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

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