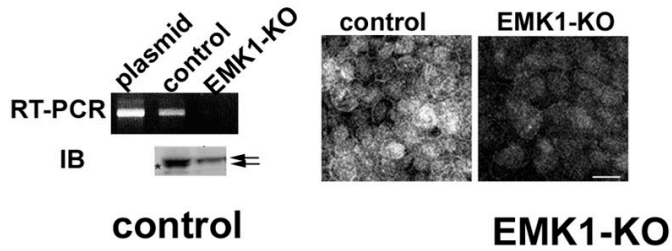


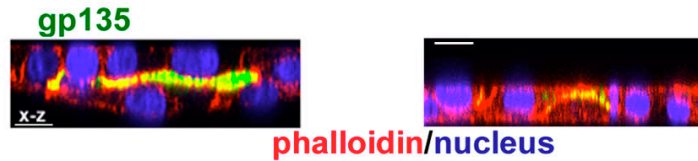
Tips for Preparing and Giving an Effective Scientific Presentation

- Effective presentation style
- Appropriate background information
- Clear statement of hypothesis
- Clear data and methodology slides with obvious "take home message"
- Effective summary and conclusion

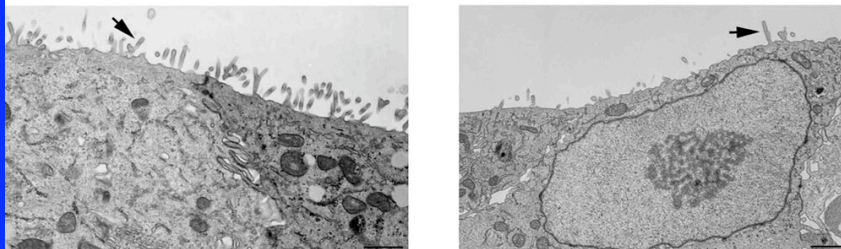
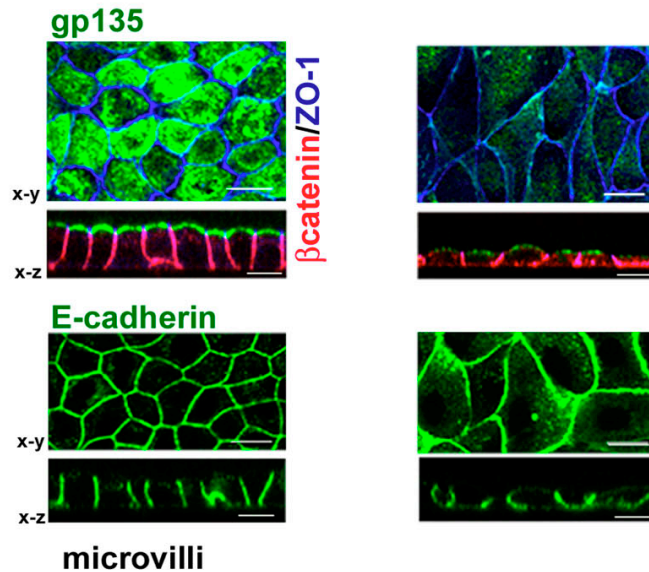
A EMK1-knockdown



B collagen overlay



C Ca-switch



Emk1 knockdown inhibits lumen formation in MDCK cells:

-RT-PCR: EMK1 is effectively knocked down in MDCK cells 24 hours after transfection with P-SUPER (control) or P-SUPER-siEMK1 plasmid; knockdown confirmed on the right with antibodies to EMK1.

- Collagen overlay assay: cells cultured 24 h on collagen I before being overlaid with additional collagen on the apical surface, analyzed 24 h later. Note the lack of lumen in EMK1-KO cultures.

- Ca switch: control or EMK1-KO cells were plated in low Ca medium 24 h upon transfection with pSUPER or pSUPER-KO. After 12 h, cultures were switched to normal medium for 24 h. Transmission EM of cells sectioned perpendicular to the substratum shows lack of microvilli in EMK1-KO cells.

Major errors

Poor choice of font style and size.

Poor choice of colors for background and text.

Too much data!!

Too many lines of text!!

No obvious conclusion.

What font to use

Use a Sans Serif font:

This font is Arial.

This font is Comic Sans.

This font is Papyrus.

Serif fonts take longer to read...

This font is Times New Roman.

This font is Courier.

This font is Didot.

What font to use

Type size should be 18 points or larger:

18 point

20 point

24 point

28 point

36 point

* References can be in 14 point font

What font to use

AVOID USING ALL CAPITAL LETTERS
BECAUSE IT'S MUCH HARDER TO READ!

Color

Dark letters against a light background
work.

Dark letters against a light background
are best for smaller rooms and for teaching.

Color

Light letters against a dark background
also work.

Many experts feel that a dark blue or
black background works best for talks in a
large room.

Color

Avoid red-green combinations because a large fraction of the human population is red-green colorblind.

Lots of people can't read this -
and even if they could, it makes your eyes hurt.

Antidotes for PowerPoint Poisoning

Choose Colors Carefully



Slide backgrounds, font sizes and colors



Layout

Keep the layout and style as consistent as possible.

Every slide should have a heading.

Try to limit text blocks to no more than two lines each.

Layout

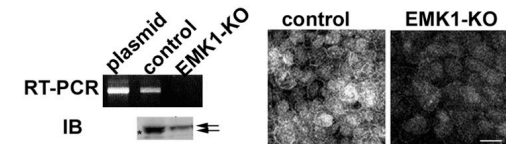
The reason for limiting text blocks to two lines is that when the text block goes on and on forever, people in the audience are going to have to make a huge effort to read the text, which will preclude them from paying attention to what you are saying. Every time you lose their focus, your presentation suffers!

Layout

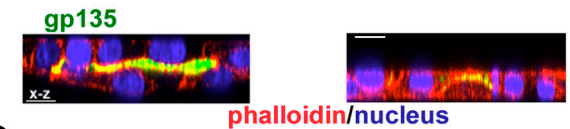
Do not cram too much into a slide.

Try your best to include a simple image on every slide.

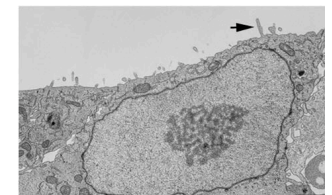
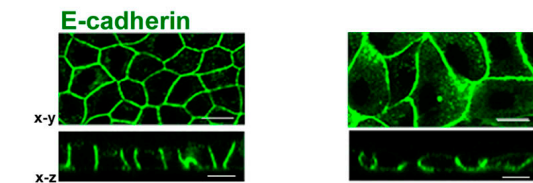
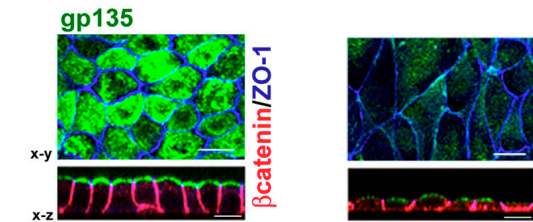
A EMK1-knockdown



B collagen overlay



C Ca-switch



Tips

Presentation:

Font style and size

Color choice for background and text

Keep text blocks short and simple

Do not overuse animations

Keep figures as simple as possible

Do not use too many slides!

There is more to giving a good talk than
showing good slides-
Presentation style is very important!

- Do not read your slides
- Do not use too many gimmicks (videos)
- Do not pace up and down but also don't stand rigid!
- Do not wave your pointer all over the slide
- Do not talk to the screen
- Do not use UMMH or AHHH to fill transitions

There is more to giving a good talk than
showing good slides-

Presentation style is very important!

- Do face the audience and make eye contact
- Do show enthusiasm and vary the tone of your voice
- Do practice beforehand
- Do ask your friends for feedback
- Do RELAX and ENJOY your presentation!