

Tips for effective scientific presentations

You are **Sending**, the audience is **receiving**, anything you do to get in the way of that will reduce your effectiveness

You are not alone **onstage**, the audience wants you to succeed, feed off their positive energy

The **projection screen should only be used for data and/or subconscious cues**, which help you remember what to say and when to say it

Use appropriate fonts and font sizes, don't get in the way of viewers understanding your message

Titles

- Only capitalize the first word of the title
- Keep them as simple as possible
- Use only one line of text, subject first, details second

Use appropriate background(s) and text colors, science presentations use brightly colored images, do not detract from them with colorful or fancy backgrounds

You are making an impression on the audience every time you give a talk, poster, or write a paper - make it your best

Tell a story

- Be consistent with shapes, colors, and image orientation as you construct your talk
- Use color to focus the audience's attention on what you want to say or show
- **Only one story** per talk, poster, or paper
- **Stories have three parts:**

Introduction/Background:

- Layout the story, why is this important?
- Set up the actors in the play

Body:

- Put down everything you want to say 1st, then organize it 2nd
- Personalize your information when possible
- Build one point on another - in a logical order

Conclusion/Summary:

Give us your opinion, keep it simple.

Know your audience

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

Be honest about your work and reference other's work or contributions at the bottom of the slide

Minimize the number of **words** on your slides, **use images** in place of words whenever possible

Use bullets correctly or don't use them at all

Practice, practice, practice...

- Do not memorize or read your talk to the audience
- Practice with peers and non-peers
- Use notes if you need them but keep them simple

Delivery

- Use body language
- Smile and show emotion
- Voice and facial expressions
- Eye contact
- Talk to the audience, not the screen
- Use your hands
- Do not apologize
- Hands (best) vs pointers (okay) vs lasers (bad)
- Use pauses (silence) NOT, "okay...", "ummm...", "ah..."
- Always start and end your talk with "Thank you"
- End early when possible - never run over
- Dress appropriately for the audience you are addressing

Questions

- Let the audience know you are done and that you'll take questions
- Repeat the question so everyone can hear it
- Answer the question back to the entire audience

Acknowledgements

Let us know who helped you

Shortest title possible, keep it simple!

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Poster templates
available at
artforscience.com
under tutorials

Your mug shot goes here

Shortest title possible, keep it simple!

First and Last name of author(s), spell out first author's first name
Author affiliation(s) i.e., University of Wisconsin—Madison

Introduction

Never put your abstract on your poster. Instead, use this space for the background & significance of the poster.

Never put your results that led to your project, tell us how this furthers the current body of knowledge.

Tell us why your project is important, why we should care about it. Keep it BRIEF and to the point

Best titles practices:

Use a title or subtitle only.

Use easy to read one- or two-word titles such as *Art!*

Capital letter only at the beginning of the title, and NO ALL CAPS!

Keep the title text simple, removing as many words as possible.

Use the fewest words possible.

Use only one line of text. No multi-line titles.

Put the one or two words that describe the entire poster into the first part of the title sentence. Define that words with simple descriptions, i.e., *Carbon fiber* = a more interesting technique

Feel free to include figures in the introduction.
Include a brief explanation of the methods here.

Results

1

Fig 1. This is the legend.

2

Fig 2. This is the legend.

Conclusion

Future directions can also go here.
What is the future direction of your project on this topic?
Keep it BRIEF and to the point

References

Fig 3. This is the legend.

Acknowledgement

Thank the people and funding sources that supported your research project.
H. Adam Wertheimer - adam@effinference.com

Fig 4. This is the legend.

Shortest title possible, keep it simple!

Your mag shirt goes here

First and Last name of author(s), spell out first author's first name)

Author affiliation(s) i.e., University of Wisconsin—Madison

Introduction

Never put your abstract on your poster. Instead, use this space for the background & significance of the poster. Use this space to tell us how this relates to the current body of knowledge. Tell us why your project is important, why we should care about it. Keep it BRIEF and to the point.

Best titles practices:

Use easy to read non-caps such as Arial.

Capital letter only at the beginning of the title, and NO ALL CAPS!

Keep the title text simple, removing as many words as possible.

Use the title text as the abstract.

Use only one line of text. No multi-line titles.

Put the one or two words that describe the entire poster into the first part of the title. Use the following words with single descriptors, i.e., Carbon fiber - never mentioning technique

Feel free to include figures in the introduction.

Include a brief explanation of the methods here.

Results

Never put your abstract on your poster. Instead, use this space for the background & significance of the poster. Use this space to tell us how this relates to the current body of knowledge. Tell us why your project is important, why we should care about it. Keep it BRIEF and to the point.

Best titles practices:

Use a smaller aligned font.

Use easy to read non-caps such as Arial.

Capital letter only at the beginning of the title, and NO ALL CAPS!

Keep the title text simple, removing as many words as possible.

Use the title text as the abstract.

Use only one line of text. No multi-line titles.

Put the one or two words that describe the entire poster into the first part of the title. Use the following words with single descriptors, i.e., Carbon fiber - never mentioning technique

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Methods

Results

1

Fig 1. This is the legend.

2

Fig 2. This is the legend.

Results

3

Heading text should be 50-36pts

Body text should be 36 - 24 pts.

Fig 3. This is the legend.

4

Fig 4. This is the legend.

References

Conclusion

Future directions can also go here.
What is YOUR opinion, as an expert on this topic?
Keep it BRIEF and to the point

Acknowledgement

Thank the people and funding sources that supported your research project.
H. Adam Steinberg - adam@efficience.com