (&W) - Reading and Writing
K - Kinesthetic (Doing!)



How do you like to receive information?
What content will engage each style?

Importing Graphics

- Graphics (photos, drawings, video etc) can be imported into PowerPoint Slides
  - Use an image that looks crisp on the screen
  - Make sure that the machine that you are going to use can support the image or video

Tips when presenting with slides

- Don’t talk to the visual aids
- Don’t show everything at once
- Don’t try to use visual aids if you haven't practiced with them
- Don’t use all the bells whistles and gongs