

Effective Presentation

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Objectives

- How to prepare for a presentation
- Guidelines for creating effective slides

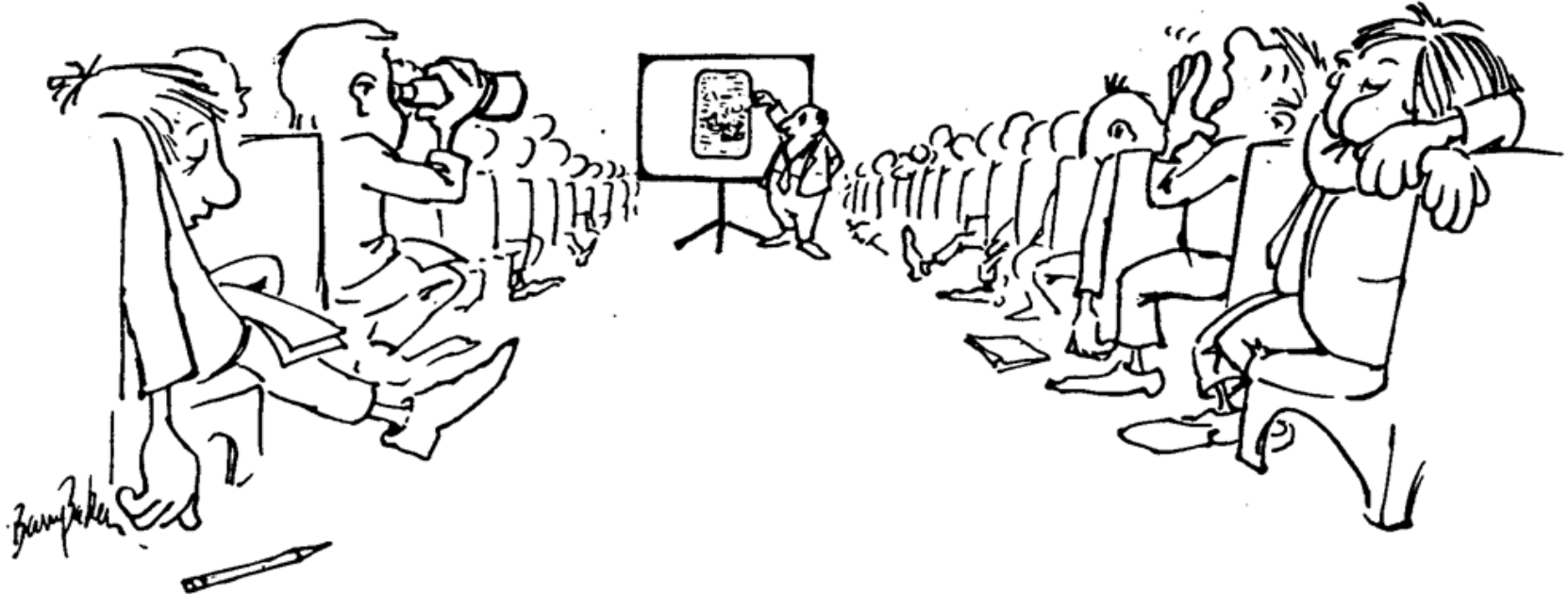
Guidelines for Effective Presentation

- What is a Presentation?
- Planning
- Creating
- Delivery

Effective Presentation

"Half the world is composed of people who have something to say and can't; the other half have nothing to say and keep saying it"

Preparing an effective Presentation



... and this diagram clearly explains the principle underlying this very important concept.
Next slide please ...

Effective Presentation

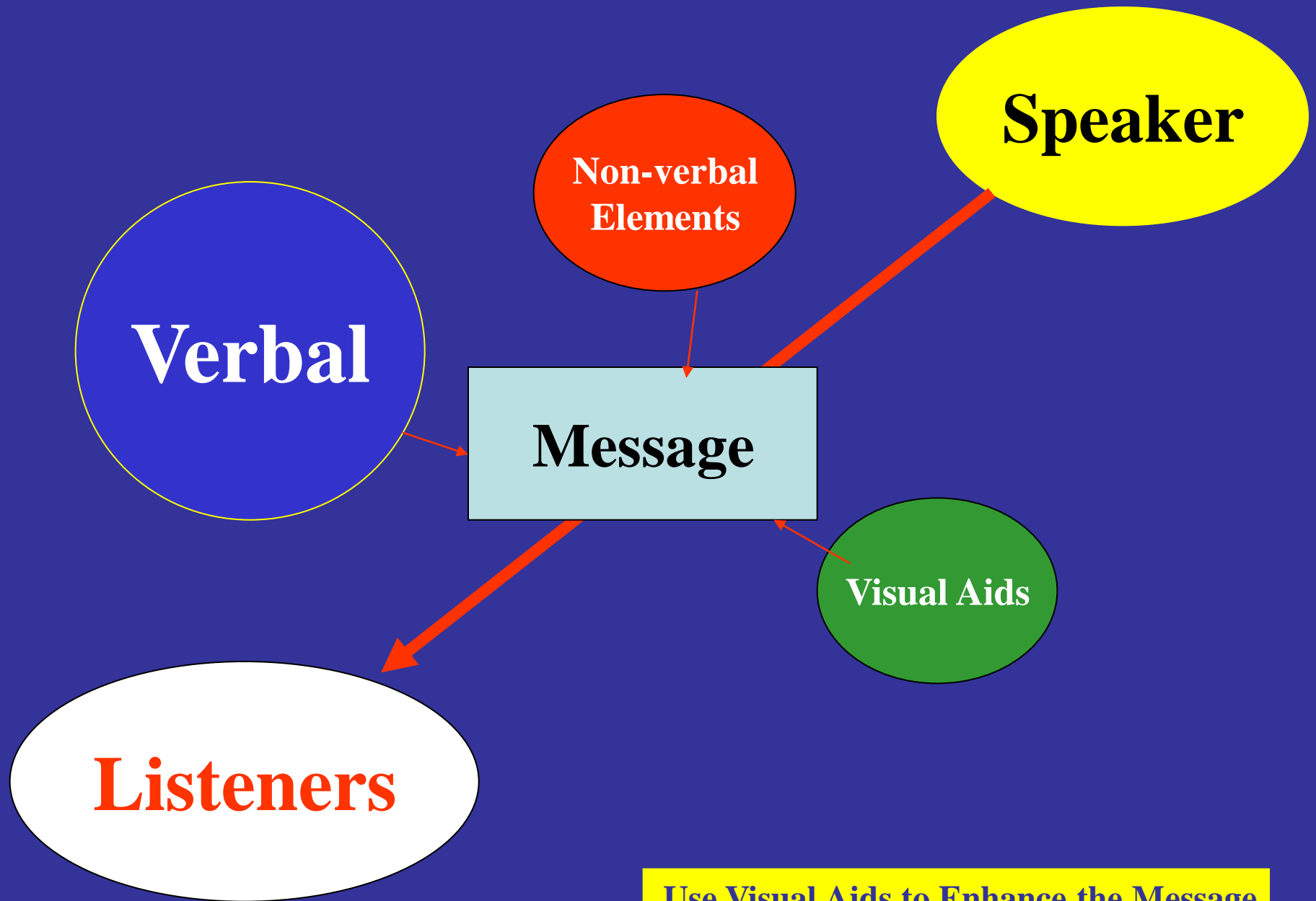
Anyone can give a speech.

**Not everyone can give an
effective speech**

What is a Presentation?

Presentation = Communication

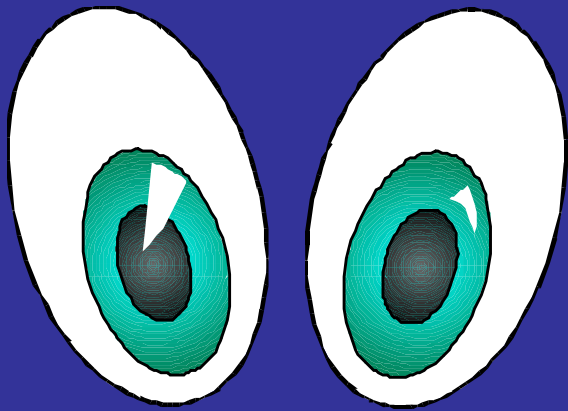
Convey Information
(Teaching, Research)



Use Visual Aids to Enhance the Message

Non-Verbal Communication

Eye Contact

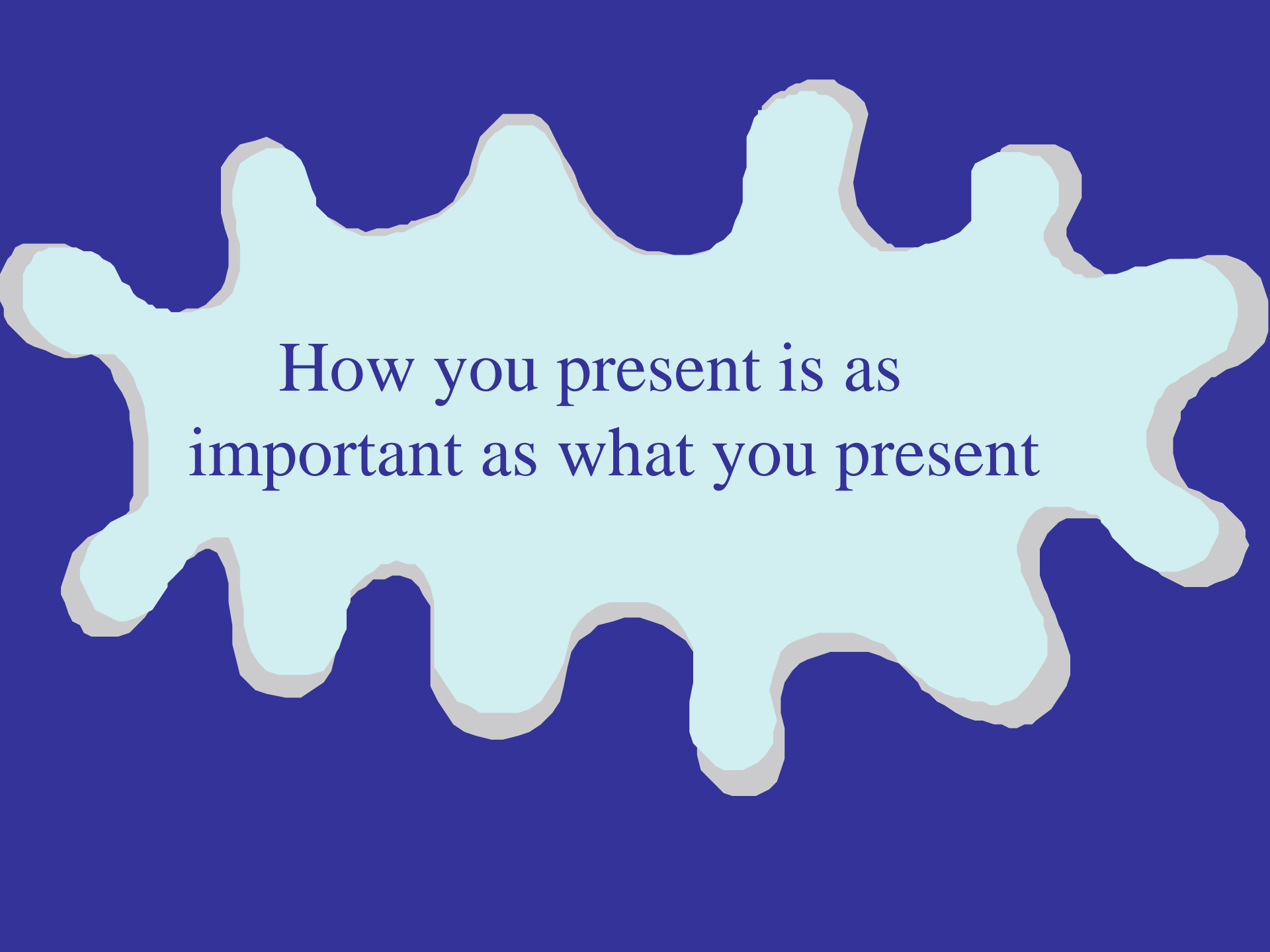


Body Language



Non-verbal Communication

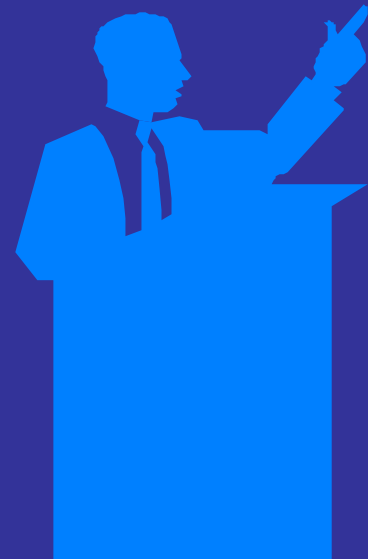
- 75% of a presentation's overall effect
- Enhance verbal skills



How you present is as
important as what you present

The Presenter

- Clear
- Informative
- Well-rehearsed
- Entertaining
- Concise



Effective Presentation

No Strict Rules

Guiding Principles

Guiding Principles

- Make it Simple
- Make it Clear
- Don't let the technology dominate

The KISS Rule



Keep It Short & Simple

Keep It Simple & Stupid

Clarity, Clarity, Clarity

- Your Speech.
- Your Slides.
 - Text
 - Graphs
 - Table

Planning

Gather Resources

- What will you cover, what can be eliminated?
- How much details do you need?

Remember

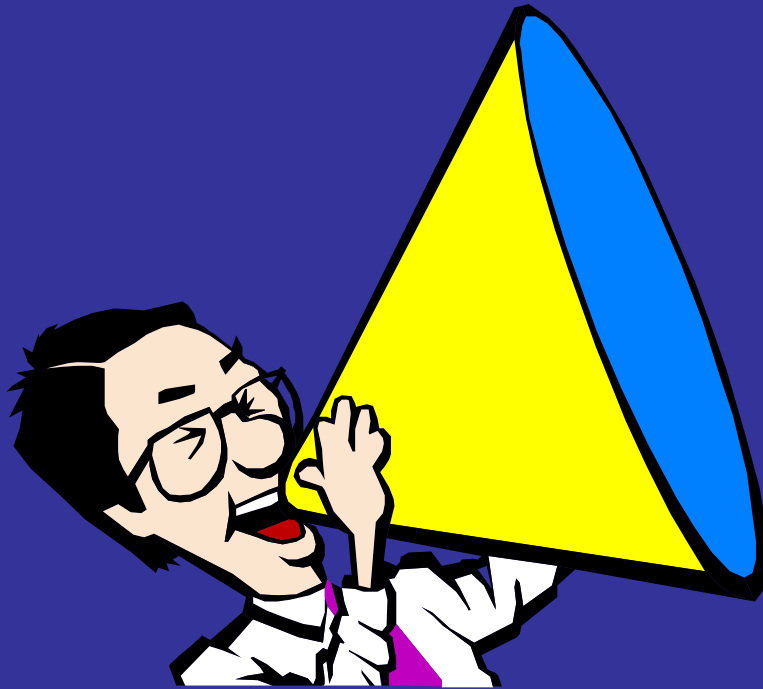


Remember

**Your time and your audience's
attention are limited**

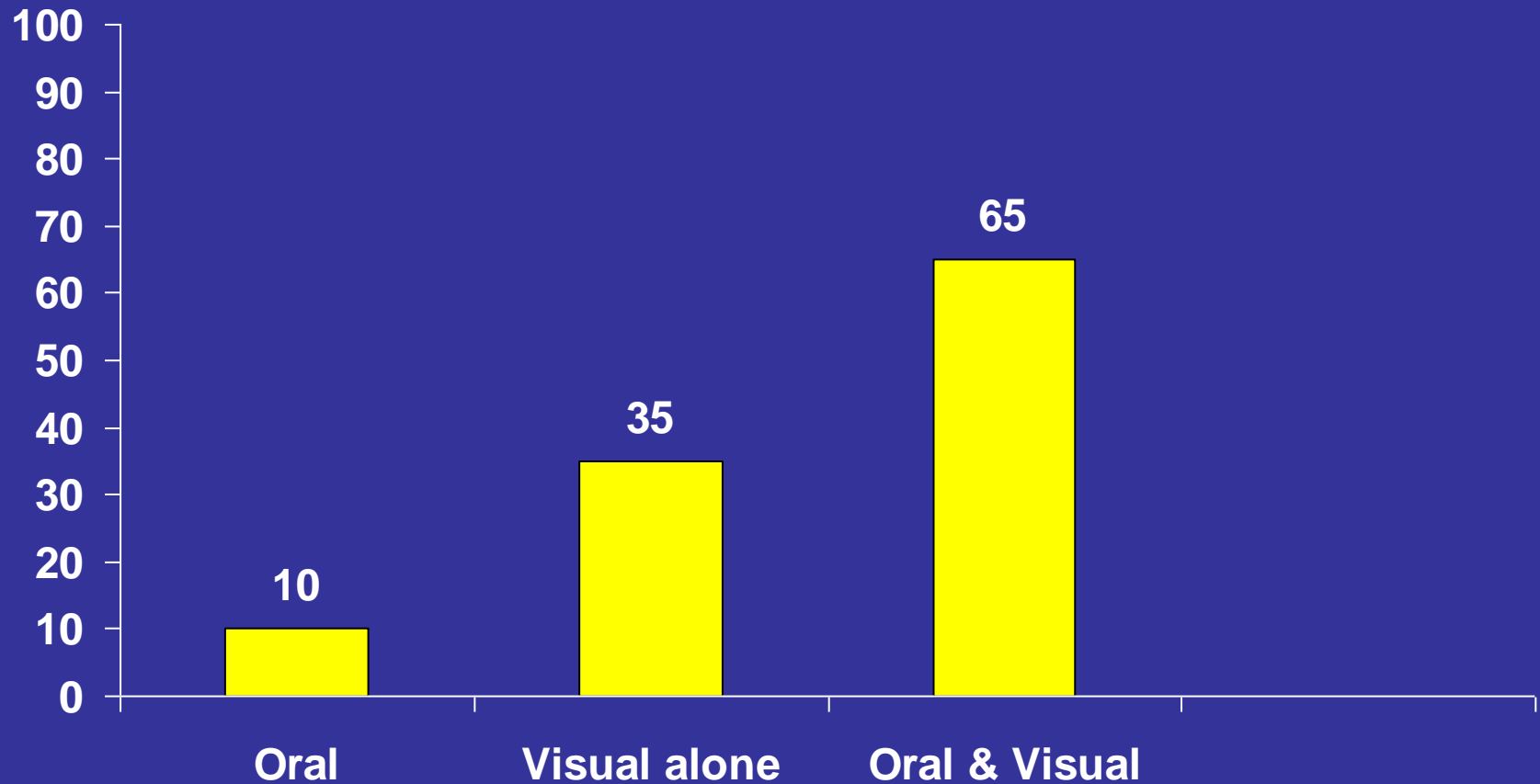


Compose for the Ear, not for the Eye



Visual Aids

Retention of Information

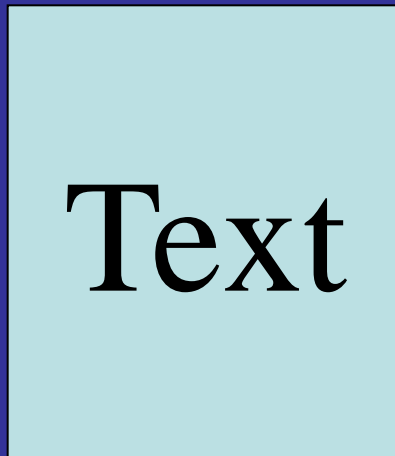


Why Use Visual Aids?

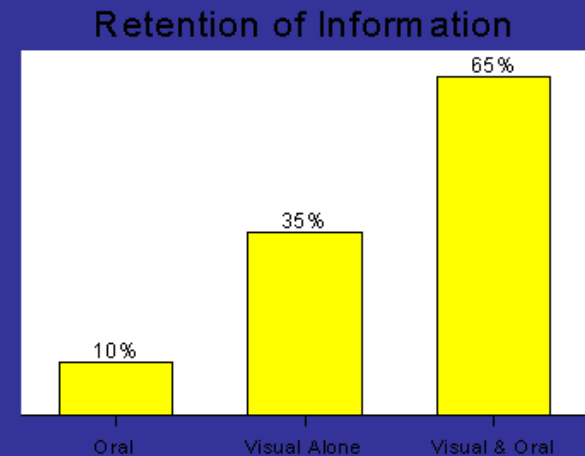
- **Enhance understanding**
- **Increase audience interest**
- **Improve retention of information**
- **Add variety**

Two Types of Visual Aids

Text



Graphic



Visual Aids

Visual aids can be only added to a good presentation, They cannot rescue a poorly developed one.

Visual Aids

**Speak to your audience , not your
visual aids**

Guidelines for Using Visual Aids

- Should add to the presentation, not distract from it
- Must be clearly visible and understandable by the entire audience

Preparing

“For every minute you speak, spend 60 minutes preparing”



Preparing

“Fail to prepare, prepare to fail”



Organize Your Message Effectively

- **Determine your topic, and what you will cover**
- **Organize all your ideas**
- **Make sure you are well-informed on your topic**
- **Classify and order your ideas**
- **Emphasize the important elements**

Determine the overall purpose

- To educate
- To entertain
- To inspire
- To convince

Purpose

- **Be clear about your purpose**
- **What do you want the audience to know, feel, or believe afterwards**

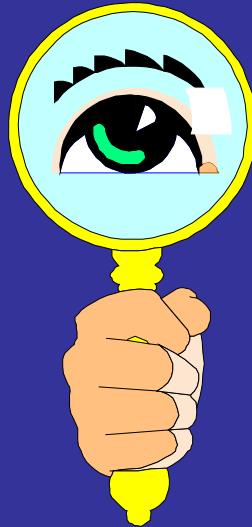
Remember



A presentation is different than a paper

Don't try to cover everything

Analyze the audience



Analyze the audience and the Situation

1. Level of knowledge
2. Level of interest
3. Attitudes, beliefs
4. Expectations



Organize The Material
(Your Message)

Components of a Presentation

- Introduction
- Body
- Conclusion

The Rule of Tell'em

**Tell'em what you are going to tell'em,
Tell it to them,
and then Tell'em what you told them.**

Planning

"Tell me, I forget.

Show me, I remember.

Involve me, I understand."

The Attention Getter

- Attract audience's attention
- Motivate audience to listen

Introduction

Tell them what you are going to say

- a. Capture the audience's attention
- b. Give the context and lead into speech topic

Effective Introduction

Keep it brief

(10 – 15 % of the total presentation)

Effective Introduction

Should:

- Get the attention and interest of the audience
- Reveal the topic and the purpose of the presentation
- Establishes your credibility
- Establishes why the audience should listen

Main body

say it — your 3 main points

- a. State each main point
- b. provide supporting evidence

Conclusion

Tell them what you said

- a. Summarize your main points
- b. Memorable statement

Tips for Effective Conclusions

- Signal the end of your presentation
- Don't Provide any new information
- Review points, do not add to them
- End with a bang, not a whimper

The most memorable parts of your presentation are its beginning and ending

Organization and Transition

Logical flow from Beginning to End

Practice makes perfect

Nothing improves a presentation
more than one practice talk!!

Keep These Concepts in Mind

FOCUS on the main points

Plan the layout of your presentation

Practice your entire presentation

Disaster Planning

- Consider what could go wrong and plan accordingly
- Always have a backup
- Bring a handout that covers all of your slides

General Principles

- The slides should have a clear & simple message
- A slide should have only **1 important point** without details
- Good slide must be understood by the public in **< 4 sec**

Otherwise, public read the slides & don't listen to the orator

All slides should be **read easily** by the public even if -
the public are back-seated

Number of Slides in Relation to Time

Presentation of 10 min correctly illustrated by 8-12 slides

Maximum of 1 min for each slide

Some graphics or images could be passed rapidly

Time for Passage of each slide

- Some data slides need more time
- Image or graphic slides needs only few seconds
- **1 minute maximum** for each slide is a good rule

Slides

7 x 7 Rule

Five Words in The Title

No

More

Than

Seven

Lines

**No more Than Seven Words in Each
Line**

Fonts

- Choose a plain font easy to read & **stick to it**
- If you need more fonts: **no more than 2 - 3 fonts**
 - one serif: Times Roman is a good serif font
 - one sans serif: Helvetica is a good sans serif font
- Use italics, bold or variations of font size for emphasis
- Lines & rules should be **thick or bold**

Size of the Fonts

	Transparencies	Slides	Handouts
Title	36 pt	44 pt	24 pt
Subtitles	28 pt	32 pt	20 pt
Body	24 pt	28 pt	16-18 pt

Examples of Font Sizes

This is font 48 •

This is font 36 •

This is font 28 •

This is font 24 •

This is font 20 •

This is font 18 •

This is font 16 •

**Use at least a 24-Point Font
so everyone in the room can read
your material**

Symbols & Abbreviations

Helps to save an important place •

Should be comprehensible or be explained •
during presentation

Could be variable from a country to •
another

Capital & Small letters

- Use capital & small letters together
- Contrary to what is believed, a text composed only of capitals letters is not very clear.

CAPITAL & SMALL LETTERS

- USE CAPITAL & SMALL LETTERS TOGETHER.
- CONTRARY TO WHAT IS BELIEVED, A TEXT COMPOSED ONLY OF CAPITALS LETTERS IS NOT VERY CLEAR.

Colors in Slides

Add color to be clearer •

Don't put more than 4 colors in your slide •

Selection of a color is a matter of personal choice •

Red aids to deliver essential information Some rules:

Yellow on blue gives good contrast

White on blue is very clear

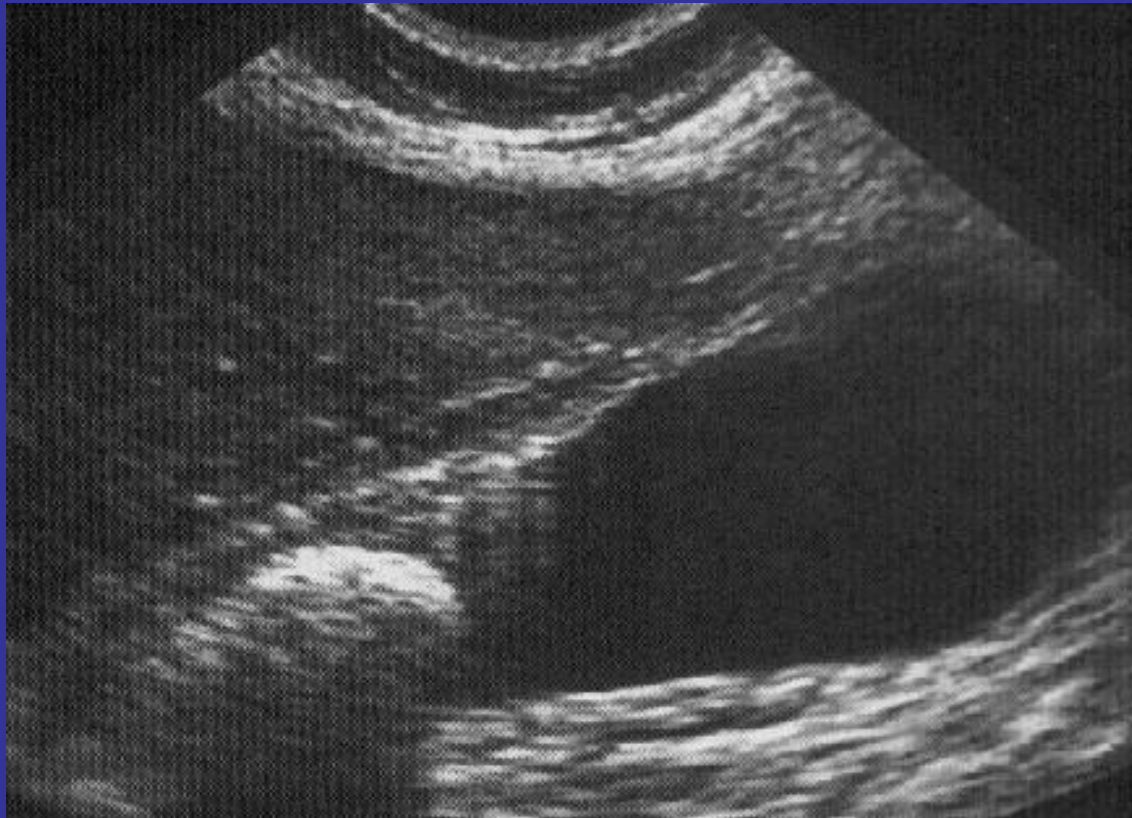
Dark color for background As a guide: •

Light color for text or graphics

Acute Calculous Cholecystitis



Acute Calculous Cholecystitis

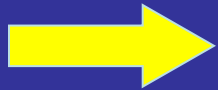


Each slide should give a new point

Don't put a slide to say:

" it's the same thing as the slide before"

Progressive Revelation Technique



Don't make a slide with complex material

- Begin with a point in your first slide
- Add a new point in each of the following slides
- Your last slide contains all the points & used as a precise conclusion

Table

6 x 6 rule

6 words or numbers to a line

six lines to a table

Tables in Slides

- Limits the number of **columns to 4**
- Limits the number of **rows to 6**
- Don't put more than 1 table per slide.
- Reduced number of information exposed is easier than too many information.

Bad Tables

Resource	FY 98-99 median	Jul-1999	Aug-1999	Sep-1999	Oct-1999	Nov-1999	Dec-1999	Jan-2000	Feb-2000
SAM: Scientific Amer. Medicine	51	77	76	43	69	70	466	480	530
African Health Anthology	0	0	0	0		0	0	4	17
AMED	0	0	0	0	0	0	0	0	6
Bioethicsline	20	19	10	23	23	30	5	5	23
Cancernet	23	11	11	17	36	36	15	19	25
Cochrane (Complete)*	45	47	34	49	39	163	163	263	344
Diagnostic Imaging	15	39	21	15	12	22	4	4	7
Practical Approach to Infect. Dis.	0	0	0	0	0	0	0	15	19
PubMed (NCBI)	128	153	113	237	205	125	689	1,143	1,736
Medical Letter on Drugs and Therap.	50	40	38	47	38	43	5	6	9
Merck Manual (StatRef)**	74	80	90	281	299	141	122	94	111
Sabiston	0	0	0	0	0	0	0	22	36
Textbook of Internal Medicine	0	0	0	0	0	0	0	20	9
Williams-Obstetrics	28	26	35	31	31	26	8	8	16
Williams Textbook of Endocrin.	0	0	0	0	0	0	0	11	32
Allergy: Principles and Practice	0	0	0	0	0	0	25	18	48
Brenner	0	0	0	0	0	0	7	21	16
Clinical Dermatology	0	0	0	0	0	0	15	33	40
Clinical Laboratory	18	12	13	10	13	16	3	12	19

Better Table

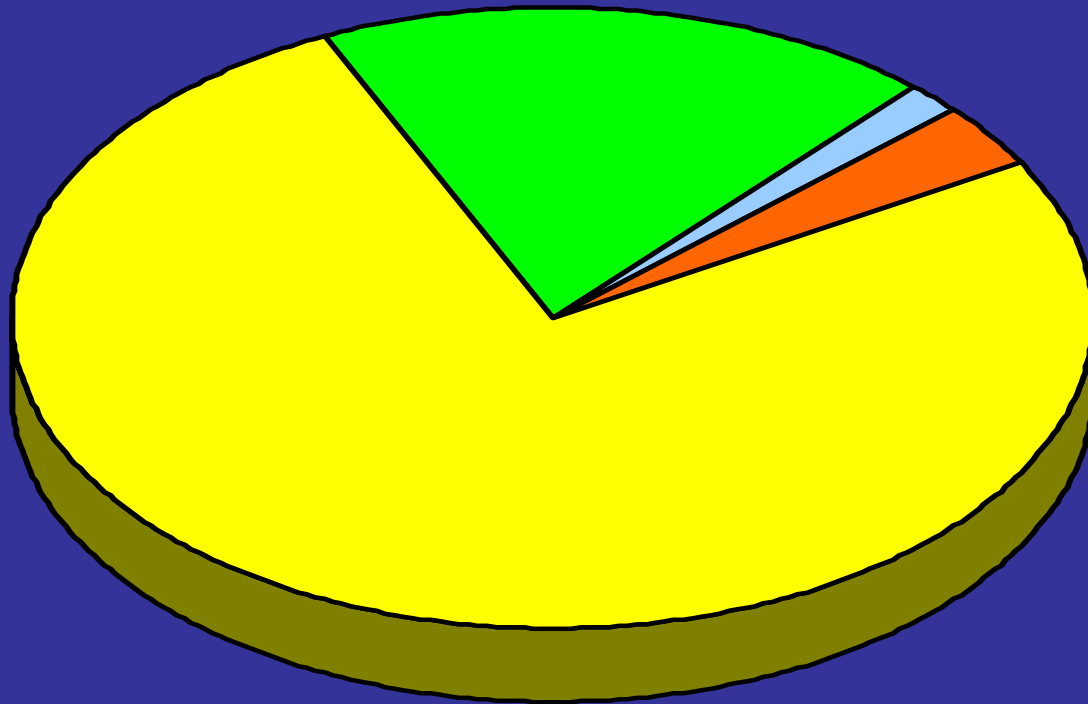
Resource	Jul-1999	Sep-1999	Oct-1999	Dec-1999	Jan-2000	Feb-2000	July to Jan
							%Increase
PubMed (NCBI)	153	237	205	689	1,143	1,736	1034.6%
Scientific Amer. Med	77	43	69	466	480	530	588.3%
Cochrane	47	49	39	163	263	344	631.9%
Allergy	0	0	0	25	18	48	na
Clinical Dermatology	0	0	0	15	33	40	na

Electronic Resource Usage Jul 1999 - Feb 2000
as measured in Web hits

Why Use graphs?

- You need to get your audience's attention
- Many people respond better to visual cues
than to straight text or lists of numbers
- An effective graph can help drive home your point

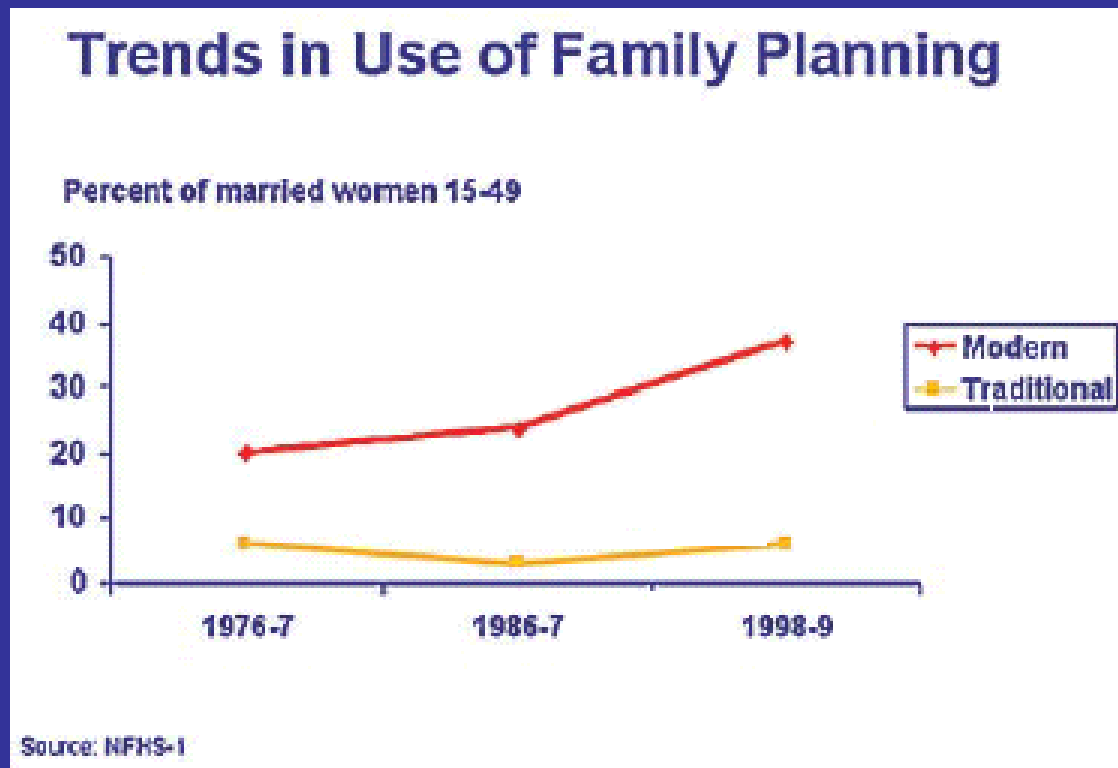
Pie Charts



Use a maximum of six slices

Pull out the slice you want to highlight

Line Charts

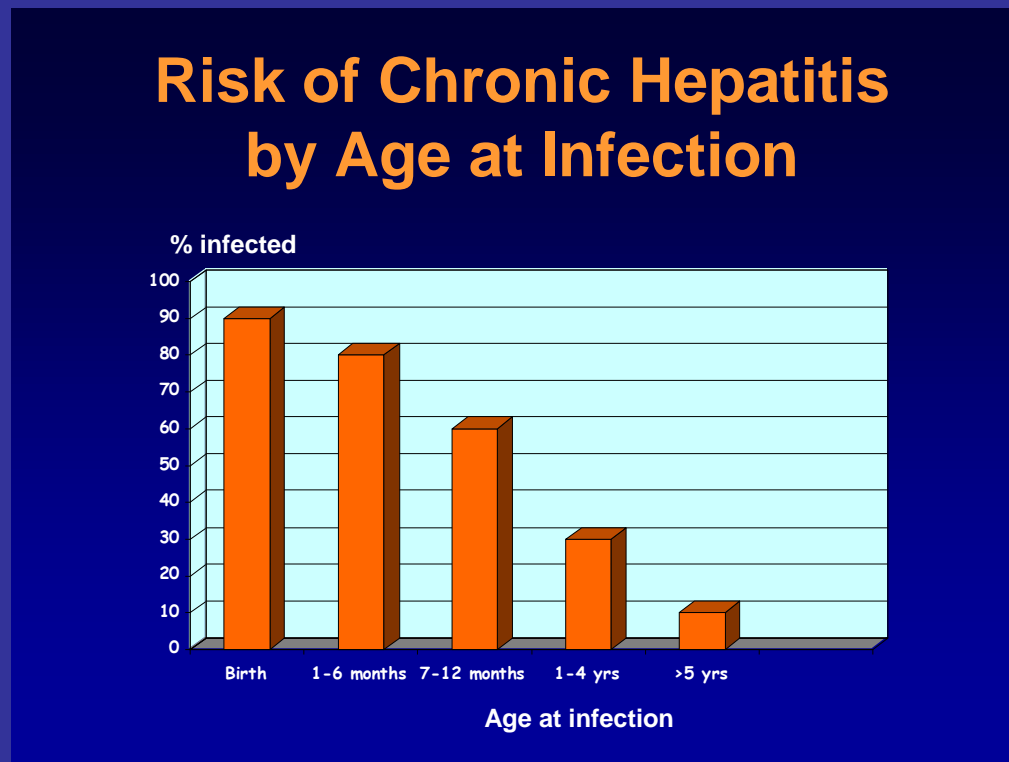


Maximum: 3 - 4 lines

Making trend lines thick for easy visibility

Always cite data source & place it beneath your graph

Graph



Use simple graphs to communicate findings

If too much information presented, very little will be remembered

Photos

- Adding photos enhance comprehension & interest
- Photos help to put a “human face” on the numbers

Women's Autonomy

Percentage of women who do not need permission to.....



Women's Autonomy

Percentage of women
who do not need
permission to.....

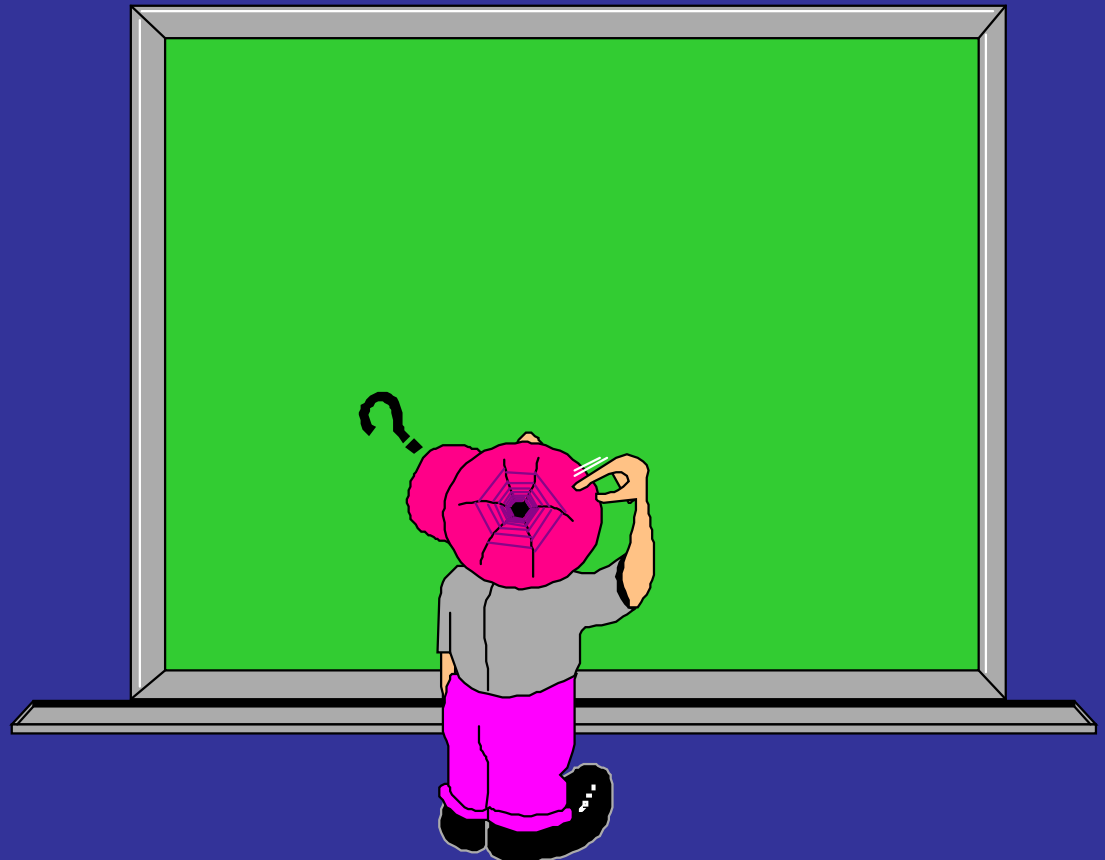
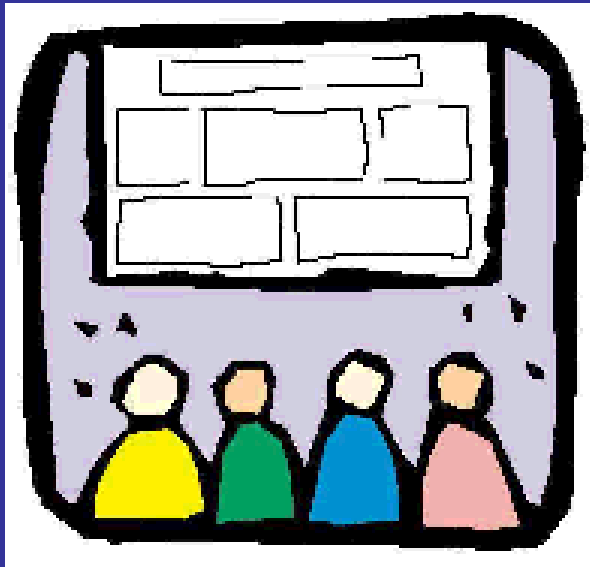


Preparation

- Prepare your visuals in advance
- Always make back-up copies
- Know how to use the technical equipment
- Preview the room, & select the layout that is best for your presentation



Stand facing audience



Eye Contact

Triangle zone •

Correct zone for positive eye contact

Zone A •

The observer looks shifty

Zone B •

You appear to be arrogant or you are talking down at them



Steps to Reduce Your Speaking Anxiety

- Know the room
 - Arrive early
 - Walk around the room
- Know the audience
- Know, practice, and revise your material
- Don't apologize for being nervous
- Concentrate on your message
- Gain experience



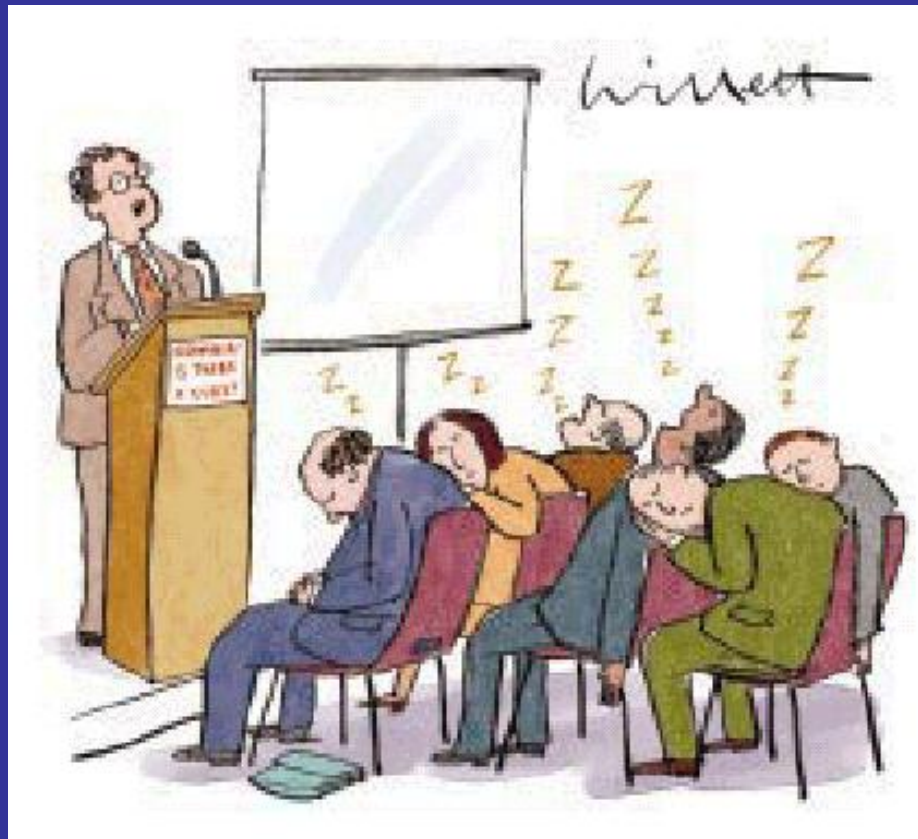
Last Advises

- Repeat you presentation several times: **10 - 12** repetitions
- Don't make absolute darkness in hall
Auditor have to find their places & take notes easily
- Don't read your presentaton line per line
Think of **message** you want to transmit
- Put your CD or slides in **your handbag**
You can't present your slides if your baggage is lost

Follow the **KISS** rule

Keep It Short & Simple

How Not to Give a Presentation



BMJ 2000 ; 321 : 1570 - 71

Aids to a Bad Presentation

Time of Your Arrival

You have to arrive late

Don't arrive too late because they will simply
cancelled your session.

Aids to a Bad Presentation

Multimedia

Poorly filmed videos that are long & incomprehensible

Tapes that are inaudible

Music that is out of tune

Powerpoint presentations use every feature the software offers.

Aids to a Bad Presentation

Slides

- Must be far too many
- Must contain too much information
- Must be too small for even those in front row to read
- Flash them up as fast as you can
- Ensuring they are in wrong order with some upside down
- Little connection between what you say & what is on slide



There are no secrets to success
It is the result of preparation, hard
work, & learning from failure

**Enjoy yourself –
Your audience will enjoy the talk more**



Conclusion

Presentation = Communication

Simple, Clear

Practice

Slides enhance your message

Thank You