

asiocedit

How to make & deliver effective research presentations

*AsiaEdit Author Success Webinar
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*Dr Trevor Lane, DPhil, PGCELT
Education Consultant*

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1 Preparing research posters

2 Preparing research slides

3 Tips for delivering presentations

1 Preparing research posters

Grab attention

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- Borders
- Big clear fonts, generous spacing
- Limited fonts / typefaces
 - Bold black/dark text in white/light box
 - Bold white/reverse/light text in dark box
- ALL CAPS USED sparingly for text hierarchy
- Sentence case without "." (Not Title Case)
- Clear, simple graphics

OGL v1.0: https://en.wikipedia.org/wiki/Road_signs_in_the_United_Kingdom

How to make & deliver effective research presentations

3

1 Preparing research posters

Limit poster fonts

asiceedit

Title, bold 100 pt

Subtitle 60 pt

Serif reverse ❌

San serif reverse ✅

Serif / San Serif

Serif / San serif

Heading 36 pt

24 pt

Body text

Footnote 18 pt

Times - Palatino Linotype - Georgia - Garamond
Bookman Old Style - Cambria - Century
Arial - Montserrat - Cabin Medium - Trebuchet

- Arial Narrow
- Tahoma
- Verdana
- Calibri

~~Comic sans
Impact
Lucida handwriting
French script
Monotype corsiva
Courier new~~

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4

Poster messaging

1 Preparing research posters

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Important notices for preventing COVID-19 outbreaks.

Avoid the "Three Cs"!

1. **Closed spaces** with poor ventilation.
2. **Crowded places** with many people nearby.
3. **Close-contact settings** such as close-range conversations.

One of the key measures against COVID-19 is to prevent occurrence of clusters. Keep these "Three Cs" from overlapping in daily life.

The risk of occurrence of clusters is particularly high when the "Three Cs" overlap!

In addition to the "Three Cs", items used by multiple people should be cleaned with disinfectant.

Call to action: Further info

Acknowledgements

Source: <https://www.mhlw.go.jp/stf/covid-19/data.html>

1. Clear messages

2. Clear artwork

Purpose

Headline

Key messages

Dark on light

Clear, simple figures

Call out / marker

Consistent colour scheme

FIG 1. Good posters have clear messaging & effective layout

An example of a well-designed public service announcement poster from Japan, showing clear text and message hierarchy, simple and useful illustrations, and call to action via a QR code that provides further information. Note the parallel grammar (imperative structures) and limited colour scheme to allow highlighting of the most important parts. (Source: <https://www.mhlw.go.jp/stf/covid-19/data.html>)

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5

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Portrait posters

1 Preparing research posters

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Which is better?

A

reading ↓

B

Computer Games in the Developing World: The Value of Non-Instrumental Engagement with ICTs, or Talking Play Seriously

Game-based learning can be a powerful tool for promoting learning in the developing world. However, the use of ICTs in education is often limited by a lack of infrastructure and resources. This paper explores the value of non-instrumental engagement with ICTs, or talking play seriously, as a way to overcome these challenges.

Methods: This study used a mixed-methods approach, combining quantitative data from a survey of 100 teachers and qualitative data from interviews with 10 teachers. The survey data showed that 70% of teachers reported using ICTs in their classrooms, but only 30% reported using them for non-instrumental purposes. The interviews revealed that teachers who used ICTs for non-instrumental purposes reported higher levels of student engagement and learning outcomes.

Findings: The findings of this study suggest that non-instrumental engagement with ICTs can be a powerful tool for promoting learning in the developing world. Teachers who used ICTs for non-instrumental purposes reported higher levels of student engagement and learning outcomes. This suggests that non-instrumental engagement with ICTs can be a valuable tool for promoting learning in the developing world.

Source: <https://depts.washington.edu/doi/publications/GamesPoster.pdf>

Light background

Tinted background

Readable 1 m away

Unreadable title, contact details?

Avoid 1 column

2 columns

>1 column, L to R

Bordered boxes

Divider line

Coloured title bar

Big bold headers

Text contrast/size?

Left-aligned text

Justified text

Bullet points

Too much text?

Too much text; 4 columns crowded?

"White" space

Photo size, position?

Figures too small

Graphs too small?

Figures cramped

Conclusion too low

Conclusion eye-level

Contact details

References

Text on photo

https://figshare.com/articles/poster/A_review_of_How_Advanced_Biomechanics_and_Biotechnologies_can_be_successfully_used_to_inspire_and_motivate_students/14370428

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6

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Landscape posters

- A0=118.9 x 84.1 cm
46.8 x 33.1 inches
- 4:3 or 16:9 (1280 x 720 px) ratio
- E-poster =
92.71 x 52.07 cm
36.5 x 20.5 inches

Graphical abstract?

Help readers:

- E-poster slides (paginate: x of 5)
- Online poster:
 - Enlarge parts of PDF on screen
 - Make slides of enlarged parts of png / jpg image

1 Preparing research posters

Is this a good example?

IS – Research and Scholarly Communication Support Team

Embedding accessibility in repository and open journal services

Helen Cooper (H.Cooper@kent.ac.uk) Josie Caplehorn (J.Caplehorn@kent.ac.uk) @UniKentResSupp

Context

We are a library based team responsible for the support of research at the University of Kent, we manage 3 systems:

- KAR – a publications repository on an [Eprints](#) platform
- KDR – a data repository on an [Eprints](#) platform
- Kent Open Access Journals on the [Open Journal Systems \(OJS\)](#)

Each system consists of a platform and content. The platforms are based on freeware, supported by external agents. The content is created by staff, students and publishers. We're committed to embedding inclusive practices across our service and we know these systems were not meeting this ideal.

Solutions

The platforms: we've some freedom to improve the accessibility of the Eprints platforms. We used tools to identify accessibility issues and test fixes:

- [LightHouse](#) identified navigation issues – fixed using [AutoDesk](#) [Color Contrast](#)
- [WAVE](#) revealed low colour contrast – fixed with [Colour Contrast Analyser](#)

The content in all systems is created by academics and publishers:

- We link to [Breadcrumbs](#) from every page in the repositories
- We developed a new service to address individual requests using [Blackboard Ally](#)
- We keep Word versions of documents wherever we can for

KDR

We used the same tests and solutions for the platform. Because of the specialist content we'll deal with accessibility requests on a case-by-case basis. We also found a conflict with some of the [PDF accessibility](#), e.g. lot formats for text documents.

OJS

We're working with hosts – [ECS](#) journal editors and [Libris](#) to ensure the platform and the content are accessible. We are developing accessible templates for articles.

Links

- [Our Accessibility Blog](#)
- Watson, Ben, Caplehorn, Josie (2020) [Open or not? And how we can blow the 3**** doors off in Open and Engage](#), 15 Oct 2020, [Online](#), [https://www.kent.ac.uk/library/itsupporting-your-research](#)
- Caplehorn, J, Bell, R, Cooper, H, Duffy, S, Green Hughes, J (2021) [Embedding accessibility in research support and scholarly communication systems and processes: a reflective case study](#), *Advanced Journal of Professional Practice*, ISSN 2059-5198. (Submitted)

<https://www.kent.ac.uk/library/itsupporting-your-research> Information Services, University of Kent, Canterbury, Kent CT2 7RA, UK. 27 27 its@kent.ac.uk <http://kent.ac.uk/its>

CC BY: <https://zenodo.org/record/5480014>

Colour schemes

1 Preparing research posters

Colour wheel

- Limit colours
- Use good colour scheme
- Repeat colour scheme for figures/tables

Gradations

Color-blind safe palettes:
www.colorbrewer2.org

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8

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4

1 Preparing research posters

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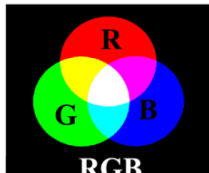
Screen versus printing 1

Printing (ink)

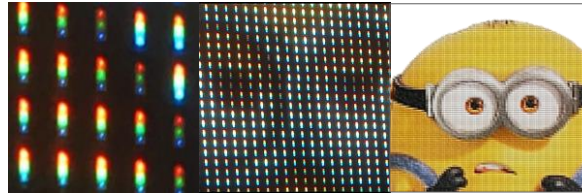


CMYK
Cyan, Magenta, Yellow, Black
(subtractive mixing)

Screen (light)



RGB
Red, Green, Blue
(additive mixing)




CC BY (Nuthatida Phuangsaajai et al) https://www.researchgate.net/figure/Schematic-diagram-showing-the-difference-among-the-RGB-b-CMYK-to-HSV-and-s-CIELAB_fig1_350737653

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1 Preparing research posters

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Screen versus printing 2



Full screen



Printed




Crop mark


→ Add 3-5 mm for edges with colour "bleed" for print

PPT: Design > Slide Size > Custom


72 ppi or 96 ppi,
RGB for screen



→ printed as CMYK,
300 dpi



Converted to 300 dpi,
CMYK before printing



PPT handles only RGB, 220 ppi

PPT: File > Options > Advanced > Do not compress images
<https://slidelizard.com/en/blog/powerpoint-high-resolution-image-export>
Acrobat Pro: Tools > Print Production > Convert Colors
 (DeviceRGB → FOGRA39 ISO12647-2-2004)

How to make & deliver effective research presentations 10

Layout principles

1 Preparing research posters

<p>Balanced layout</p> <p>Symmetrical</p> <p>Direction</p> <p>Pattern</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Rule of thirds</p>	<p>Unbalanced</p> <p>Asymmetrical</p> <p>Scale</p> <p>Contrast</p>	<p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">White on dark</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">White space</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">3 columns</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Bordered boxes</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Large headings</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Left aligned text</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Bullets</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Logical order</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Flowchart</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Footnote at bottom</p>	<div style="border: 1px solid #0070C0; padding: 10px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="width: 45%;"> <p>Sentence-case conclusion style title</p> <p>Name1 (professional_email), Name2 & Name3 Institution</p> </div> <div style="width: 5%; text-align: right;"> <p style="font-size: 8px;">Logg</p> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="width: 30%; border: 1px solid #0070C0; padding: 5px;"> <p>Context</p> <p>Just use a few sentences for context here. Give the problem, research Q (hypothesis), and aim.</p> <p>Objectives:</p> <ul style="list-style-type: none"> Use bullets here Try three bullets Use parallel grammar </div> <div style="width: 30%; border: 1px solid #0070C0; padding: 5px;"> <p>Results</p> <ul style="list-style-type: none"> Use bullets (Fig A) Don't repeat Fig titles (Fig B) Unlike papers, add some explanation or interpretation (Fig C) </div> <div style="width: 30%; border: 1px solid #0070C0; padding: 5px;"> <p>Conclusions</p> <ul style="list-style-type: none"> Main finding Theoretical & practical implications Limitations & future directions </div> </div> <div style="margin-top: 10px;"> <p>References</p> <ol style="list-style-type: none"> 1. Reference 1 2. Reference 2 3. Reference 3 4. Reference 4 5. Reference 5 <p>Acknowledgements & Declarations</p> <ul style="list-style-type: none"> Thanks go to... Funding: Grant 123, Agency Name Trial registration: Ethics board approval: Conflicts of interest: <p style="font-size: 8px;">Download poster (CC BY) from Zenodo:</p> </div> </div> <div style="width: 10%; vertical-align: top; text-align: center;"> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">AR QR code</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Large figures, clear labels & callouts</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Conclusion box of "news" headlines</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Refs & Acknowledgements</p> <p style="background-color: #0070C0; color: white; padding: 2px; text-align: center; font-size: 8px;">Call to action: QR to download; inc. © or CC notice</p> </div>
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How to make & deliver effective research presentations
11

Poster tips

1 Preparing research posters

Planning — check guidelines:

- Conditions, aims & scope; if must be unpublished
- Size, material, attachment, format, (file) requirements
- Deadlines; poster dates/times

👍

Practice & performance:

- Practise with colleagues, inc. meet & greet, Q&A
- Explain poster, don't read → point to figures, have conversation, ask for feedback
- More details on tablet computer; handout business cards & article/poster printout

Prioritising messages:

- Intro, Methods, Results, (min. Discussion), Conclusion
- Intro + Themes/Q&A + Conclusion
- Setting + Problem + Solution + Evaluation

Presentation:

- Standalone & fast reading
- Minimal text, simplify language (but large text, use bullets)
- Large, high-quality graphics (get © permission if needed)

Preparation:

- Columns, fonts, colours, figures
- PPT alignment: Arrange > Align / View > Ruler, Gridlines, Guides
- Project PPT on wall to test layout

Production:

- Print from PDF, CMYK 300 dpi; if screen, RGB 96 ppi
- Embed fonts; check if final format is Mac / PC
- Ask for colour proof/sample if print

How to make & deliver effective research presentations
12

1 Preparing research posters

2 Preparing research slides

3 Tips for delivering presentations

Which is the best style for slides?

A In this research project, we present the development and validation of the data produced by an up-to-date, scientist-friendly program for identifying jargon in popular written texts, based on a corpus of over 90 million words published in the BBC site during the years 2012–2015. ...[We test]... 5,000 pairs of published research abstracts and lay reader summaries describing the same article from the journals *PLOS Computational Biology* and *PLOS Genetics*.... As expected, more jargon was found in the academic abstracts than lay summaries; however, the percentage of jargon in the lay summaries exceeded the amount recommended for the public to understand the text. Thus, the De-jargonizer can help scientists identify problematic jargon when communicating science to non-experts,

B • Validate program for identifying jargon in popular written texts.
• Test 5,000 pairs of research abstracts and lay reader summaries.
• More jargon was found in academic abstracts than lay summaries.
• Percentage of jargon in lay summaries exceeded amount recommended for public to understand the text.
• De-jargonizer can help scientists identify problematic jargon when communicating science to non-experts.

C • **De-jargonizer tested 5000 abstracts vs lay summaries** ✓
• Jargon in abstracts > in lay summaries
• Jargon in lay summaries > amount public understands
• De-jargonizer can identify problematic jargon

Rakedzon T, Segev E, Chapnik N, Yosef R, Baram-Tsabari A (2017) Automatic jargon identifier for scientists engaging with the public and science communication educators. PLoS ONE 12(8): e0181742. <https://doi.org/10.1371/journal.pone.0181742>

Basic concepts 1


2 Preparing research slides

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WIIFM ?

X TMI

TL ; DR



Audience analysis:

- Context & background?
- Technicality?
- Detail?
- English level?
- Mode?

➔

Good slide practices

- Section names/Titles in “furniture”
- Maximum 8 bullets (maximum 2 levels)
- Text:
 - Large, san serif
 - Left aligned / right ragged
- Keywords only
- Parallel, reduced grammar
- “Animation” to control pace (**Appear / Fade**)

How to make & deliver effective research presentations 15

Basic concepts 2

2 Preparing research slides

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Avoid ALL CAPS

Avoid too many emphases **B / U**

Use parallel grammar, punctuation

Don't “Force justify”

FEATURES OF SLIDE TEXT

- *Put Section names/Titles in “furniture”.*
- *Maximum 8 bullets (maximum 2 levels);*
- *T e x t :*
 - *L a r g e , s a n s e r i f*
 - *L e f t a l i g n e d / r i g h t r a g g e d*
- *U s e k e y w o r d s o n l y .*
- *P a r a l l e l , r e d u c e d g r a m m a r ;*
- *“Animation” controls pace (Appear / Fade).*

How to make & deliver effective research presentations 16

Slide readability

2 Preparing research slides

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San Serif

San serif

Title, bold 50 pt

Subtitle 40 pt

Heading 30 pt

Body text 22 pt

Footnote 18 pt

San serif reverse ❌

San serif reverse ✅

Arial - Montserrat - Cabin Medium - Trebuchet

- Arial Narrow
- Tahoma
- Verdana
- Calibri

Century Gothic - Corbel - Calibri Light - Montserrat Regular

PPT: File > Options > Save > Preserve fidelity when sharing this presentation > Embed fonts in the file

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17

Basic concepts 3

2 Preparing research slides

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Vary slide style to tell story

1-2 minutes per slide, without "Transition"

International publications

Indexing

- **General indexes**: SCOPUS, Web of Science, Compendex on Publication Ethics (COPE), Directory of Open Access Journals (DOAJ)
- **Life Sciences**: PubMed/Medline, AFA, PsycInfo, CINAHL, EMBASE, CAB Abstracts
- **Other disciplines**: AGRICOLA, COMPENDEX, IEEE, KOBAL, PROQUEST, MUSIC, SOURCE, ERIC, CONNEX, LINGUISTICS, SCILIBER
- **Regional indexes**: SOEICI, AFRICAN JOURNALS ONLINE, AISEAN Citation Index

• ISI, ISI/CS, ISI/BI, article metadata

• Permanent archive

Scientific writing

Precise, objective, impersonal

- Our writing always comes across as clearly precise and...
- Precise verbs: indicate that...
- The level was important by itself only just a tiny bit... ❌ The level increased by only 5%

Professional, technical, formal

- The adjectives normally focus on precision and control of self
- The adjectives are an effective supporting agent
- Use new adjectives to make your research more readable (checklist)

Unbiased, confident, respectful

- Address the author's function (e.g. people will address the speaker's deep objective)
- Impersonal → neutral resources, staffing, staff members, labor force
- The author is clearly longer in the text variables ❌ The author is not as well as the students

Your purposes

- High quality, relevance
- No plagiarism, original
- What is the value?
- Use results, citations
- Clear text, good work of research
- Use the best possible presentation
- Search engine optimization

Contribute to your field

- Logic, no gaps or digressions
- Evidence
- No exaggeration, no bias
- Cover letters, titles, abstracts, keywords, highlight value

Professional review

- Check a reference content
- Propriety, quality, presentation, authenticity
- Ethical & professional

Connect with your community

IMRAD structure

- 1. Introduction: What did you do & why?
- 2. Methods: How did you study it?
- 3. Results: What did you study find?
- 4. Discussion: What did you conclude from your study?

Answer the Question

- Check readability
- Don't confuse correlation & causality
- Keep variable names, language & data source consistent

Methods & Evidence

- (a) Methods & Evidence
- (b) Methods & Evidence

Methods & Evidence & Analysis

English language rules

Style, register, genre

Pragmatics

Semantics

Syntax

Orthography

Phonology

Lexis

Grammar

Spelling

Punctuation

Commas

Research article genre

Goal

- **Share value**: solve problem, fill knowledge gap, add to debate, add to knowledge
- **Replicate & reproduce**: methods, interpret findings, interpret results
- **Interpret**: contribute to literature & argumentation

Structure

- Title - Abstract - **IMRAD** (Introduction, Methods, Results, Discussion) - References - Declarations
- Additional files - Additional related figures/ supplementary files
- Footings, acknowledgments, any acknowledgments in any word count limits

Content

- **Match audience level & journal requirements**
- Designed to inform, educate, debate, defend a position
- Some text may be more, some abstract, abbreviations (define all at start)

Style

- **Standard written grammar**: formal UK or US spell/abbreviations
- **Academic**: scientific, conventional, precise
- **Concise**: may be followed by "vs. Following by..."

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18

Basic structure

2 Preparing research slides

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Typical conference slides

1. Title slide
2. Optional slides:
 - Agenda?
 - Bio slide?
 - Conflicts of interest?
3. Main slides (+ Summary slide?)
4. Refs/Acknowledgements
5. Thank you & Any questions (+ Professional contact details)

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Align aim with claims

2 Preparing research slides

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CLAIMS

Motivation, Study Aim & Approach

Problem

- Main Q → Aim
- Research Q 1 (H1)
RQ2 (H2)
RQ3 (H3)
- Objective 1
O2
O3
- Finding 1, F2, F3 → Conclusion

Solution

Study Claims

Agenda

- 1. Introduction ❌
- 2. Methods
- 3. Results
- 4. Discussion & Conclusion

- 1. Main Q [from problem statement]? ✅
- 2. Research Q1?
- 3. Research Q2?
- 4. Research Q3?
- 5. Proposed model [solution]

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Illustration style

2 Preparing research slides

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Don't use article figures

A

B

Fig. 2. Role of PPC motif in SARS-CoV-2 spike-mediated cell entry. (A) Cleavage state of SARS-CoV-2 spike on the surface of pseudoviruses. Packaged SARS-CoV-2 pseudoviruses were subjected to Western blot analysis for detection of the cleavage state of SARS-CoV-2 spike. SARS-CoV-2 spike fragments were detected using anti-C9 antibody targeting the C-terminal C9 tag of the spike protein. (Left) Wild-type (WT) SARS-CoV-2 pseudoviruses. (Right) SARS-CoV-2 pseudoviruses where the PPC motif in the spike protein had been mutated to the corresponding sequence in SARS-CoV spike (see Fig. 1D for details). (B) SARS-CoV-2 pseudovirus entry into three types of target cells. The two types of pseudoviruses correspond to the pseudoviruses in A. Pseudovirus entry efficiency was characterized as luciferase signal accompanying entry. The entry efficiency of wild-type SARS-CoV-2 pseudoviruses was taken as 100%. Error bars indicate SD (n = 4). ***P < 0.001; *P < 0.05.

Fig 1. SARS-CoV-2 PPC motif mediates cell entry

Relative entry efficiency (%)

SARS-CoV-2 pseudovirus entry into target cells

HcLa/hACE2 Calu-3 MRC-5

Mock WT PPC-mutant Mock WT PPC-mutant Mock WT PPC-mutant

Note: n=4, mean (SD), ***P<.001, *P<.05
CC BY: J Shang et al. PNAS 2020, 117 (21) 11727-11734. DOI: 10.1073/pnas.2003138117

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21

Slide tips

2 Preparing research slides

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Planning — check guidelines:

- Conditions, aims & scope; if must be unpublished
- (File) requirements, slide ratio, upload
- Deadlines; talk date/time/length

Prioritising messages:

- Outline (storyboard, sketch): **Key message/s**
- Clear structure: Intro, Methods, Results, Discussion, Conclusion
- Full script → notes → min. notes → key words

Presentation:

- Bullets: only 2 levels, key words
- Clear, appropriate graphics (with @ permission)
- Variety of slides

Practice & performance:

- Practise with colleagues, inc. timing, body language, Q&A
- Smile, eye contact, clear voice; don't read, don't memorise (except for start & end)
- Extra slides of results

Preparation:

- White background, 96 ppi, RGB
- Animation/ordering
- File format, backups, test Mac / PC

Pre-test equipment:

- Laptop, A-V connections, mic, laser pointer, staging
- Online conference: webcam, WiFi (cable), headset
- Online platform: test slides, mute/unmute, Q box?

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22

1 Preparing research posters

2 Preparing research slides

3 Tips for delivering presentations

3 Tips for delivering presentations

Attending conferences



**Beware of predatory
CON-ferences**



www.ThinkCheckAttend.org

Conference conversations

3 Tips for delivering presentations

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Clear concept

Plan sequence/structure; tell research & human story, set the scene
(Why, When, Where, Who, How?)

Correct
Logical
Attention-getting
Interesting
Memorable
Supported

Awareness
Interest
Decision
Action

Collaborative connections
Make your case, invite feedback
→ *Call to action*
(Now what?)

Confident communication
Convey findings of your work & their value, implications
(What, So What?)

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25

Live presentation

3 Tips for delivering presentations

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Poster sessions

Oral presentations

Virtual conferences

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26

Presentation purposes

3 Tips for delivering presentations

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27

Effective communication

3 Tips for delivering presentations

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Credibility

- Elevator pitch (Who you are; whom & how you help)
 - Your credentials, experience, reputation
- Enthusiasm, professionalism, cite credible sources, no exaggeration

Empathy

- Human interest, values, inspiration, insight
- Audience level/state → define jargon, clarify, simplify, add examples?
- Story telling:
 - Frontloading/context
 - Rule of thirds
 - Analogy
 - Involvement, eg, ask real/rhetorical Qs

Style & delivery

- Effective visual aids
- Elocution, eloquence
- Expressiveness, expression

Logic, reasoning

- Data, facts
- Convincing argument, explanation, structure
- Joined-up thinking, trust & transparency

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28

Presentation language

3 Tips for delivering presentations

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Semi-formal, clear, concise, conversational

- ✗ The approach that was adopted in this study was as follows... → **What we did was to...**
- ✗ Addition of the catalyst led to a 100% increase in efficiency (Fig 1) → **Here, you can see the rate doubled...**
- ✗ There will now be an opportunity to ask questions → **I'm happy to answer any questions you may have...**
- ✗ The screen's all out of whack → **The screen's not working**

Tell a story

- ✗ The aim of our study was to... → **The public really needs our help to learn to verify science news.**
- ✗ Introduction-Methods-Results-Discussion-Conclusion → **Teaser/synopsis – Orientation – Complication – Climax – Resolution – Coda**

Q&A

[Can't hear Q]

[Complicated/unclear Q]

[Not a Q, but a criticism]

→ Could you repeat that please? ... So, the question is: ...

→ Thank you. So, I think your question is about... Can I get back to you by email?

→ Thank you. I think you're referring to... We actually checked for that...

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29

Presentation tips

3 Tips for delivering presentations

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Planning:

- Create compelling content: structure story → speech → notes → visuals
- Allow time; proofread, check symbols, fonts, colours
- Time/record self-practice → fluency, smooth transitions

Practice with (non-)colleagues:

- Use paralinguage, intonation, pausing, gestures
- Pronounce well (eg, **Verb/Noun**: Increase, Project, Record)
- Build rapport, use feedback

Preparation:

- Dress smartly, arrive early
- Take deep breaths, sip water, smile in mirror, warm up voice
- **Online**: reboot, turn off alerts, join early, test file & any video

Post-mortem:

- What worked well, not so well
- File corrections
- Make contact: answer Qs; follow (up) collaborators, editors, lab heads

Performance:

- Smile, face audience, keep posture
- Keep calm, have conversation
- Adjust pace, messaging, energy

Public relations (Q/A):

- Understand their point; get to your point
- Provide backing; offer to contact later
- Keep diplomacy, polite; no personal attacks

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30

1 Preparing research posters

2 Preparing research slides

3 Tips for delivering presentations

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Thank you!

