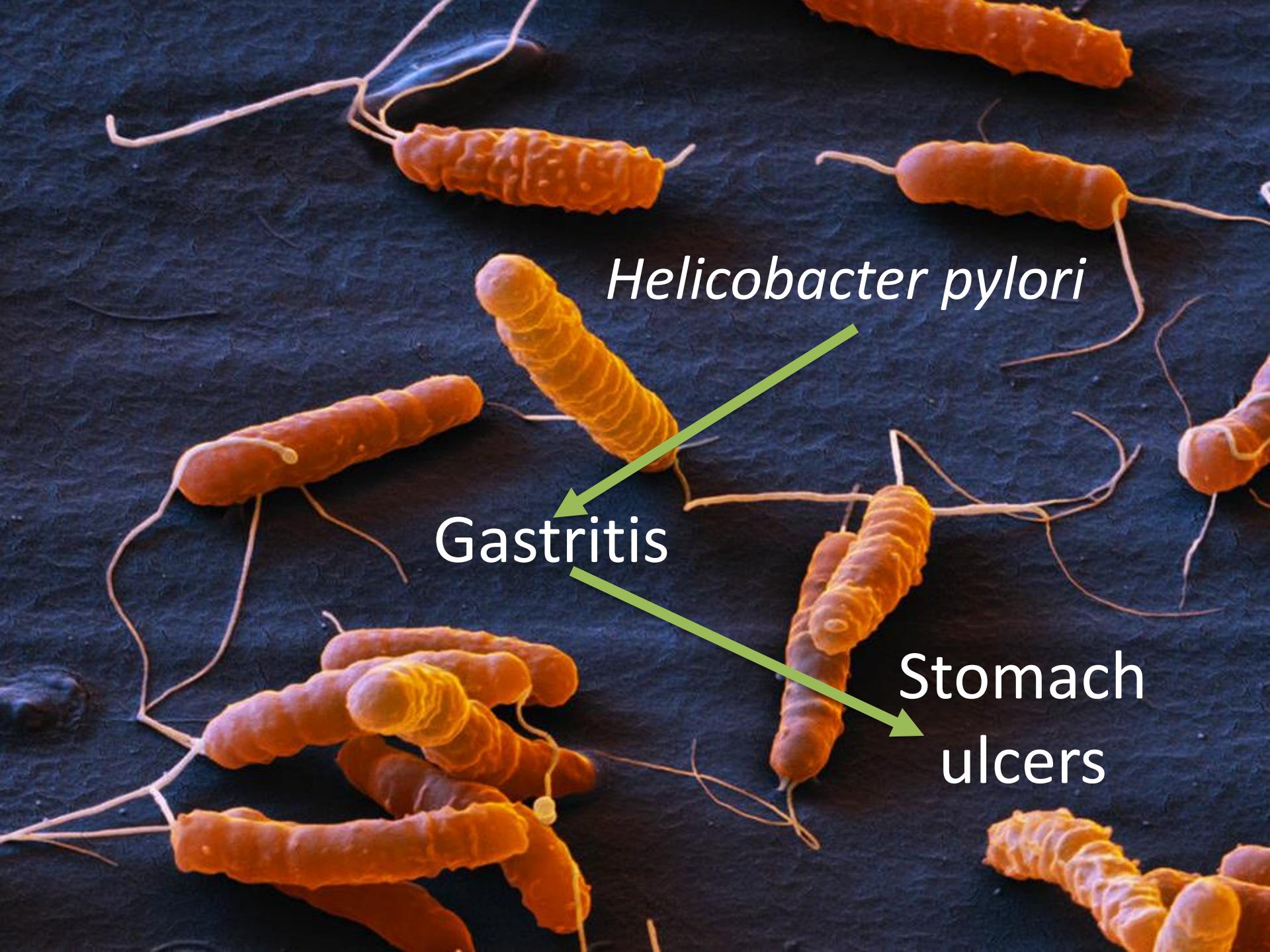


Speaking with Impact

Peter Emmrich,
John Innes Centre, UK

Mastering the basics



A scanning electron micrograph showing several orange, curved bacteria of the species *Helicobacter pylori* against a dark, textured background. The bacteria have a distinct segmented appearance and long, thin flagella.

Helicobacter pylori

Gastritis

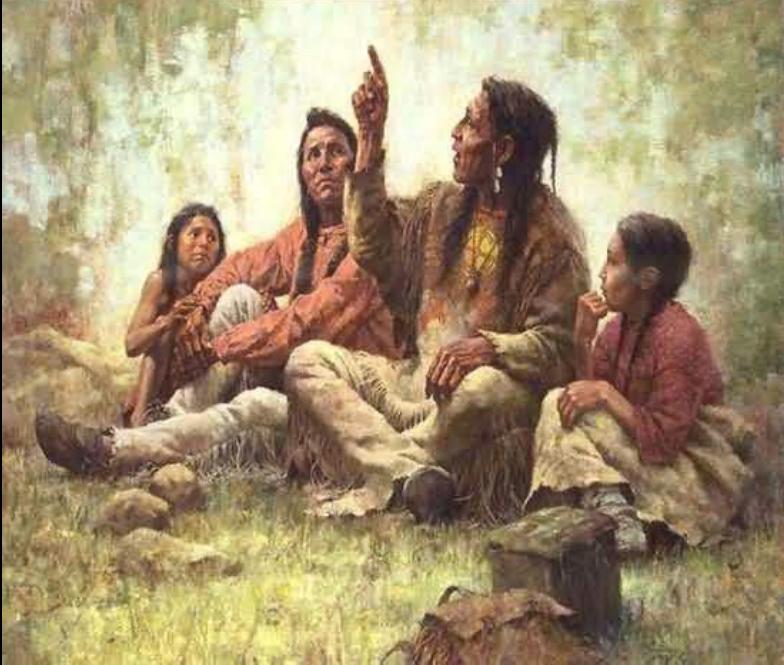
Stomach
ulcers

Causes of stomach ulcers

- often associated with gastritis caused by H. pylori
- proved by Barry Marshall in a self-experiment
- Koch's postulates 3&4 proved:
 - human subject developed symptoms of gastritis when inoculated with H. pylori
 - H. pylori re-isolated from infected host
- can be treated with antibiotics
- formerly thought that stomach ulcers were caused by too much stomach acid or stress
- Nobel prize was awarded for this important discovery

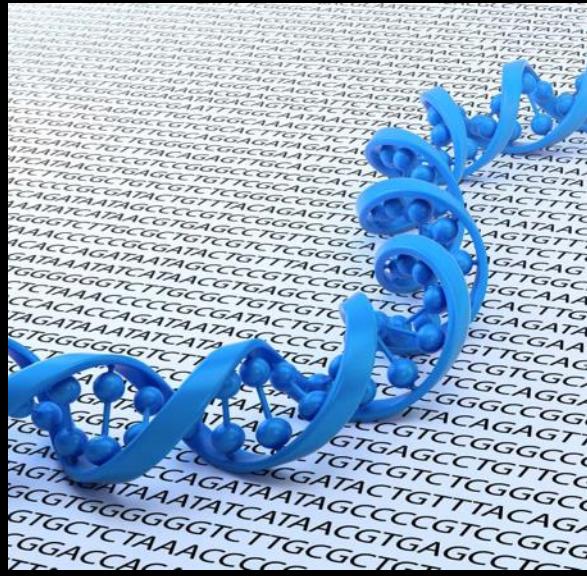


Tell us a story





The Problem



Your Work



The Impact

Three questions before you start

Question 1:
What is the aim of your talk?



A talk is not a paper



1. Abstract

2. Introduction

3. Methods

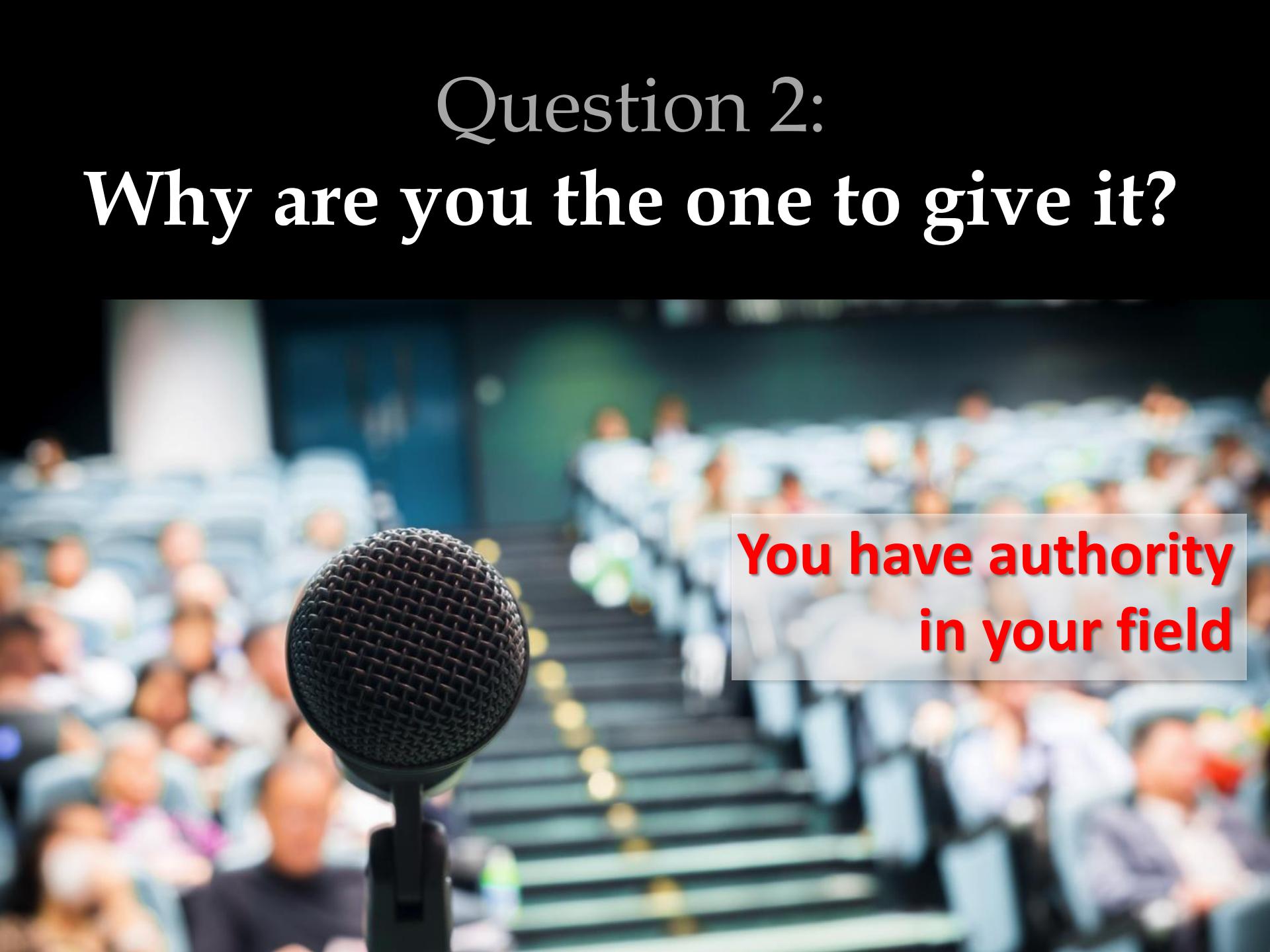
4. Results

5. Discussion

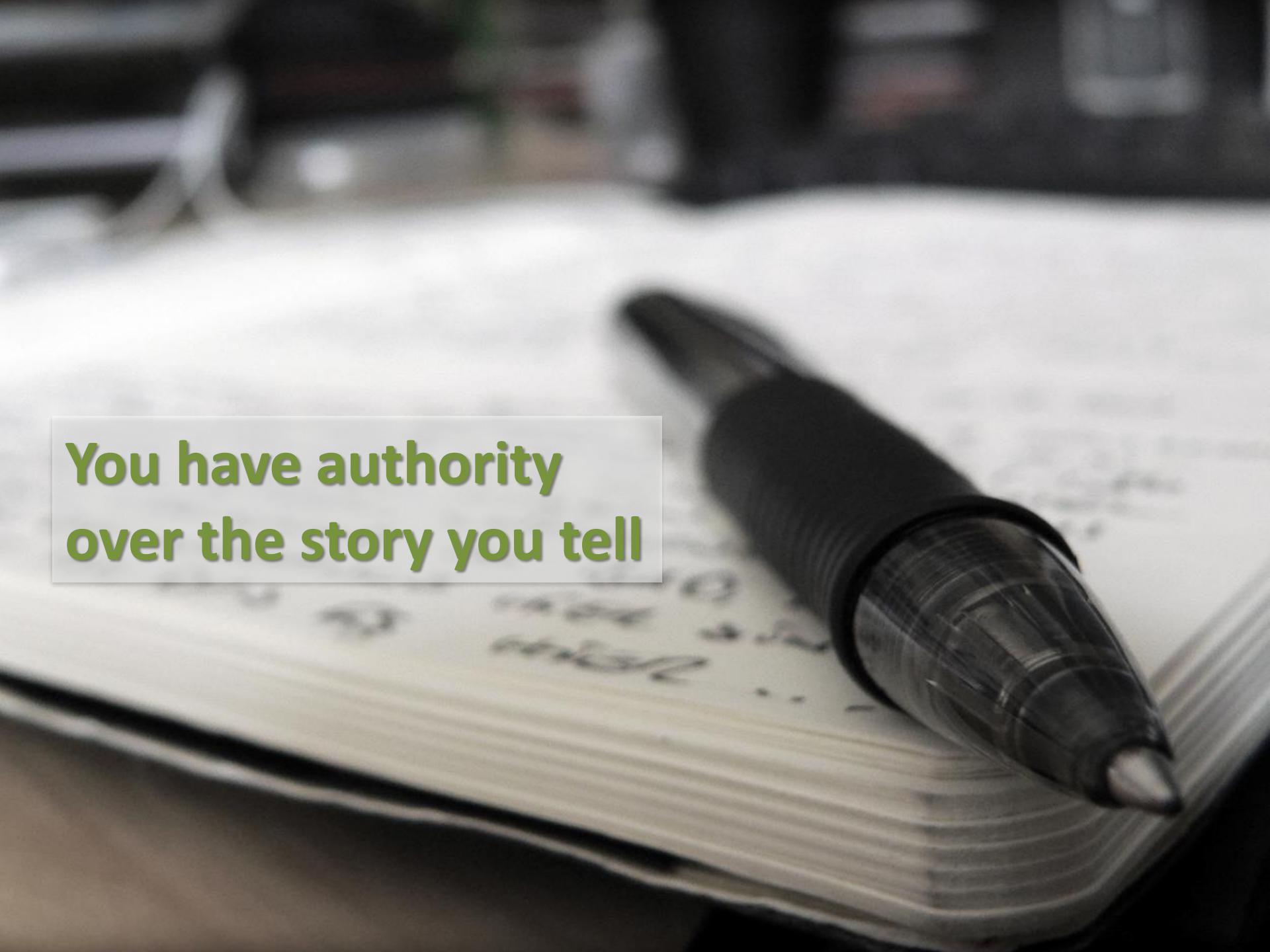




Question 2: Why are you the one to give it?

A black microphone is positioned in the foreground, facing a large, blurred audience seated in rows of blue chairs. A bright light illuminates the microphone and the steps leading up to the stage. A white rectangular box with a thin black border is overlaid on the right side of the image, containing the text.

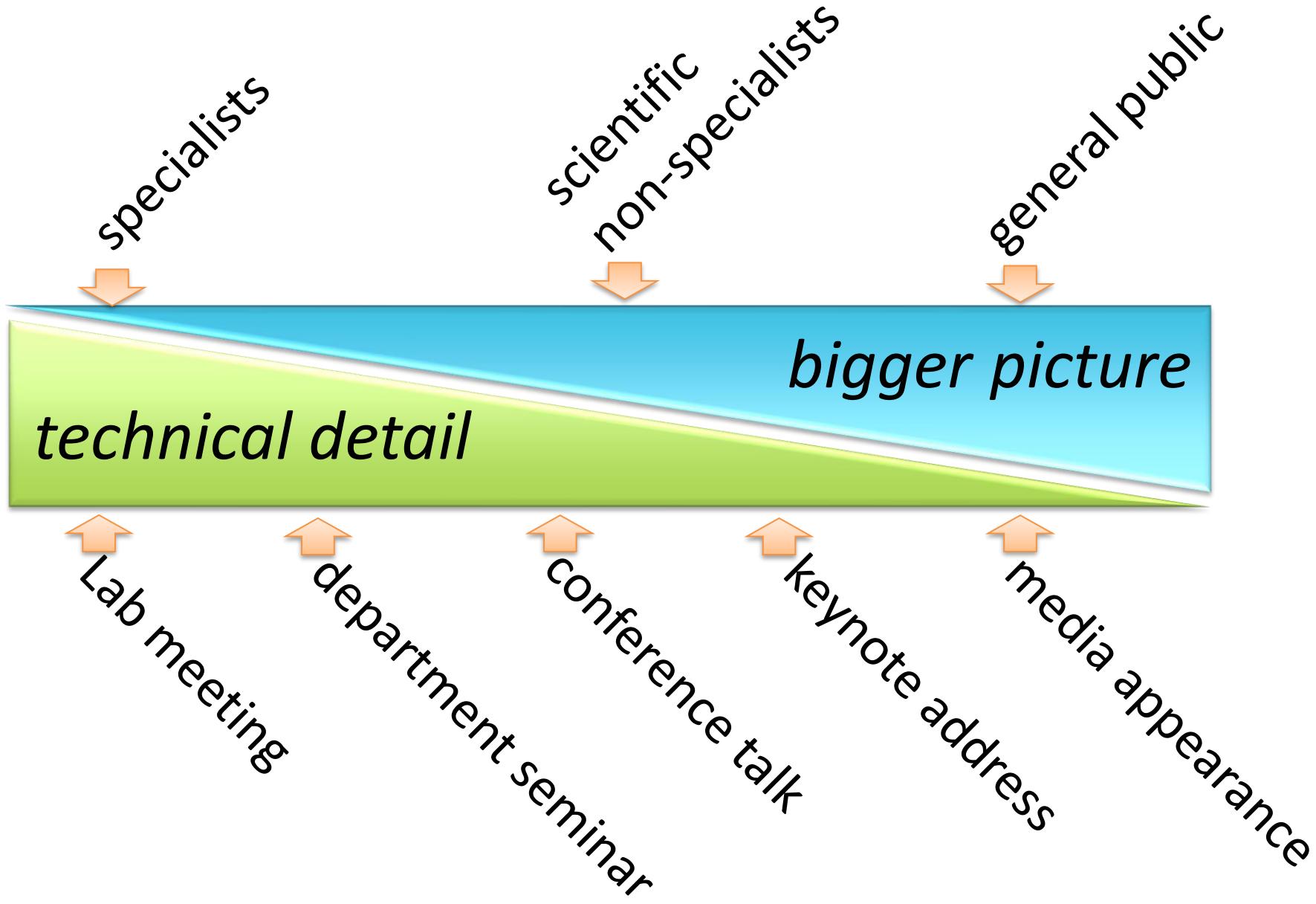
You have authority
in your field

A close-up photograph of a black fountain pen lying diagonally across an open notebook. The notebook's pages are filled with handwritten text in blue ink. The background is blurred, suggesting a soft, indoor lighting environment.

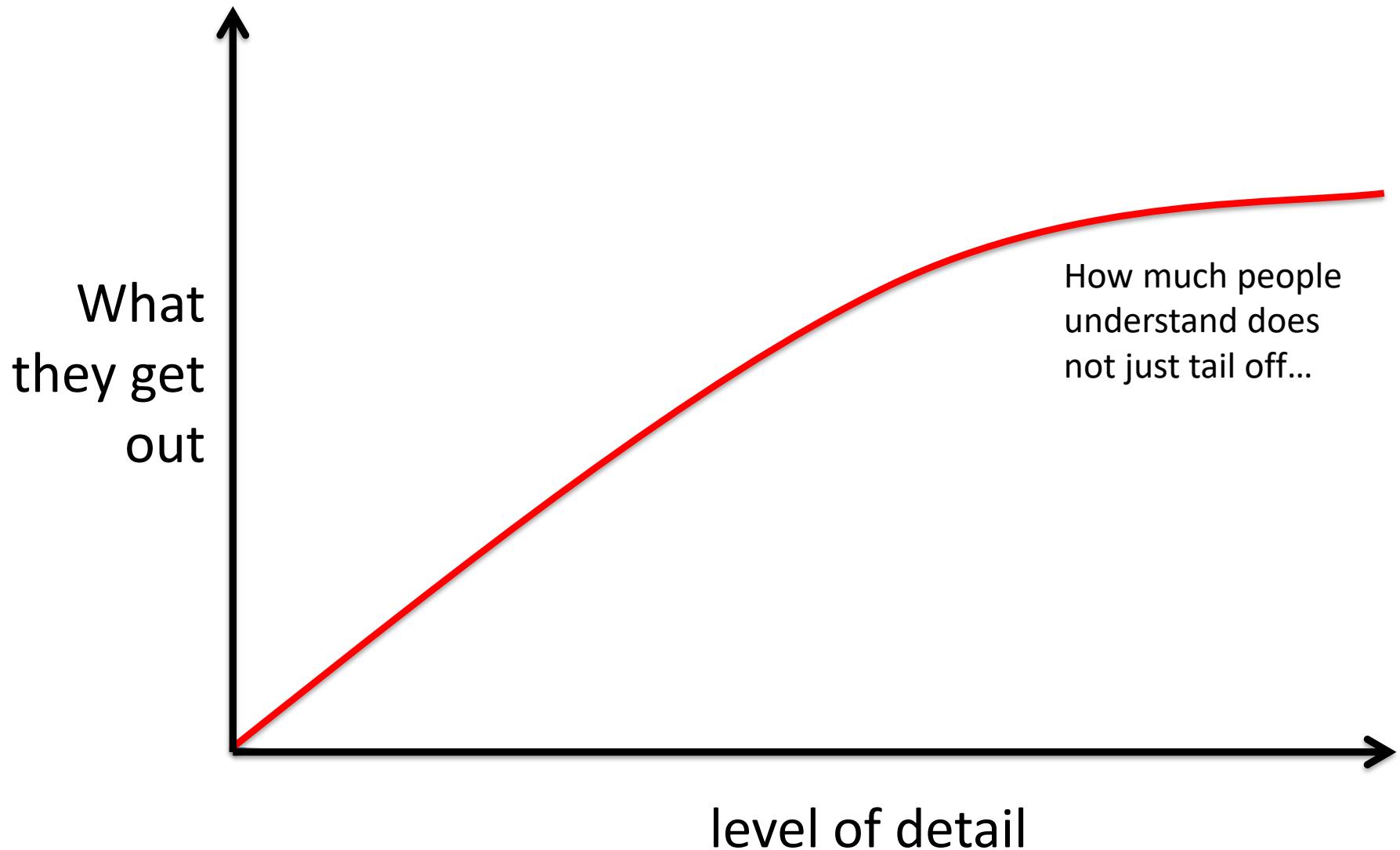
You have authority
over the story you tell



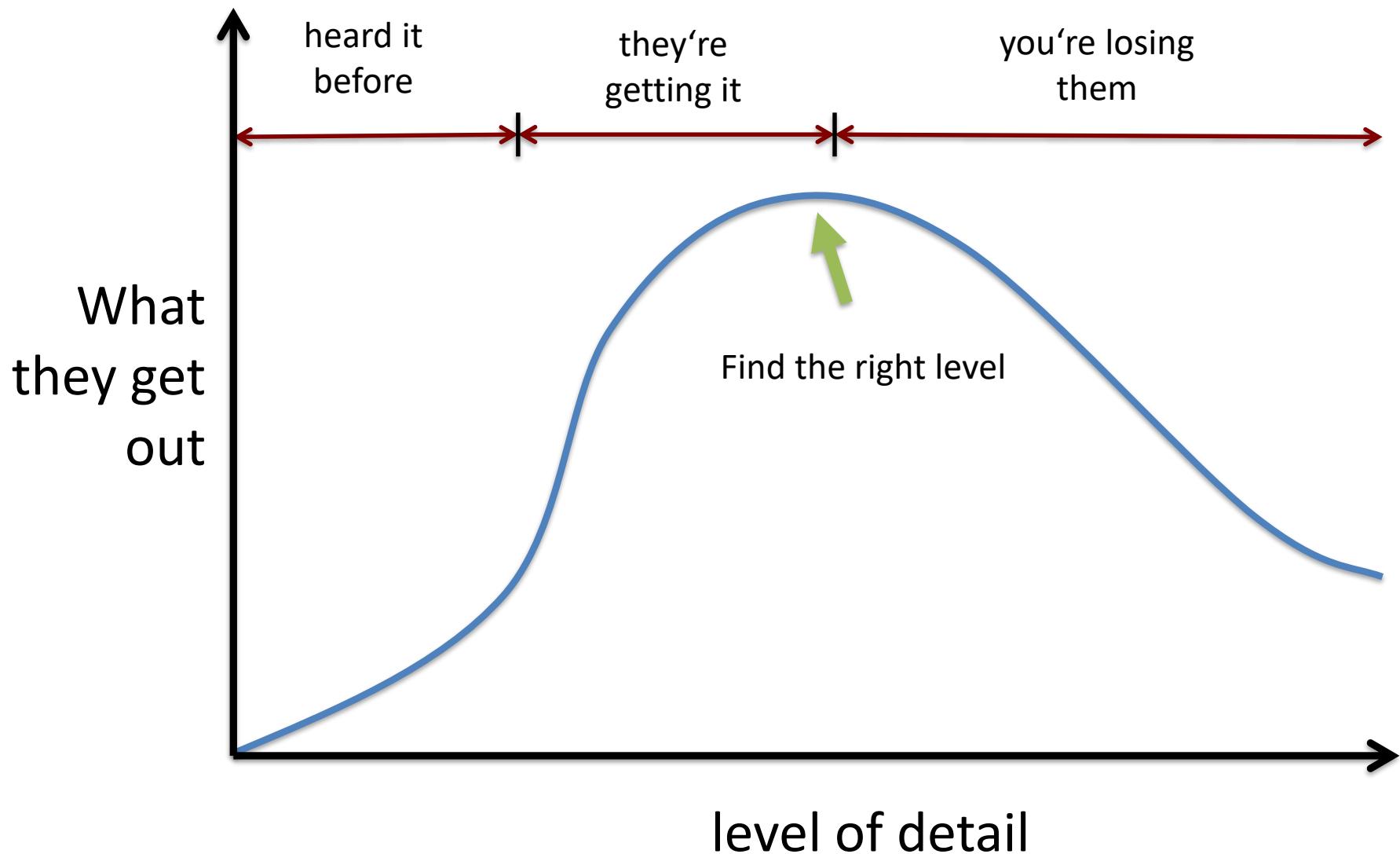
Question 3: Who is your audience?



The ‘curve of understanding’



The ‘curve of understanding’



Three answers

The aim of your talk

Your position of authority

The background of your audience

the introduction
Framing the problem





A good first
impression is
worth a lot

Be memorable from the beginning





POETIC LICENSE

License to deviate from strict fact
or rules, for artistic effect.



ISSUED TO: _____

BY THE _____
STATE OF: _____

EXPIRES: Never _____



Start your story where it is
most powerful



In Medias Res

A photograph of a paved path made of light-colored rectangular stones, which curves from the bottom left towards the top right. The path is surrounded by vibrant green grass. In the background, there are more fields and some dark, possibly rocky or shadowed areas.

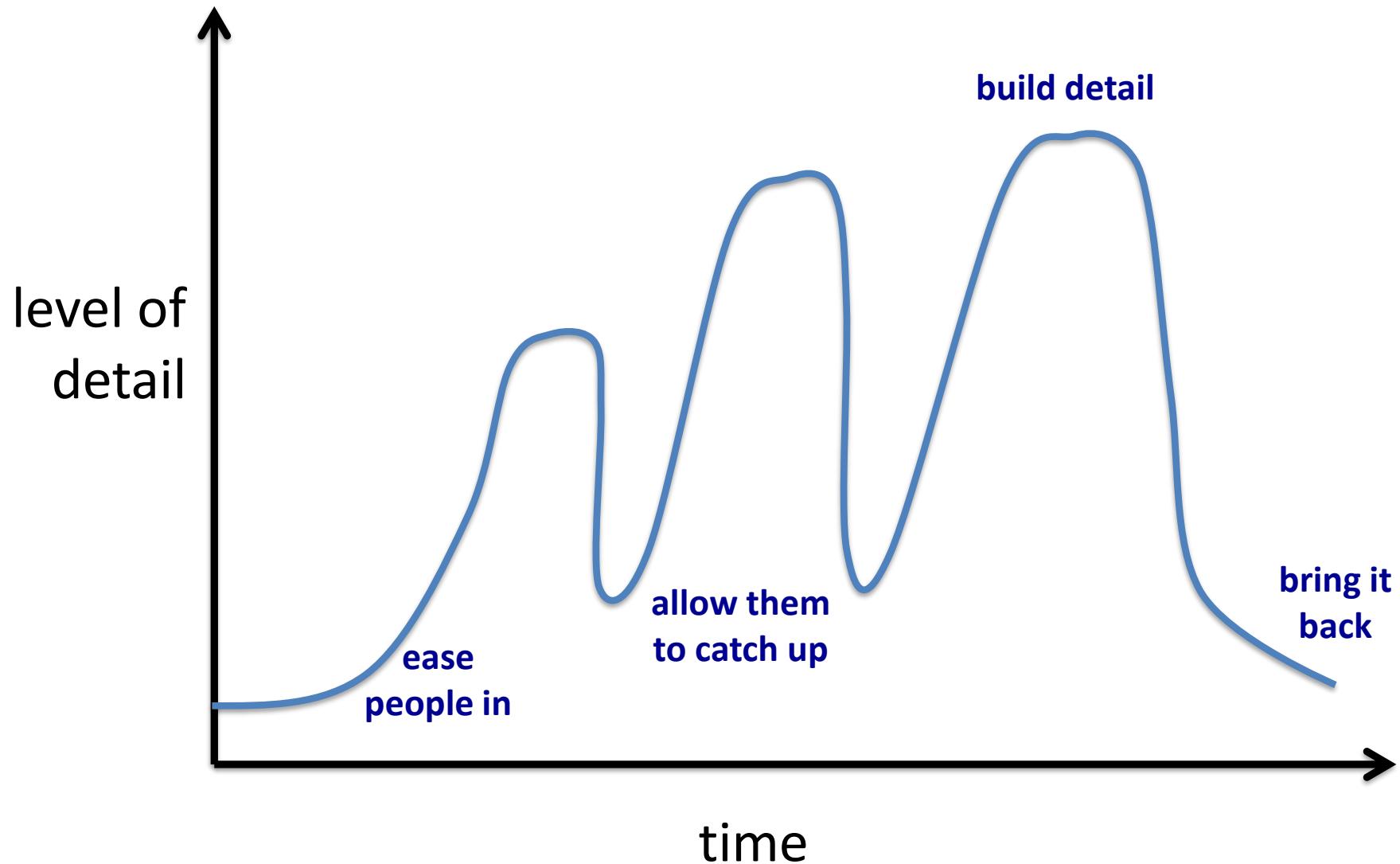
Background
paves the way

the main content
working to fix the problem

The ‘curve of detail over time’



The ‘curve of detail over time’





Your audience is human – connect by experiences



All scientists have experienced failure

That's amazing

I could never do that

I could do that too

Your presence on the stage



Ending well
Bring it back to the problem



How has your work changed the problem?

What might come of it?



Answering questions



Two types of questions

Zoom In



Zoom Out



don't let
interruptions
throw you off



Defuse hostile questions



You don't have to
know everything

Practise is vital



Find your way of practising



Film yourself



Learn from great presenters



In summary

Three questions:

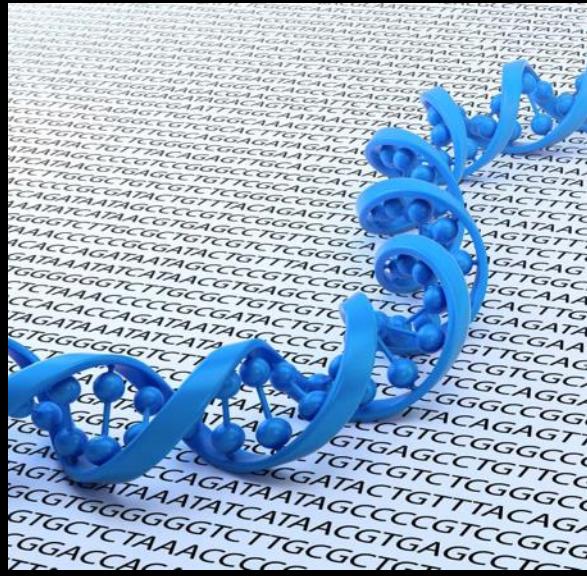
What is your aim with the talk?

Why are you the one to give it?

Who is your audience?



The Problem



Your Work



The Impact

