

Scientific Talks - Summary

1. You have to know your audience & their needs
2. You have to tell them a clear story developing each point upon the previous – linking each point
3. Always show them the evidence as much as possible (sharp figures and easy-to-read tables)
4. Make sure to keep them awake by engaging them during the presentation
5. Try to give them great delivery -- prepare, practice & SPEAK-UP!
6. You must share your enthusiasm for your work
7. You have to sell your message with a strong summary of conclusions at the end