

Developing Powerful Presentations and Posters

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Outline

- Introductions and review objectives (5 min)
- Group exercise (5 min)
- Share results of group exercise (5 min)
- Didactic section (20 min)
- Poster examples (5 min)
- Discussion (5 min)

Learning Objectives

- By the end of this presentation, participants should be able to:
 - Assemble components of strong and weak presentations
 - Demonstrate knowledge of SMART format for learning objective development
 - Describe how to develop an engaging poster

Group Exercise

- With the person next to you, make a list of the items that would encompass the WORST presentation/poster you have ever seen!

Oral Presentations Dos and Don'ts

- Never apologize
- Check projection equipment before starting
- Show only what you want the audience to see
- Use the entire screen
- Never speak in a totally dark room
- Never read presentation from a printed copy

» Adapted from Kaplan NM, J Invest Med Vol 50, No. 6, Nov 2002, pgs 419-20

Oral Presentations Dos and Don'ts

- In certain instances, slow down
 - Time your slides carefully
 - Leave time for questions and answers
 - Use examples
 - Move around
 - Avoid duplication
 - List the points covered
 - Name your sources
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- Adapted from Kaplan NM, J Invest Med Vol 50, No. 6, Nov 2002, pgs 419-20

Oral Presentations Dos and Don'ts

- Choose fonts and colors carefully
- Indicate highlights
- Keep it simple
- Be careful about titles and legends
- Follow a sequence
- Know your audience

— Adapted from Kaplan NM, J Invest Med Vol 50, No. 6, Nov 2002, pgs 419-20

Pearls

- Include 3-5 critical take-home points; repeat at the end
- Choose an uncomfortable topic
- Practice and count # “uh”, “um” and “okay”s
- Ask leading questions
- Use real-life vignettes
- Humor, enthusiasm
- Repeat audience questions

– Chisholm CD, Residency Program Alert, Oct 2006, pgs 7-8

Clinician-Educators

- Reputation/promotion
- Scholarly work
 - Peer-reviewed publications
 - Curriculum material development
 - Assessment tools
 - Workshop/poster presentations at regional or national meetings

» Spagnoletti CL et al, JGME, March 2013,pgs 155-6

SMART Objectives

- Specific (state what learner will be able to do)
- Measurable (can be observed at training end)
- Attainable (within scheduled time/specified conditions)
- Relevant (to the needs of the audience/organization)
- Timely (achievable by session end)

Bloom's Taxonomy

- Classification of levels of intellectual behavior important in learning
- **Creating**
- **Evaluating**
- **Analyzing**
- **Applying**
- **Understanding**

Verbs to Avoid

- appreciate
- believe
- have faith in
- know
- learn
- understand

Public Speaking

- Volume
- Eye contact
- Break it down
- Use acronyms as prompts
- Practice but don't memorize
- Step away from the podium
- Use creative graphs and props

– Adapted from Jacques S, Physicians Practice, May 2013, pg 7

Chart Styles and Use

- Pie chart - show proportional relationship of a few components

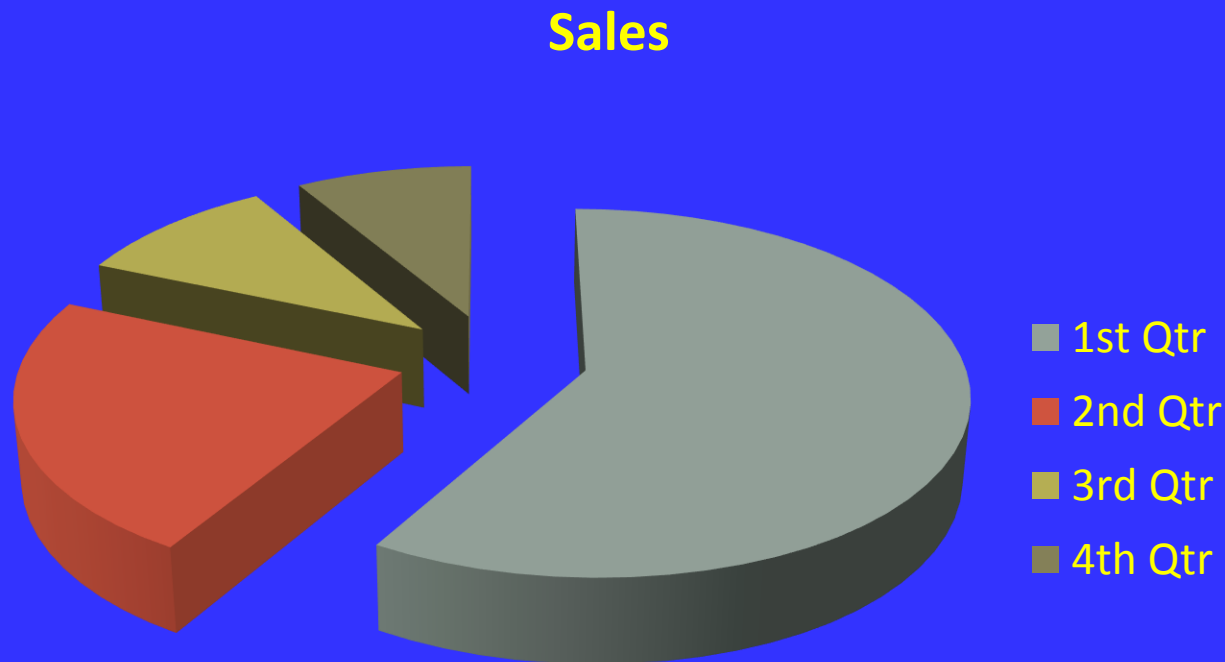


Chart Styles and Use

- Bar and column charts - show ranking or comparison of items

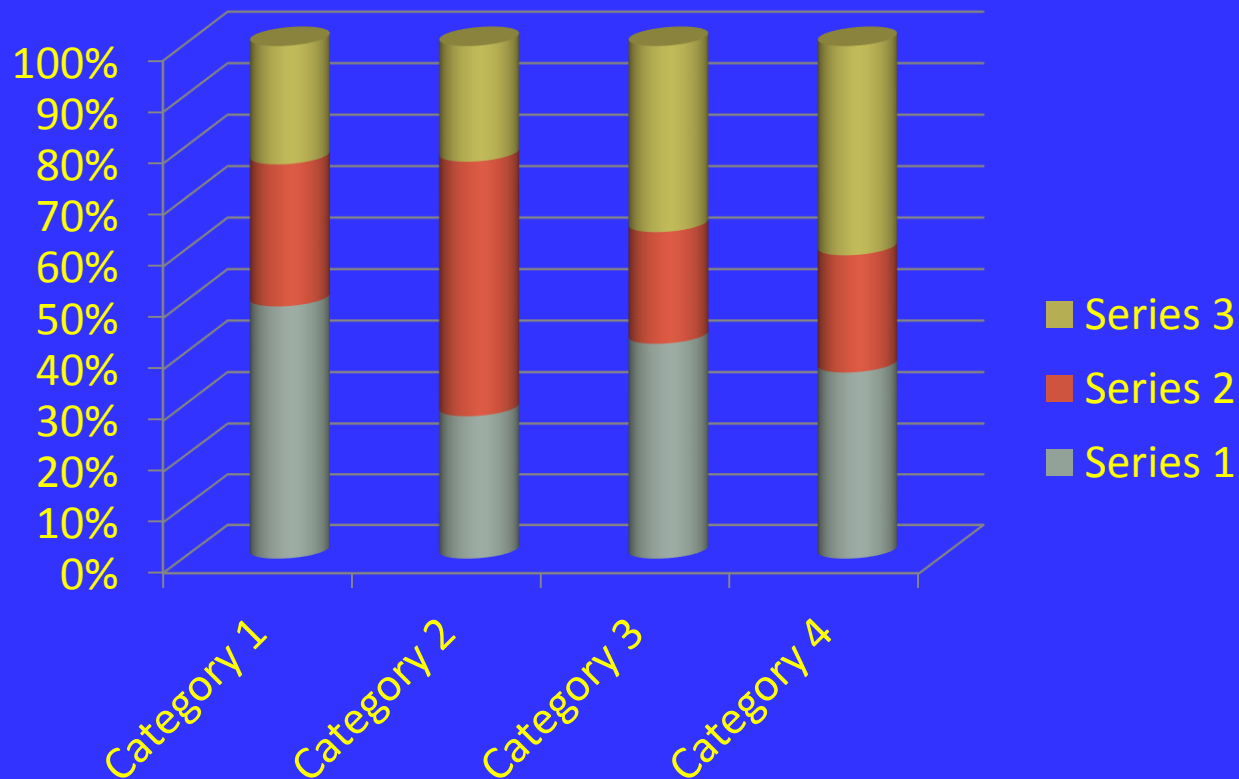
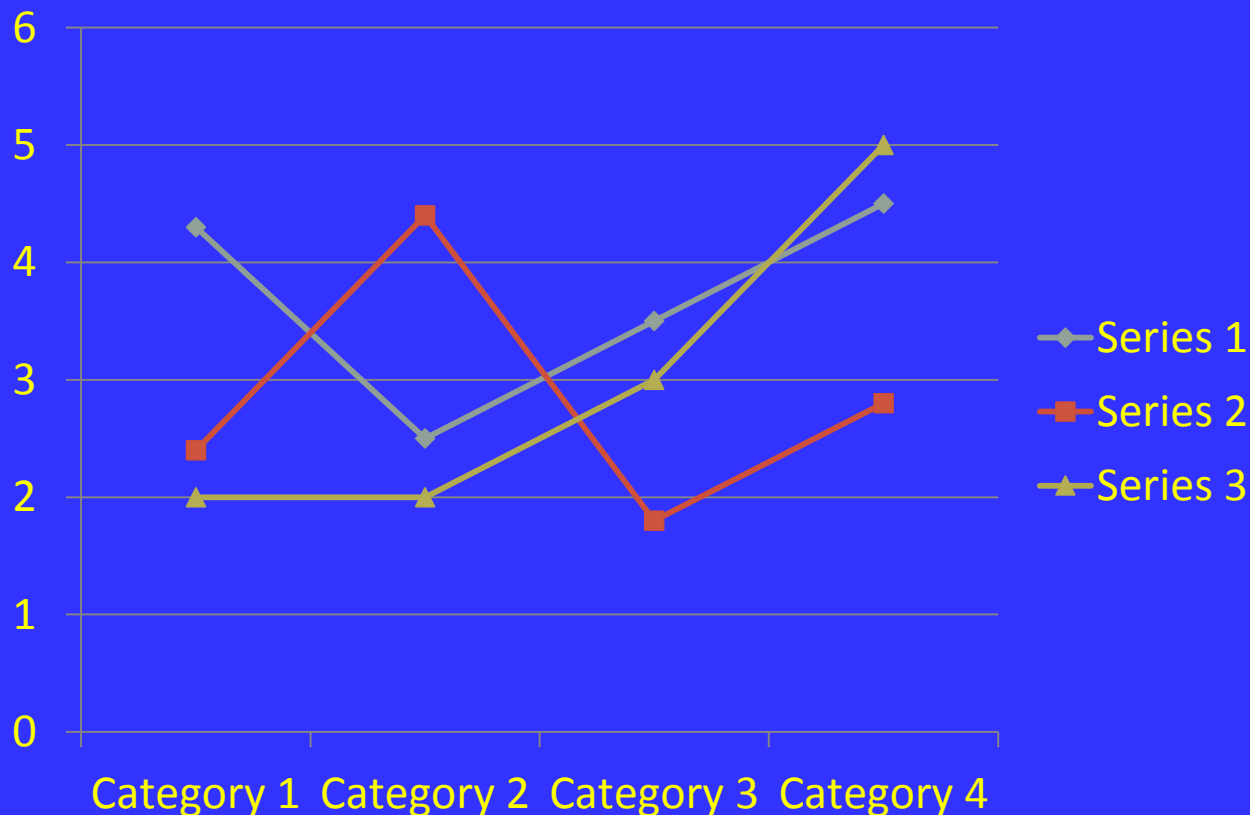


Chart Styles and Use

- Line charts - show trend over time



Additional Chart Styles and Use

- Runway charts - show cumulative data
- Scatterplots - show correlation between two variables
- Box and whiskers charts - show spread or range of data compared to median and highlight outliers

Posters

- Visual communications tool
- Engage colleagues in conversation
- Get your main point across to as many people as possible
- Advertisement/summary of your work
- Easily read; bullet points
- Bring copies/documentation

– <https://projects.ncsu.edu/project/posters/index.html>

Posters

- Who's my audience?
 - What's my message?
 - Write an effective abstract
 - How much room do I have?
 - How much money do I have?
 - Set up deadlines
 - Layout
 - Graphics - simple and clean, photos, some spot art
 - Light background with dark letters
 - Edit and review multiple times
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- <https://projects.ncsu.edu/project/posters/index.html>

Poster Template

Presenting Your Poster

- Arrive early and set up
 - Bring copies for your readers
 - Consider leaving a pen and pad for invited comments
 - Be there for duration of session
 - Have 3-5 min prepared presentation
 - Give big picture
 - Why problem is important
 - Graphics to support
- » <https://projects.ncsu.edu/project/posters/index.html>

Additional Important Information

- Generic medication names
- Diagnostic accuracy
- Plagiarism
- Citations
- 8 hours prep for 1 hour lecture

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