

## Creating effective oral and poster presentations

November 30, 2004

## Purpose of the talk

- To leave your audience with a clear picture of the gist of your work
- To whet your audience's appetite to read your poster or paper

## What makes a "good" talk?

- Simple, clear language
- Focus on one to three key points
- Repeat key points or insights
  - Forecast
  - Body of the talk
  - Summary
- Appropriate to the audience

## What's in a "good" talk?

- **Title/author(s)/affiliation** (1 slide)
- **Forecast** (1 slide)
  - Give the gist of the problem and results/insights found
- **Outline** (1 slide)
  - Give the talk structure

## What's in a "good" talk?

- **Background/introduction** (1-2 slides)
  - Context of the study/problem statement
  - Related work?
- **Methods** (1-2 slides)
  - Cover these quickly

## What's in a "good" talk?

- **Results** (4-6 slides)
  - Present key results and key insights
  - Interpret results presented in charts or tables
- **Summary** (1 slide)
- **Future work** (0-1 slide)

## Purpose of the poster

- To promote discourse between the reader and author at a poster session
- A poster should also be able to stand on its own
  - A person should be able to fully read and understand your poster in under ten minutes

## What makes a “good” poster?

- **Readability/Understandability**
  - Fonts and font sizes must be easily read at a distance of about 4-6 feet
  - Use diagrams, pictures, charts whenever possible
  - Use simple, clear language when using text to support your graphics
- **Eye-catching**
  - Using titles, color, introductory text and graphics to “hook” your reader into wanting to spend some time with your poster

## What makes a “good” poster?

- **Good science**
  - Appropriate methods for data collection
  - Raw data organized and presented in an easily understandable fashion
  - Appropriate data analysis
  - Thoughtful discussion of your data and analysis
  - References important to your study

## What’s in a good poster?

- **A short, descriptive title with author names and institution**
  - Title should tell your reader what they will find in your poster
  - If possible, a title that piques reader interest

## What’s in a good poster?

- **An introduction**
  - A concise description of the context of your study that “tells a good story”

## What’s in a good poster?

- **Results of your work**
  - Data and analysis presented in clear and uncluttered tables or graphics
  - Raw data with appropriate labels
  - Charts, graphs or tables with descriptive figure legends

## What's in a good poster?

- **Conclusions**

- A brief statement outlining your conclusions based on your data and analysis

- **References**

- A short list of important references you relied upon for your work