How to Make an Effective, Professional Research Presentation

Platform & Poster Presentations

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Presentation Models for Professional Meetings

- Platform presentation (15-min cycle; 20-min)
  - 12 min for presentation followed by ≤ 3 min Q & A
    - SSD format
  - Poster presentation (5’ x 7’ or 4’ x 6’ areas)
    - SSD/MERC format

- Symposia
  - Longer times (60-90 min)
  - More lecture style

- Panel Discussions
  - Introductions, followed by debatable premise or question
  - Participants interact in discussion; take Q & A in last third or quarter
  - Summary
Platform (oral) Presentation Elements

• Introduction of title and author(s) by moderator
  • Make sure moderator knows how to pronounce your name(s)!

• Body of talk, starting with title slide
  • Audiovisuals (Powerpoint or Overheads)
  • Use of pointer (laser or light), if effective

• Author response to questions and/or comments from attendees
Outline of Presentation

• Title slide with author name(s)
• Background – 1-2 slides
  – Slide(s) that introduce the audience to the relevance or application of the project
    • May use pictures to complement points
• Purpose – 1 slide
  – The primary purpose of the study or case report, stated as research hypothesis or central question of the study or case
Outline of Presentation

• Description of Methodology – 3-5 slides
  – Subject description with inclusion/exclusion criteria
  – Sampling technique with randomization method used, if applicable
  – Description of instrumentation used to measure or assess variables of interest
    • Equipment pictures really help here!
    • Provide sense of validity and reliability
    • Description of dependent variable(s) measured
  – Research design used for study
  – Statistical or data analysis techniques used
Outline of Presentation

• Results – 3-4 slides
  – Use graphed results to compare or contrast numerical results
  – Minimize use of numerical tables; avoid plentiful use – boring!
  – Consider summary findings slide

• Discussion – 1-2 slides
  – Relate how findings impact literature, theory, practice
  – Impact of your study results

• Conclusion – 1 slide
  – What you conclude from results, with inference suggestions/applications, if any

• “Free” slides
  – Acknowledgments slide (free, not counted)
  – Closing slide – “Questions or comments?”
Prescriptions for Success

• **MAXIMUM** total slides ≤ 15 !!!!
  – “less is more” when used wisely, judiciously
  – “pictures say a 1,000 words” – avoid using text when an appropriate picture can talk
    • Graphs and figures are more powerful than tables; images speak so you don’t have to
• Use a pointer device to direct audience to what they need to see to comprehend the story
  – Avoid ‘pointer clonus’; use two hands
  – Avoid laser light show effects – distracting
  – Practice your technique to become smooooth…
Prescriptions for Success

• Not every contributor has to present
  – Give serious thought to who might be the best oral presenters (1-2 shared); avoid “3 Musketeers” effect
  – Someone should run the A-Vs without interruption (practiced with technology)
  – 3rd person could field the majority of questions/comments

• Don’t use notecards or look at slides unless pointing – speak to the audience
Prescriptions for Success

• Don’t read anything – commit to memory
• Deliver presentation in conversational style, not lecture style
• Rehearse, rehearse, then rehearse some more!
  – Present in front of peers for suggestions
  – Present in front of folks unfamiliar with project
  – Present with stop watch to time out slides/presentation
  – Do final rehearsal(s) with faculty mentor for accuracy checks, polishing and finesse tips
Prescriptions for Success: Use of PowerPoint

• Pick an appropriate slide format
  – Dark or white backgrounds with contrasting lettering are simple, elegant, and non-distracting
  – Optimize color/background combos
  – Avoid fancy or ‘cutesy’ designs
  – Avoid clipart, use real pictures instead

• Make sure every slide is visible from the back of a large room – scale is important!
Prescriptions for Success: Use of PowerPoint

• Avoid putting too much information on any one slide…avoid ‘dictionary’ or legal disclaimer appearance
Prescriptions for Success: Use of Powerpoint

- Use brief phrases or key words
- Don’t write out complete sentences
  - Use bulleting effectively
    - Ditto
      - Ditto, ditto
        » Yada, yada, yada
Poster presentations

• Can be professionally plotted at HRY 116
  – $25 fee, paid at Student Services
    • Access to the plotter
• Put content into Powerpoint template
• Use good contrast, colors
• Use key words, phrases; avoid sentences
• Use all the space but avoid congestion
Examples & Ideas
INTRODUCTION TO RADIOLOGIC AND IMAGING SCIENCES

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“When I trusted my swing, I hit it perfect. When I tried to steer it just a touch or bow it down and just try to get it in play, I didn’t hit the ball straight at all. I’m hitting it well with my irons, hitting it well at the range, hitting it well when I just step up and trust it. I’ve just got to do that more often.”

– Tiger Woods, 2003 U.S. Open
**Fundamental Skill Components that lead to Trust**

- **Concentration** -
  Focusing on the process

- **Confidence** -
  Belief that if you execute your routine, success will follow

- **Composure** -
  Conviction that your skills will not erode under pressure or stress
Methodology: Subjects

• 28 golfers in the Professional Golf Management Program at Ferris State University, Big Rapids, MI
• Average age of 21 years, 11 years of golf experience, USGA handicap ≤ 10.0
• Highly motivated to improve putting performance, received a 3-hr Trust training and drills program, used their own equipment for testing
Putting Analysis System

- Trajectory
- Velocity
# Self-Report Ratings & Outcome

<table>
<thead>
<tr>
<th>Putt #</th>
<th>Velocity (in/sec)</th>
<th>Trajectory (deg)</th>
<th>Make?</th>
<th>Tempo (1-10)</th>
<th>Target?</th>
<th>Let it go? (Trust)</th>
<th>Time to BS Start (sec)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>56.73</td>
<td>1.487</td>
<td>Y</td>
<td>8</td>
<td>Y</td>
<td>Y</td>
<td>1.14</td>
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<tr>
<td>2-9</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>10</td>
<td>56.60</td>
<td>4.453</td>
<td>Y</td>
<td>7</td>
<td>Y</td>
<td>N</td>
<td>1.08</td>
</tr>
</tbody>
</table>
Logistic Regression of Predicted vs. Observed Trust

- For subjects who did not trust their putts, the model predicted correctly 69.5% of the time.
- For subjects who did trust their putts, the model predicted correctly 74.5% of the time.
Acknowledgements

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• This project was also supported by the Professional Golf Management Program of FSU which permitted use of their facilities for training & testing as well as providing PGM students for subjects
Questions or Concerns?