

Oral and Poster Communication



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Objectives

Following this exercise and lecture, the participants will be able to

1. List the advantages of presenting a poster, an oral presentation
2. Discuss effective ways to present data in a poster, in a 10 min talk
3. Outline the common pitfalls in poster and oral presentations

Exercise

1. Form into groups of 3 to 4
2. Look at each poster
3. Note any errors omission and commission
4. What poster draws attention most? Why
5. Which poster is least appealing? Why?
6. Which is best poster? Why?
7. Be ready in 20 minutes to all come together to discuss your findings

Which is best?

Poster or oral presentation

Oral

Pros

- Large groups
- One way communication

Cons

- Little dialogue
- Anxiety

Poster

Pros

- One to one interaction
- 2-way communication
- Focused

Cons

- Limited audience
- Perception of less prestige

For Both oral and Poster Presentations: Who is your audience?

- Gear presentation to the level of knowledge of the audience.
- Language we use with colleagues may be nonsense to others.
- Strive to be clear without insulting their intelligence.

Anatomy of a Poster

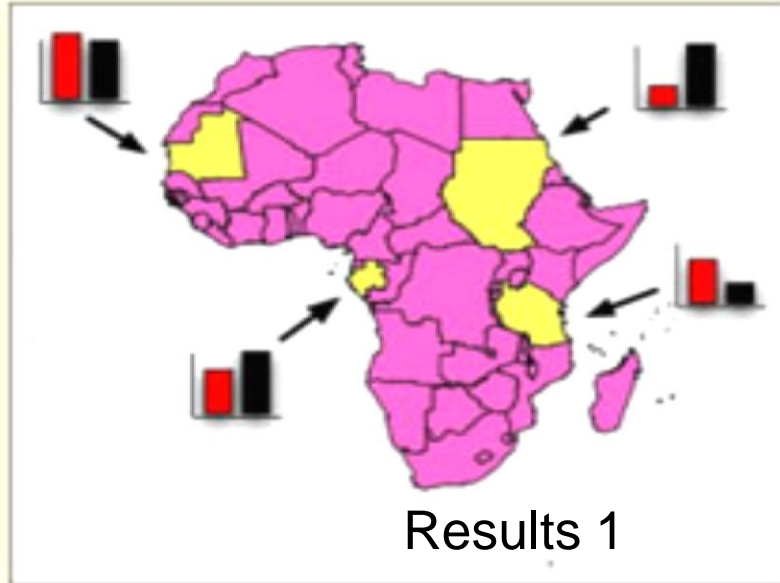


“Catchy Title, Authors, Affiliation goes here!”
Title readable from 10 feet away!

Introduction

Research
question

Methods



Discussion

Conclusion

Results 2

literature

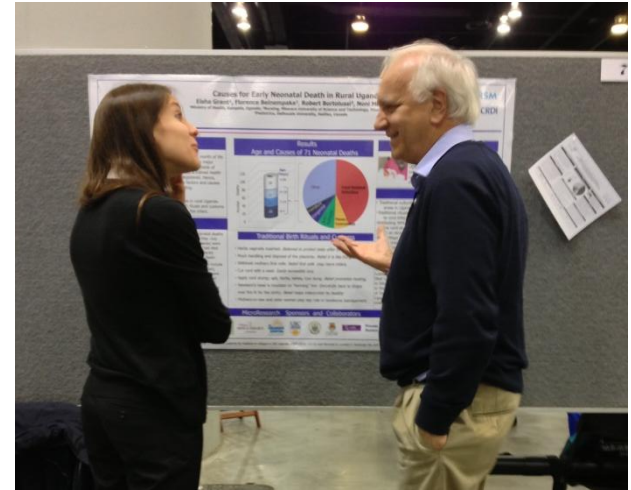
Acknowledgements
Funders etc

Other
contact

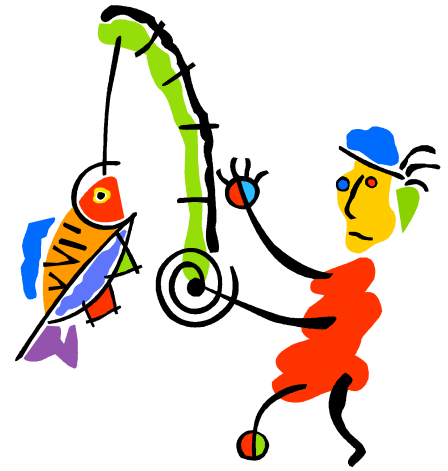
Get the most from your Poster?

Get People to look and Talk!

- Make sure poster is viewable from 6 ft. Title from 10 ft
- Meet and engage people at every opportunity - try get eye contact
- Learn from questions and seek advice.
- If they're interested give them a copy of poster,
- Exchange cards and follow up with an email.



Poster Title, Abstract



Title

- a sentence
- avoid - "ALL CAPS".
- Be concise to convey key issue.
- Find a humorous or catchy title to "reel in" visitors.
- List all authors, their major affiliations
- Attach logo of your institution or organization.
- *[Maximum: 1-2 lines.]*

Abstract

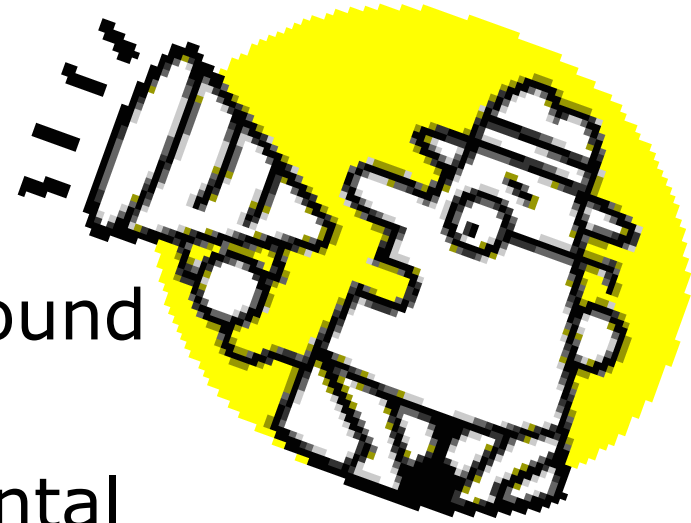
- Check Instructions if required in poster, if not, leave it out to get more space

Poster Contents: IMRad

Introduction

- Get your viewer *interested*
- Provide a minimum of background information and definitions
- Describe and justify experimental approach.
- Hint why your study is better than others.
- Give a clear hypothesis, research question or objective .

[Maximum: ~ 200 words.]



Poster: Methods

STUDY DESIGN

- Brief description of equipment and methods. (You're there to give details)
- Use figures and tables to illustrate experimental design
- Include drawings, statistical analyses to address hypothesis/objective.

PLACE, TIME, POPULATION

DATA COLLECTED

DATA ANALYSIS

ETHICS

ETC

[Maximum length: ~ 200 words.]

Poster: Results

- First, mention outcome (e.g. "90% of those surveyed responded")
- Next describe qualitative and descriptive results
- Data analysis that address the hypothesis.
- Use charts, graphs and images instead of description when possible.
- Use figure legends that could stand on their own.

[Max: ~ 200 words, not counting figure legends.]



Poster:

Discussion/Conclusions/References

- Repeat hypothesis, and if it was supported.
- State limitations.
- Say why results are interesting.
- Describe relevance to other published work;
- Indicate your future directions.
[Maximum length: ~ 300 words.]

References

- Follow standard citation format
- Limit to most imp references only
[Maximum length: ~ 10 citations.]

Poster: Acknowledgments; Other Information

Acknowledgments

- Thank people for *specific* contributions,
- State who provided funding.
- Include disclosures for any conflicts of interest.

[Maximum length: ~ 40 words.]

Further information:

- Provide your e-mail address,
- your web site address, and
- If PDF of poster is available .

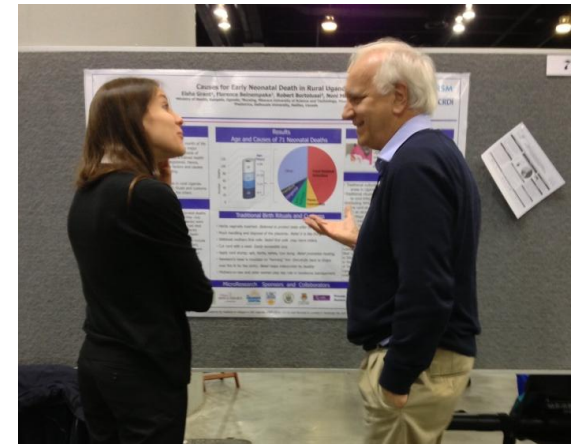
Poster Chatter

Drive bye browsers !

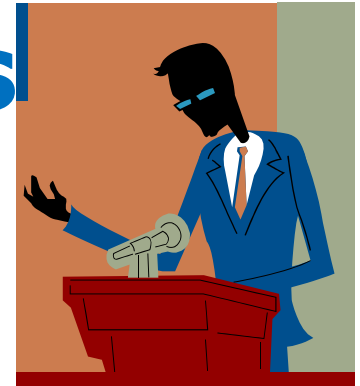
- Make sure poster is viewable from 6 feet, title 12 feet
- Weed out those interested from the crowd

Get the most out of the interaction.

- Meet and engage people at every opportunity.
- Learn from their questions, and seek advice.
- If interested give them a copy of poster,
- Exchange cards and follow up with an email.



Oral Presentation: Slides



- Designed to serve the objectives:

Tell your research story

- Not to show you have mastered Powerpoint's gimmicks.

*"KISS" Principle
Keep it simple, stupid.*

Usual Slide Order: Follow IMRAD

- Title Slide (1 slide)
- Background (1 slide)
- Objectives (1 slide)
- Methods (1 or 2 slides)
- Data Slides (2 or 3 slides)
- Summary (1 slide)
- Big Picture (1 slide)
- Acknowledgements (1 slide)

Total..... fewer than 11 slides including title for 10 minute presentation!

Slide Do's and Don'ts

Colours

Too many colours in text is distracting. Black text works well on most backgrounds.

✓ White or **yellow** on a blue background is easier to read and easy on the eyes.

✗ Avoid using red with green and other less common colours since they may not exist on all computers.
10% of the males are red/green colour blind!

FONT size matters – usu > 24

Do's and Don'ts

Text

- 8 - 10 lines per slide,
 - Use bullets
 - Use clear words and concise phrases
 - Select easy to read type style

Animation

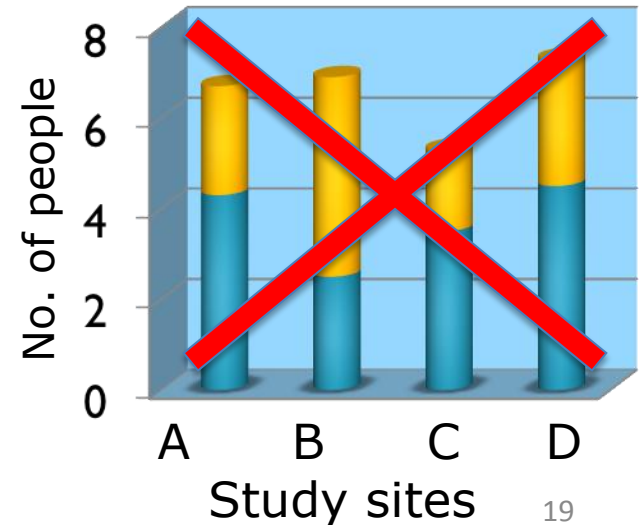
Don't overdo it!

- If you do try it, let text simply appear.

Do's and Don'ts (2)

Graphics

- Use a diagram or picture rather than text or a list of statistics.
- Use schematics to illustrate unfamiliar protocols.
- Remember
Never give graphs coloured backgrounds.
Never display 2-D data in 3-D.

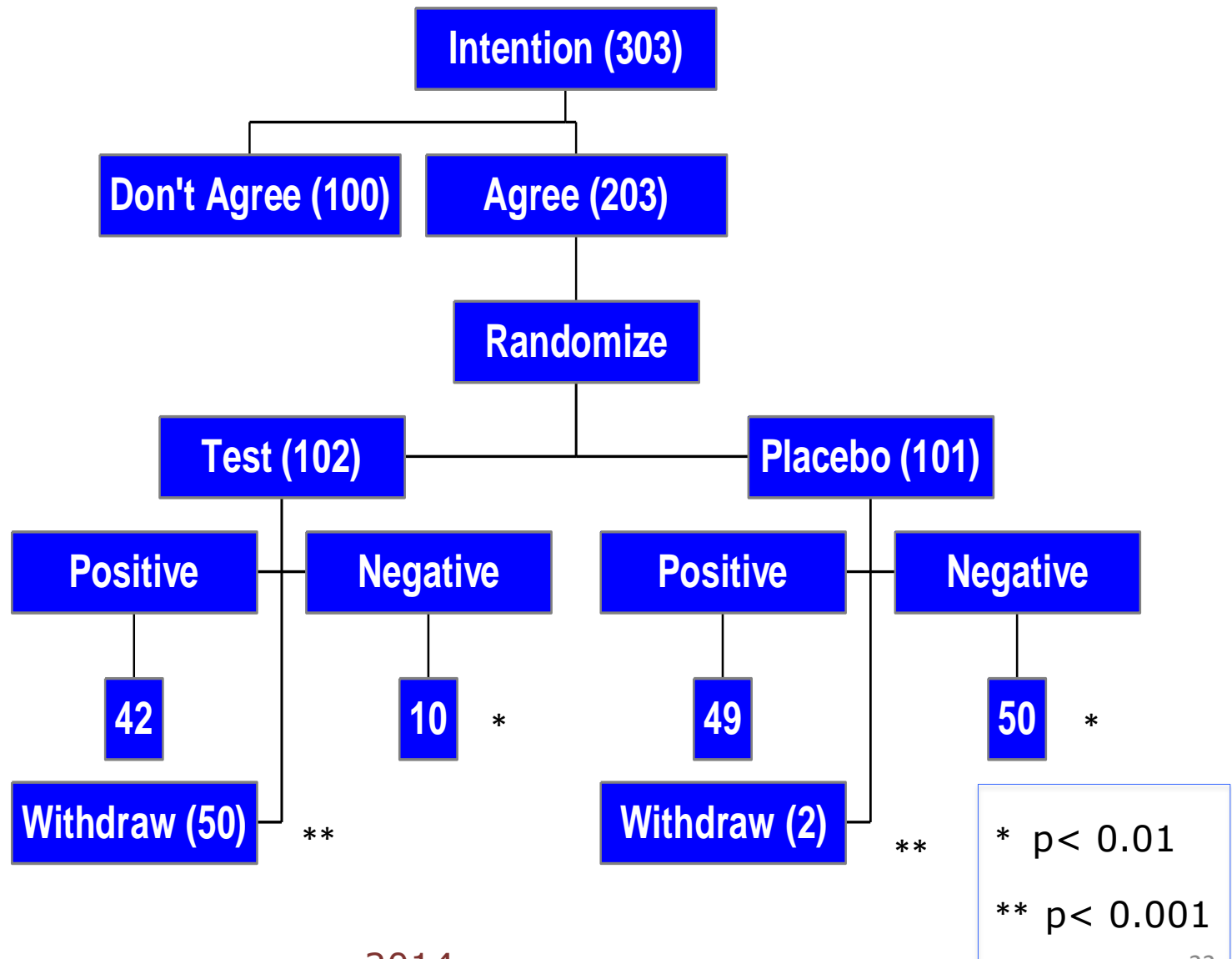


Rules for Figures

Quantitative data	
Continuous	Discrete
BP, height, weight, age	Number of children, Number of attacks of asthma per week
Categorical Data	
Ordinal (ordered)	Nominal (unordered)
Grade of breast cancer Better, same, worse Disagree, neutral, agree	Sex – male /female Alive , dead Blood group: O, A, B, AB

<http://resources.bmj.com/bmj/readers/readers/statistics-at-square-one/1-data-display-and-summary>

Test Drug vs Placebo: Graphic



Presenting: Practice & Practice.....

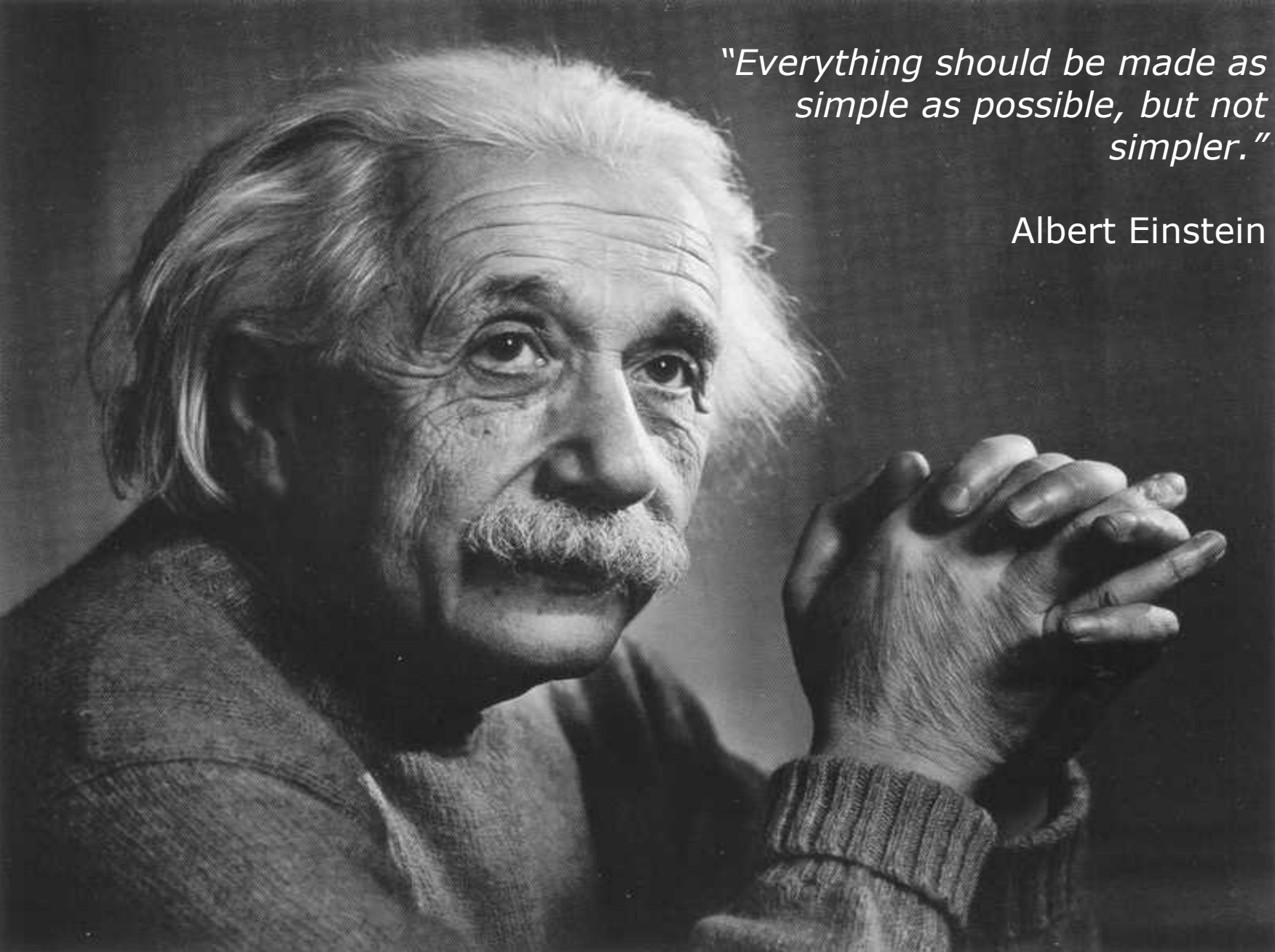
- Title Slide
- Background
- Objectives
- Methods
- Data Slides
- Summary
- Big Picture
- Acknowledgement

Practice to check timing as quite variable, plan on **one slide a minute**

Practice **technical aspects**: time change in slides, orientation, use of pointer etc.

Practice before a small group; **get feed back**

Do not go over time – irritates session chair, audience and next speaker

A black and white portrait of Albert Einstein, showing him from the chest up. He has his characteristic wild, white hair and a mustache. He is looking slightly to the right of the camera with a thoughtful expression. His hands are clasped together in front of him, resting on a surface. He is wearing a dark, textured sweater. The background is dark and out of focus.

"Everything should be made as simple as possible, but not simpler."

Albert Einstein

Summary

- Target your audience- poster, oral
- Keep it simple, clear and straight forward
- Do not include too many details – just the most key information
- Follow IMRaD
- Make you poster or oral presentation attractive – font size, diagrams, tables etc
- Follow the poster, oral presentation guidelines

Team Work – Day 6

- Refine your background
- Refine your methods
- Define and discuss budget and budget justification (see budget example Day 2)
- Start your PPT- Bkg, Research Question(s)

Planning for Final Day Presentation

- Title Slide (1)
- List MR Team members, their background, COI (1)

- Background (3)
- Research Question(s) or Objectives (1)
- Method Slides (3)
- Budget (1)
- KT plan (1)
- Next steps (1)

Total= 10 slides (excludes title and team member slides)

Judges Evaluate

- ❖ Relevance: to local & the wider community (*35 points*)
- ❖ Feasibility: time, budget (*35 points*)
- ❖ Other (*10 points each*)
 - ❖ Importance to Africa
 - ❖ Novelty
 - ❖ Team participation