#### Scientific Presentations and Posters

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## Scientific Presentations









#### Outline



- Introduction to scientific presentations
- Importance
- Presentation content
- Presentation structure
- Presentation delivery
- Examples





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#### What is a scientific presentation?



"Scientific presentation is a professional way of disseminating research, make peers aware of novel approaches, findings or problems"

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### Why are scientific presentations important?

- Sharing your work and achieving recognition
- ❖ Ability to advocate for your science
- ❖ Learn how to talk about your research
- Contribute to your overall research profile
- Meet other researchers in your field

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#### Where to start?

- What is the objective of your presentation?
- Which main points do I want to present?
- Key message for audience to remember?



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#### Preparing for a presentation



- ❖ Three major facets to a presentation:
  - The content
  - How it is packaged/structured
  - How it is presented/delivery









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## [A] Presentation Content









#### 1] Know your audience

- Gear your presentation to the audience
  - Are they colleagues?
  - Researchers in a related field?
  - · General public?
  - Donors?





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#### 2. Set the stage

- ❖ Use an informative title
- ❖General > focused
- ❖ Why is this important?
- Define the objective of the presentation
- ❖ Specify exactly what you want your audience to learn



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#### 3. Tell your story

- A presentation or poster is *your* story.
  - A logical unfolding of information
  - An imprecise speaker is an unfocused thinker

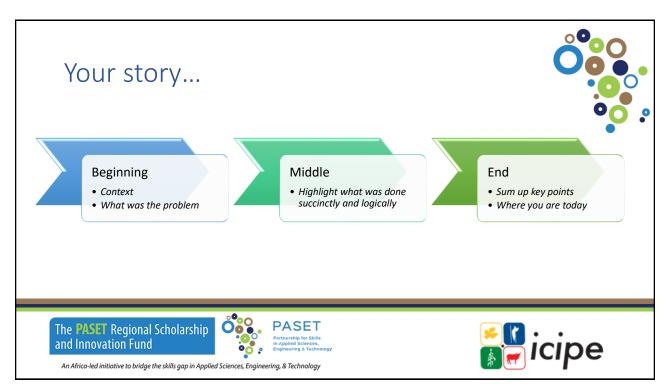
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#### 4. Summarize - Keep it simple



- ❖ The goal is to communicate
- Brief definitions
- Explanations of terminologies and processes
- Distil your work to its essence





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# [B] Presentation Structure (Dos and don'ts of PowerPoint slides)









#### Leading mistakes

- ❖ Poor choice of font and size
- ❖ Poor choice of colours for background and text
- ❖ Too much data
- ❖ Too many lines of text

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#### What font to use

- Serif fonts take longer to read...
  - This font is Times New Roman.
  - This font is Courier.
- ❖Use a Sans Serif font:
  - · This font is Arial.
  - · This font is Comic Sans.









#### Font size

❖ Font size should be 18 points or larger:

18 point

20 point

24 point

28 point

36 point

\* References can be in 14 point font





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#### FONTS Cont.

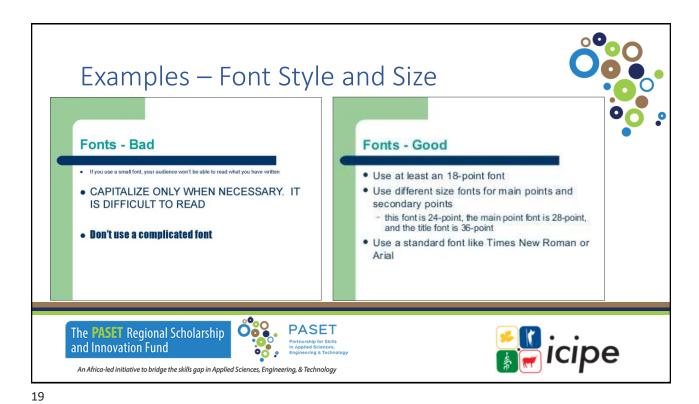


# AVOID USING ALL CAPITAL LETTERS BECAUSE IT'S MUCH HARDER TO READ!









Colour

Dark letters against a light background

Best for smaller rooms and for teaching

Light colours against a dark background

Best for large rooms

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#### Colour cont.

- Avoid red-green combinations
  - A large fraction of the human population is red-green colour blind.

Lots of people can't read this – and even if they could, it makes the eyes hurt

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## Choose colours carefully



Good Good So, So Bad Worst



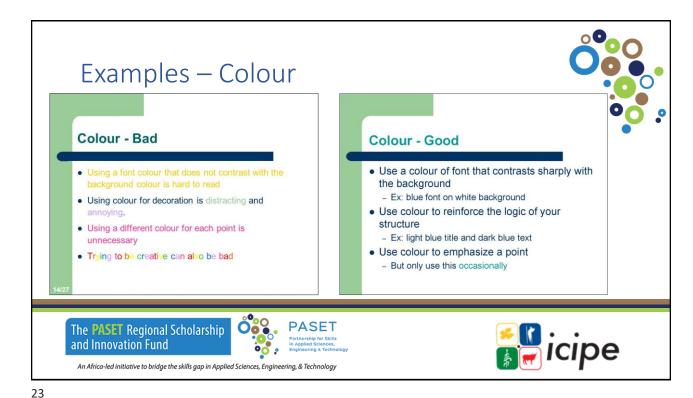


Slide backgrounds, font sizes and colour









#### Structure/Layout

- ❖ Keep the layout and style as consistent as possible.
- Every slide should have a heading.
- ❖ Try to limit bullets to no more than 7 lines.





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#### Structure/Layout cont.



The reason for limiting text blocks to two lines is that when the text block goes on and on forever, people in the audience are going to have to make a huge effort to read the text, which will preclude them from paying attention to what you are saying. Every time you lose their focus, your presentation suffers!

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#### Examples - Structure/Layout

# 0000

#### Slide Structure - Bad

• This page contains too many words for a presentation slide. It is not written in point form, making it difficult both for your audience to read and for you to present each point. Although there are exactly the same number of points on this slide as the previous slide, it looks much more complicated. In short, your audience will spend too much time trying to read this paragraph instead of listening to you.

#### Slide Structure - Good

- Use 1-2 slides per minute of your presentation
- · Write in point form, not complete sentences
- Include 4-5 points per slide
- Avoid wordiness: use key words and phrases only

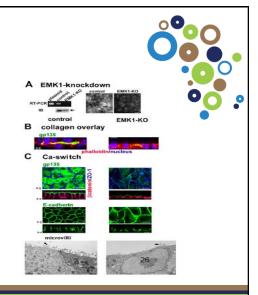
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- Do not cram too much into a slide.
- Try to include a simple image on every slide.



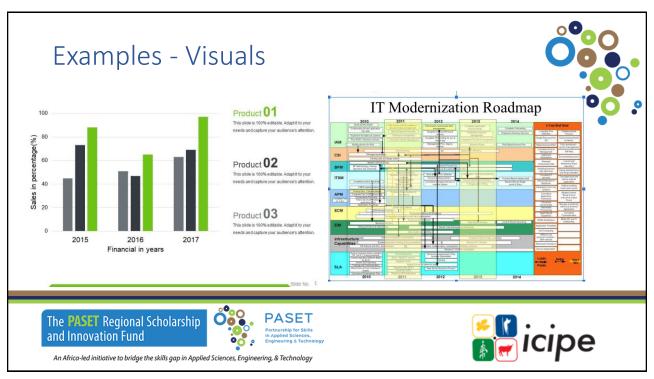
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#### Animation



- ❖It is often effective to "unveil" a list point by point.
- $\ \ \, \ \ \,$  Do not overuse animations and do NOT have screeching sounds as text enters!



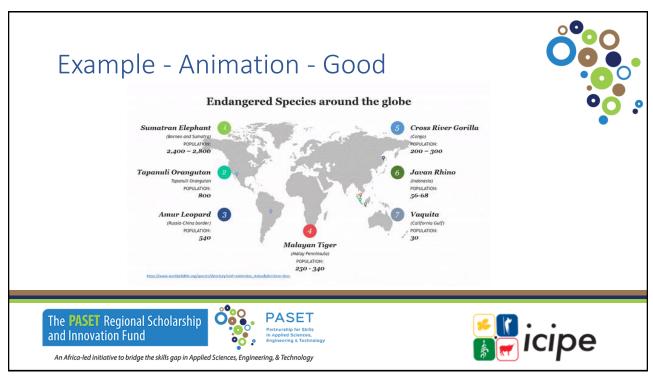


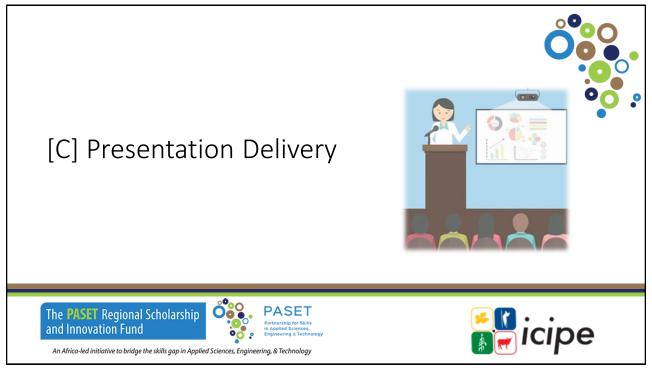


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#### 1. Be prepared



- ❖ Familiarise yourself with the venue/online platform
- Get the equipment ready
- ❖ Run through your slides





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#### 2. Get ready to present



- Prepare and know your lines and subject
  - Focus on the key points
- Improvise different ways of communicating
- ❖ Articulation and eye contact are most important
- Enthusiasm prevents monotony







#### 3. Questions



- Don't repeat the question, rephrase it
- ❖ Acknowledge good questions
- ❖ Keep answers brief and to the point

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#### Summary

- A descriptive title for each slide
- One main message per slide
- Keep to ≤7 bullet points per slide if possible
- Avoid sentences
- Use simple fonts
- Size font big enough to read, small enough so that you are not SHOUTING!
- Use contrast









#### Summary Cont.

- Keep it simple get rid of clutter
- Simple imagery
- Good use of graphics, graphs
- Use colour wisely
- Avoid pointless animation
- Check spelling and grammar







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#### Take home message

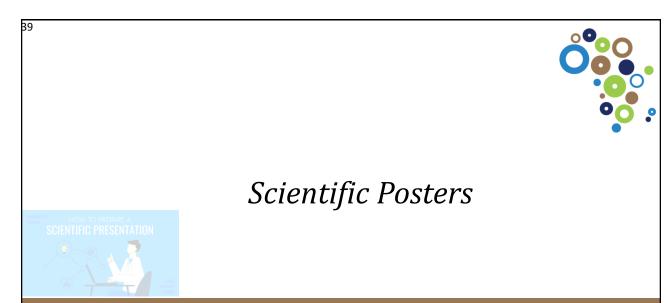


Well organized and effective slides reinforce your message and help you communicate effectively











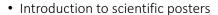


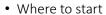


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#### Outline





- The basics
- Scripting
- Visuals
- Examples

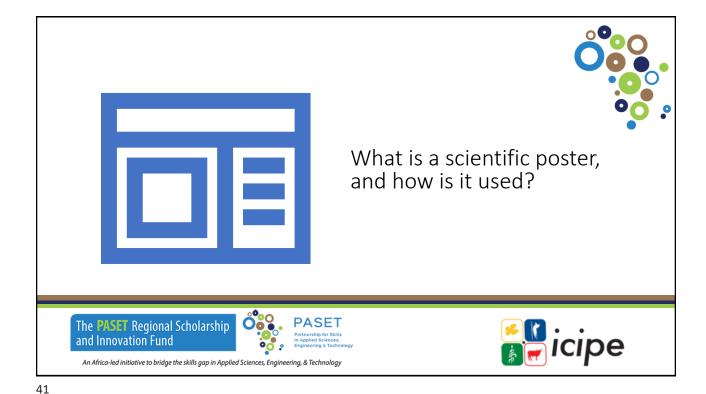






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What is a scientific poster?

- ❖An illustrated summary of research
- ❖A communication and networking tool



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#### How is a scientific poster used?



- ❖ Research posters summarize information or research.
  - Displayed at events such as symposiums, conferences and meetings.
  - To show new discoveries, new results and new information.
- ❖ A poster should use **visuals** to draw people in from a distance.









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#### Poster session at conferences

- ❖ The technical posters are popular at conferences and events.
- The researcher stands by their poster to engage viewers in conversation about the research.

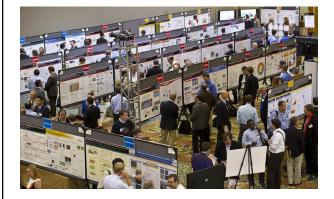


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#### Poster sessions at conferences













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#### Why a scientific poster?

- A visual representation of scientific research
- ❖ A poster should not look like a paper!
- It is a VISUAL representation of an abstract, with minimal text
- ❖ It has a MAIN message.



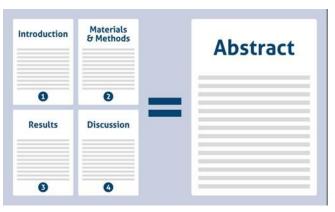


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#### What is an abstract





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#### How do you write an abstract?



1. **Introduction:** "What is the subject



2. **Materials and methods:** Describe the research methods (also include data analysis).



3. **Results:** Describe the results/findings.



4. **Discussion and further directions:** conclusions and recommendations.

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#### Scripting

- ❖Use the abstract as the starting point for scripting.
- ❖ Use **bullet points**: a poster should not look like a paper.
- ❖ Avoid wordy paragraphs
- ❖ Bullet points are less intimidating
- ❖Try to keep to less than 750-1000 words in total (less is better!) [this slide has 50 words]

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#### The Visuals

- ❖Select only essential visual support the main message.
- ❖Your visuals must be easy to understand.
- ❖Complex graphs? Then highlight the most important information.
- ❖Use graph and table formats that portray the data.
- ❖ Use flow diagrams for methods
- ❖Images should be high quality (not pixelated).



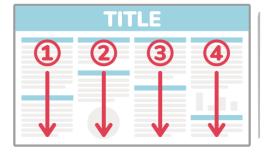


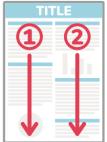




#### Some basics







- Use sections with headers: Large, easy-to-read headings
- Logical flow of the sections as easy as possible for the viewer to follow.

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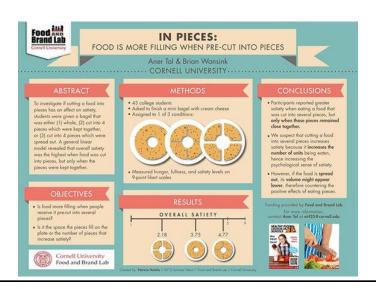


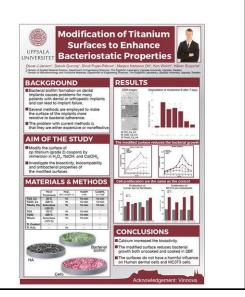
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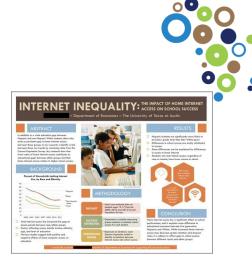
#### Examples – Logical Flow





#### Some basics Cont.

- **❖**Keep it simple
- ❖ Layout and size: vertical or horizontal? Size? Check with the conference organisers.
- ❖ Panels: How do we read: Left to right & Top-down.
- ❖ Make sure you have a clear directional flow.
- ❖ Leave space at the edges of the poster



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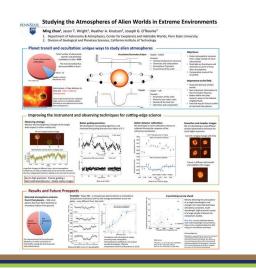


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#### Some basics

- **♦ Colour**: Use a limited number of colours (three-to-five, Graphs included).
- **❖ Background:** None
- **❖Fonts:** Arial

Calibri



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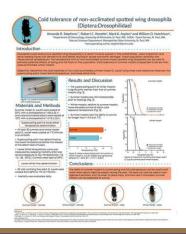
# Some Basics - Background

Good Background









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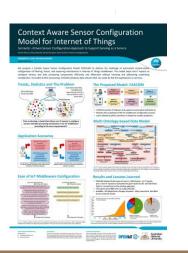


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#### Some basics - Font Sizes.

The whole poster should be legible from 4 feet.





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#### Tips

- ❖ Make important information stand out.
- ❖ Use a poster template.
- ❖ Avoid abbreviations that most people won't understand.
- Check spelling, grammar and punctuation.
- ❖Align text left (easier to read).
- ❖ Remove unnecessary spaces between words.



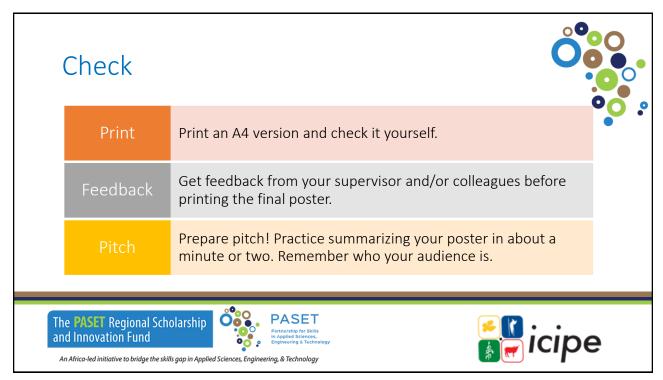
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#### Poster Samples

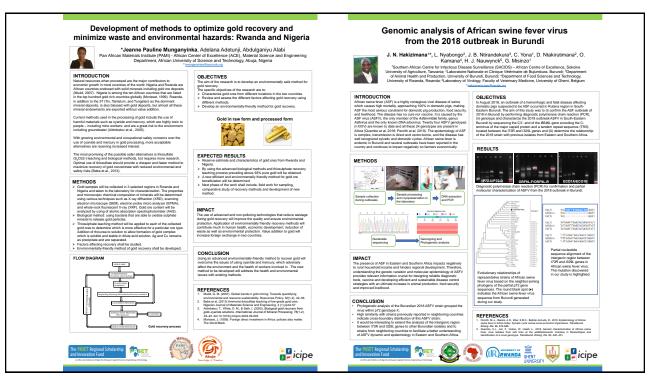
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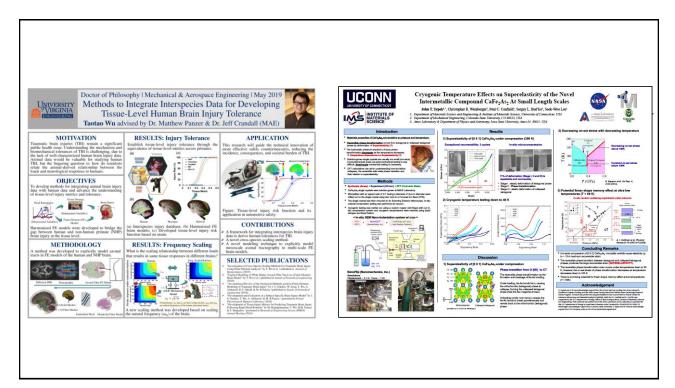


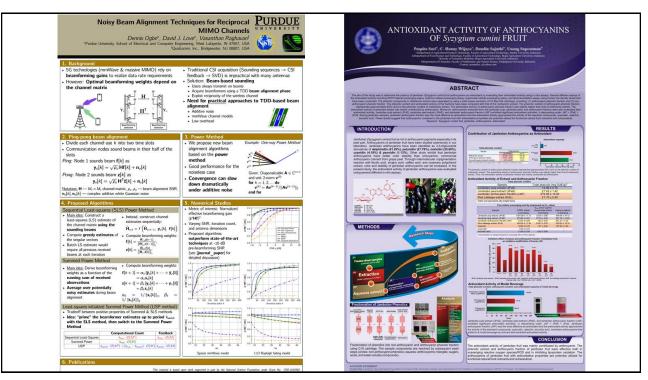


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#### Ineffective posters

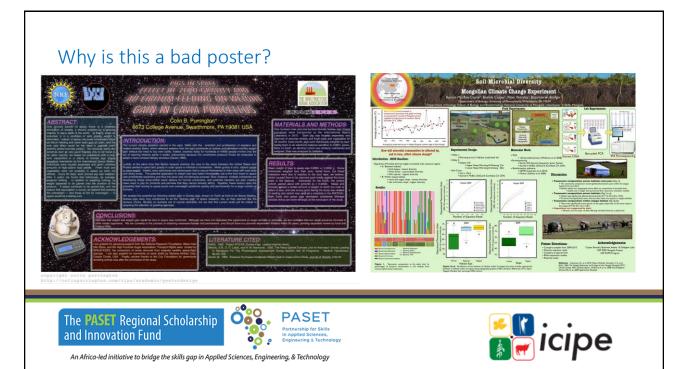
- ❖ Many ineffective posters suffer from easy-to-fix problems:
  - Poor title
  - The main message is not clear
  - Text too small
  - Poor graphics
  - Poor organization
  - Too crowded

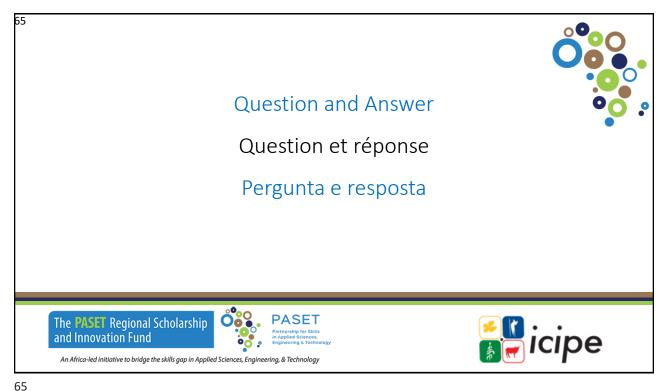






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# Thank you







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For more information contact

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