

# Tips for effective scientific presentations

## 1) Know your audience

Don't tell them what they already know,  
and clarify what they don't know

## 2) Tell a story

### 3 parts:

Introduction/Background

Body

Conclusion/Summary

### Introduction/Background:

Level the knowledge playing field

Layout the story, why is this important?

### Body:

Put down everything and then organize

Method then result, personalize them

Build one point on another in a logical order

### Conclusion/Summary:

We want your opinion, keep it simple

Keep it simple, only one story per talk!

## 3) Be honest about your own work, give credit to others

## 4) Details matter

Use first caps and appropriate fonts

Minimize the number of words, use images

Appropriate fonts and font sizes

Use bullets correctly

Appropriate background(s) and text colors

## 5) Practice, practice, practice...

No memorization, no reading

Practice with peers and non-peers

Use notes but keep them simple

## 6) Delivery

Body language

Smile and show emotion

Voice and facial expressions

Eye contact

Talk to the audience

Not the screen

Never apologize

Hands vs pointers vs lasers

Pauses

Always start and end with "Thank you"

End early - never run over

Dress appropriately

## 7) Questions

Let the audience know you'll take questions

Repeat the question

Answer the question back to the entire  
audience

## 8) Acknowledgements

Let us know who helped you