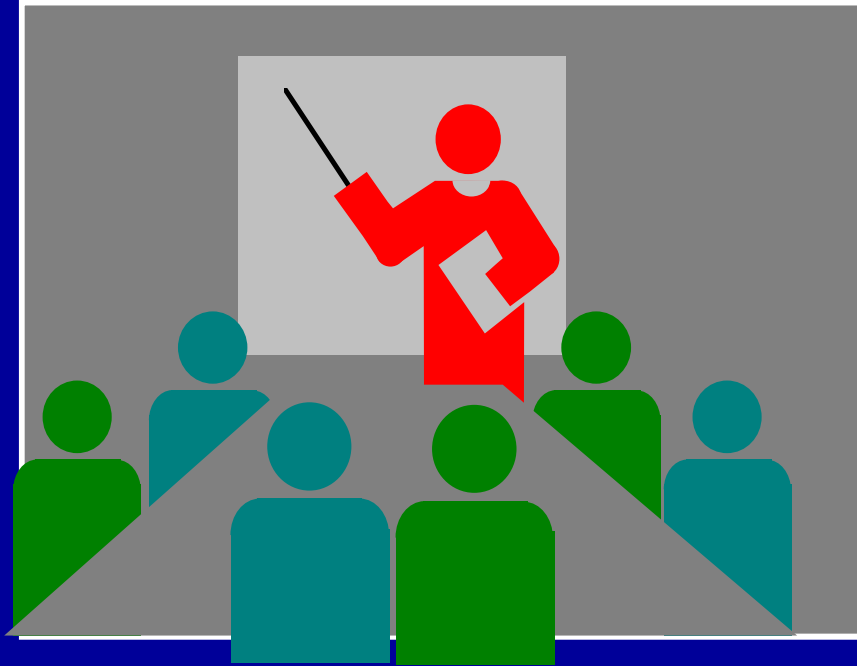


How to express in slides



Samir Haffar M.D.

Assistant professor of Gastroenterology

Faculty of Medicine – University of Damascus

Goals & limits of your presentation

Message	2 – 3 important points generally
Level of public	GP – specialist – researcher
No of audience	Important: Formal Few: Exchange with the audience
Number of items	Cover essentials points Keep details for questions (extra-slides)
Place	Size of hall – Sound – Projector

General principles

- The slides should have a clear & simple message
- A slide should have **1 important point** without details
- Good slide must be understood by the public in **< 4 sec**
Otherwise, public read slides & don't listen to the orator
- All slides should be **read easily** by the public even for those who are back-seated

Preparing

“For every minute you speak,
spend 60 minutes preparing”



Preparing

“Fail to prepare, prepare to fail”



Components of a presentation

All presentations must have:

- **Introduction** Say what you're going to say
- **Body** Say it
- **Conclusion** Say what you've said

Effective introduction

Keep it brief

10 – 15 % of the total presentation

Time for passage of each slide

- Some data slides need more time
- Image or graphic slides needs only **few seconds**
- **1 minute** maximum for each slide is a good rule
- 10 min presentation can be illustrated by 8 - 12 slides

Slides

7 x 7 rule

Five words in the title

No

More

Than

Seven

Lines

No more than seven words in each line

Fonts

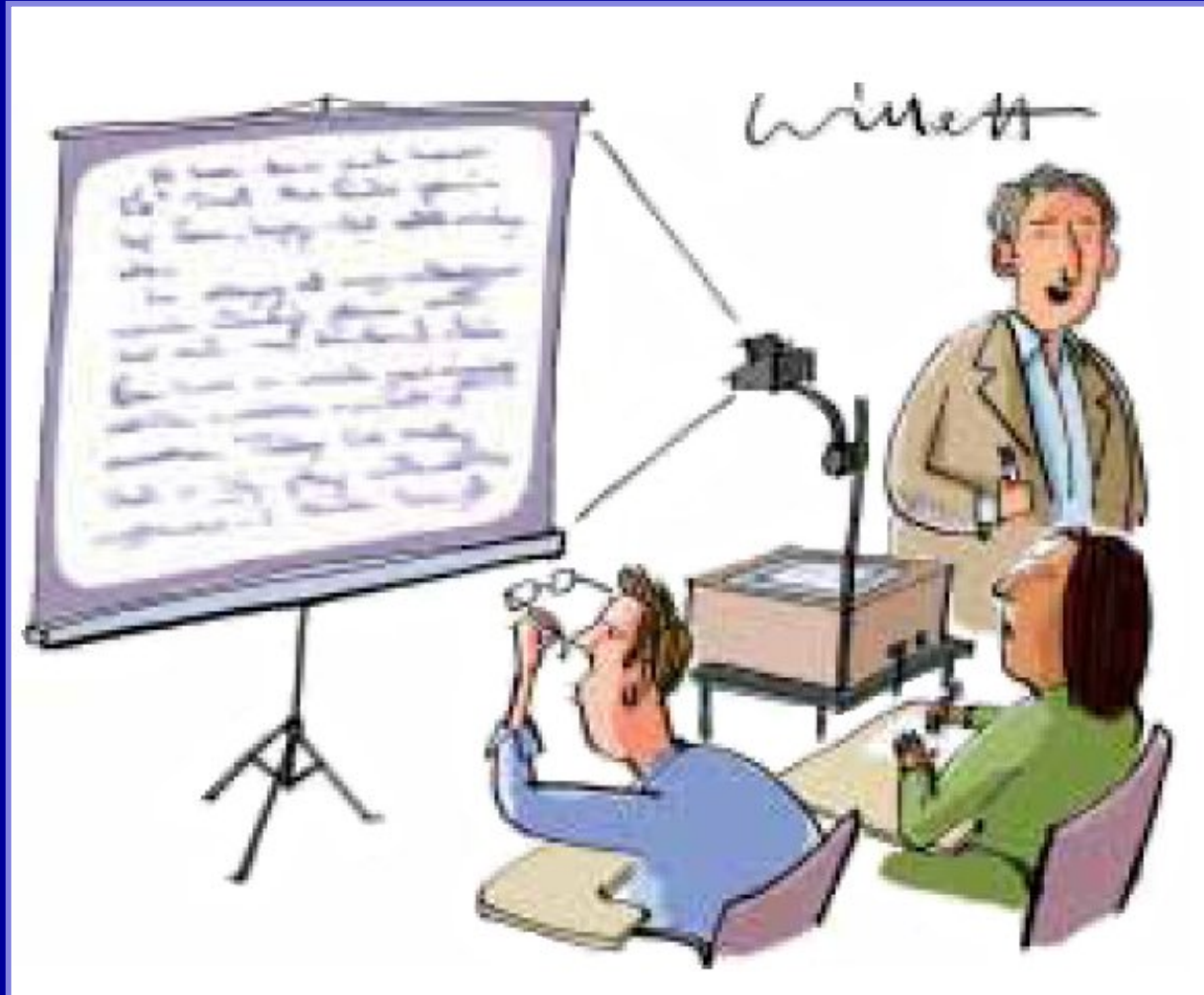
- Choose a plain font easy to read & **stick to it**
- If you need more fonts: **no more than 2 - 3 fonts**
 - Serif: Times New Romans font
 - Non serif: Tahoma or Calibri fonts
- Use italics, bold or variations of font size for emphasis
- Lines & rules should be **thick or bold**

This is the Times New Romans font size 32

This is the Calibri font size 32

This is the Tahoma font size 32

Size of the fonts



Cantillon P et al. ABC of learning & teaching in medicine.
BMJ Publishing Group, London, 1st edition, 2003

Size of the fonts

	Transparencies	Slides	Handouts
Title	36 pt	44 pt	24 pt
Subtitles	28 pt	32 pt	20 pt
Body	24 pt	28 pt	16 – 18 pt

Examples of font sizes

- **This is font 48**
- **This is font 36**
- **This is font 28**
- **This is font 24**
- **This is font 20**
- **This is font 18**
- **This is font 16**

**Use at least a 24-point font
so everyone in the room can read
your material**

Symbols & abbreviations

- **Helps to save an important place**
- **Should be comprehensible or be explained during presentation**
- **Could be variable from a country to another**

Capital & small letters

- Use capital & small letters together
- Contrary to what is believed, a text composed only of capitals letters is not very clear

CAPITAL & SMALL LETTERS

- **USE CAPITAL & SMALL LETTERS TOGETHER**
- **CONTRARY TO WHAT IS BELIEVED, A TEXT COMPOSED ONLY OF CAPITALS LETTERS IS NOT VERY CLEAR**

Colors in slides

- Add color to be clearer
- Don't put more than **4 colors** in your slide
- Selection of a color is a matter of personal choice

Some rules **Red** to deliver essential information

Yellow on blue gives good contrast

White on blue is very clear

- As a guide **Dark color for background**
Light color for text or graphics

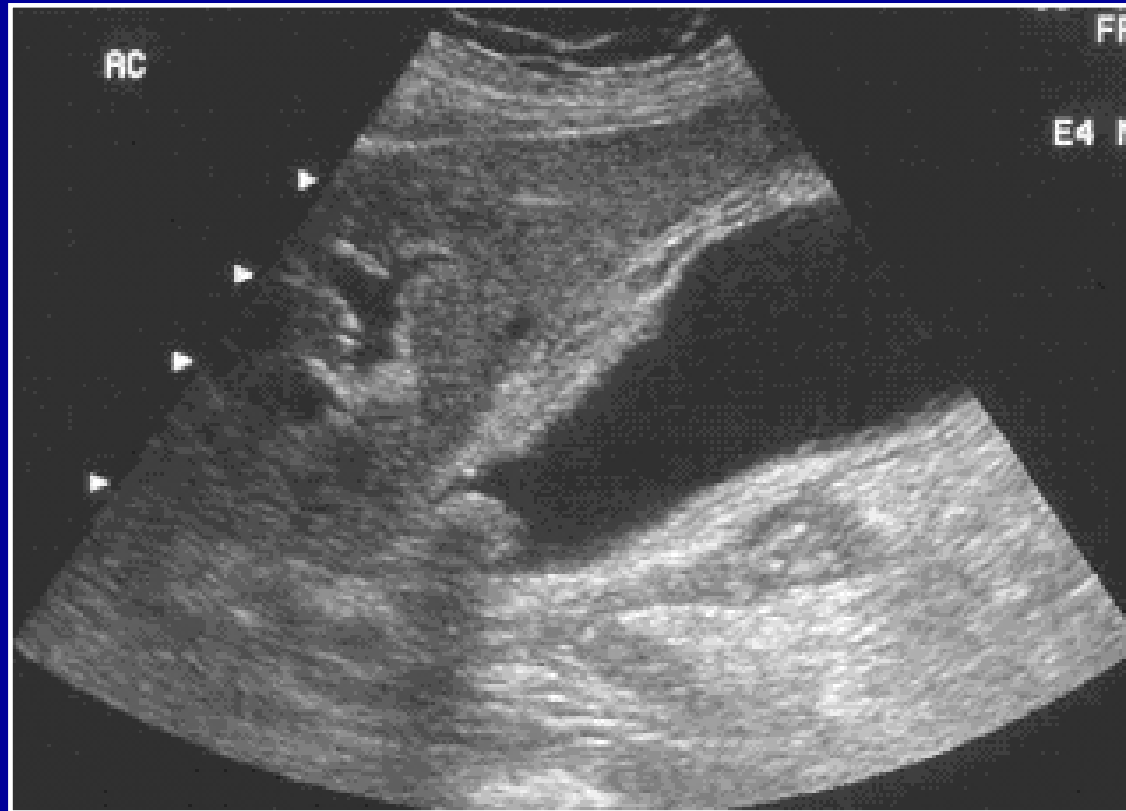
Celiac Disease is more prevalent than it was thought

Celiac Disease is more prevalent than it was thought

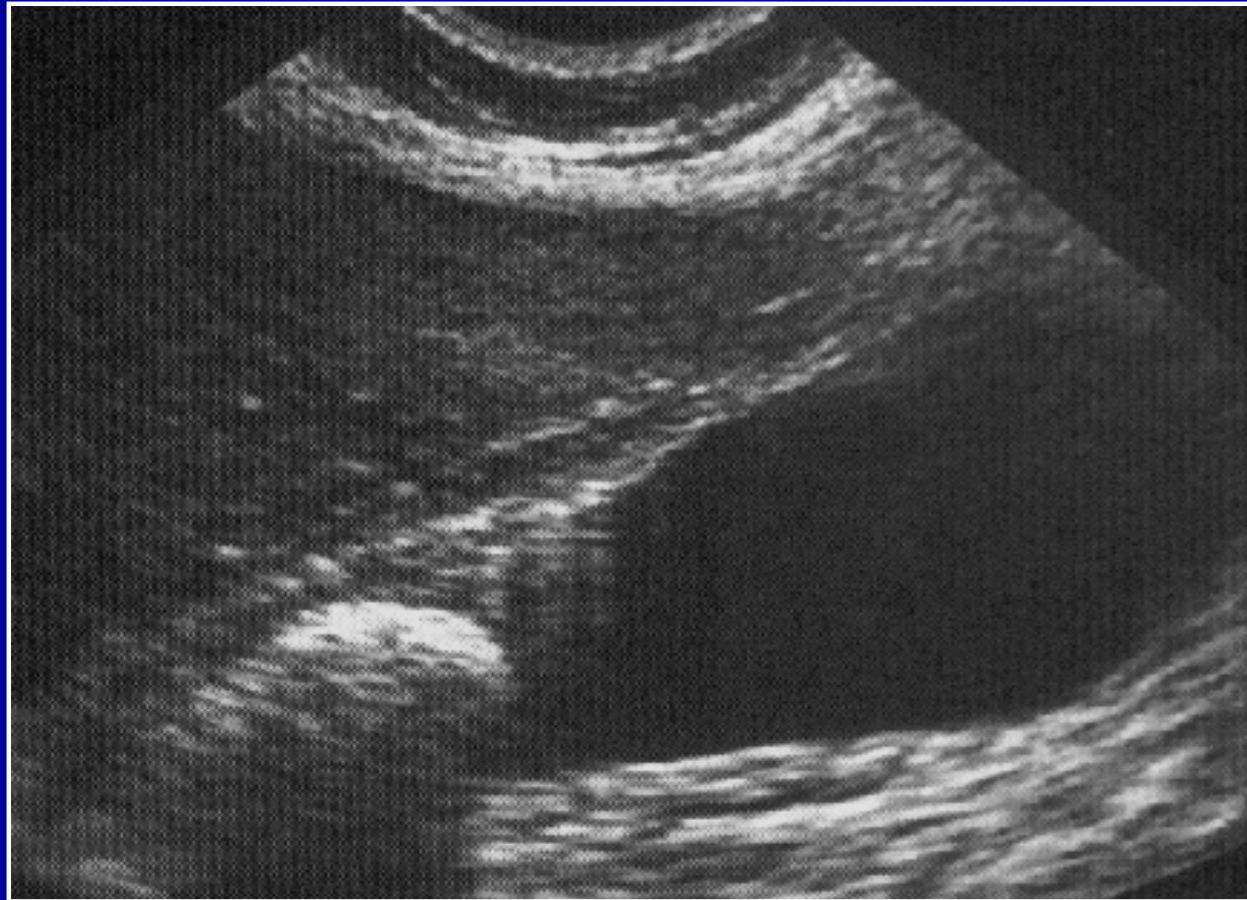
Celiac Disease is more prevalent than it was thought

Celiac Disease is more prevalent than it was thought

Acute calculous cholecystitis



Acute calculous cholecystitis



Each slide should give a new point

Don't put a slide to say:

“ it's the same thing as the slide before”

Progressive revelation technique



Don't make a slide with complex material

- Begin with a point in your first slide
- Add a new point in each of the following slides
- Your last slide contains all the points & used as a precise conclusion

Table

6 x 6 rule

6 words or numbers to a line

six lines to a table

Tables in slides

- Limits the number of **columns to 4**
- Limits the number of **rows to 6**
- Don't put **more than 1 table** per slide
- Reduced number of information exposed is easier than too many information

Number of patients/Year!

Bad table

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
G.I.	555	786	545	987	432	546	699	999	556	224	574	456
C.V.	575	456	898	988	655	557	866	456	666	787	456	545
Surgery	433	545	899	898	699	688	235	776	587	887	797	234
Resp	790	655	780	545	654	321	654	585	456	232	456	576
Kidney	698	234	456	123	766	545	321	545	456	432	654	456
Internal Medicine	876	456	765	654	456	543	566	456	788	521	570	899

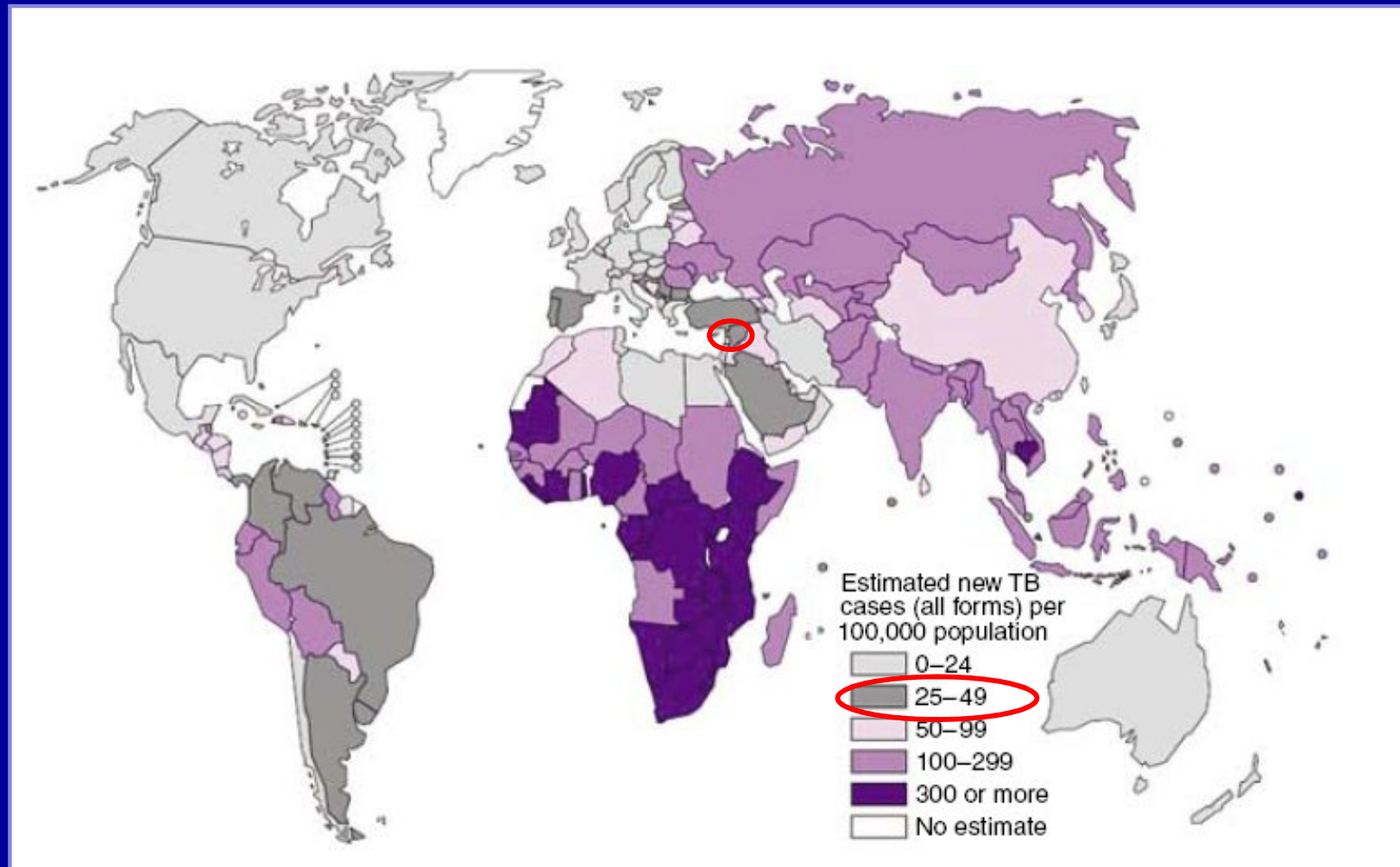
Number of patients/year

Better table

	1st Trimester	2nd Trimester	3rd Trimester
Gastroenterology	1 345	1 432	1 223
Cardiology	2 235	1 023	1 234
Rheumatology	425	333	397

Pictogram

Estimated annual incidence of TB in 2006



Global tuberculosis control: surveillance, planning, financing
WHO report 2008

Always cite data source

& place it at the bottom of your slide

Why use graphs?



Why use graphs?

- You need to get your audience's attention
- Many people respond better to visual cues than to straight text or lists of numbers
- Effective graph can help drive home your point

Types of graph

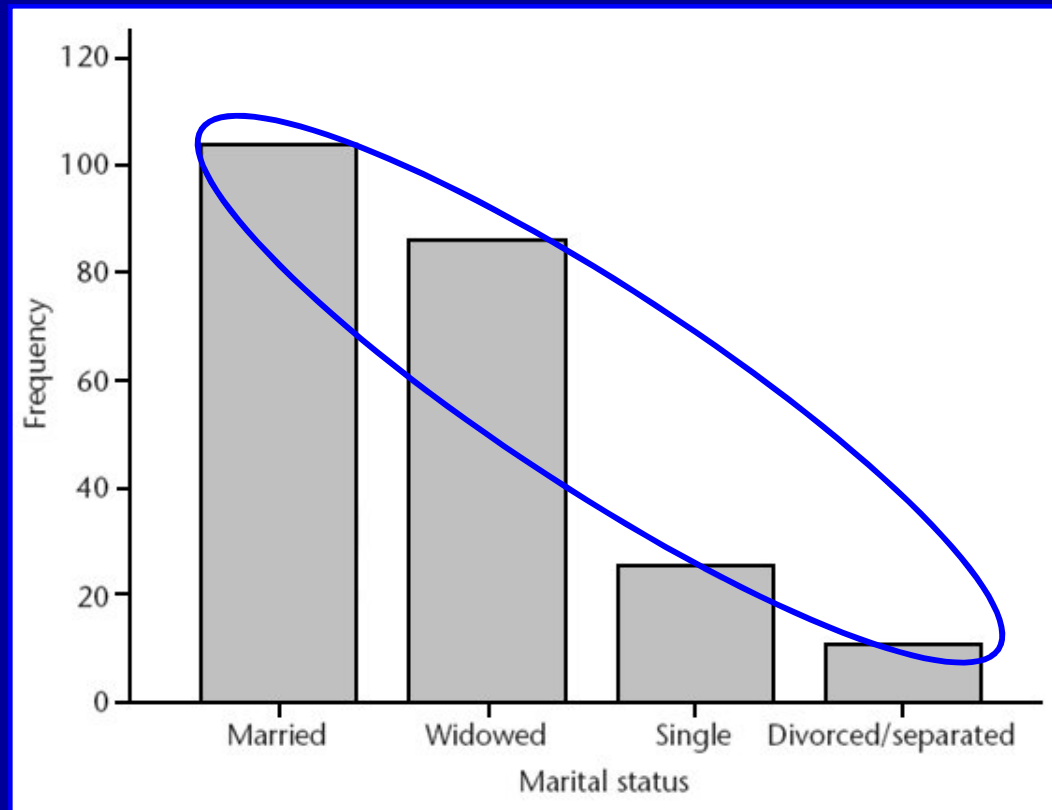
- | | |
|--|--|
| <ul style="list-style-type: none">• Bar/column graph & variants• Pie graph• Dot plot• Stem & leaf plot• Histogram | <ul style="list-style-type: none">• Box-whisker plot• Line graph• Spider or radar plot• Pictogram• Venn diagram |
|--|--|

Recommendations for construction of graph

- **Tufte's principle**
- **Clear title with sample size**
- **Labeled axes**
- **Gridlines kept to a minimum**
- **Categories ordered by size**
- **No three-dimensional graphs**

Column chart

Marital status for 226 patients in leg ulcer study



Columns wider than spaces between them

Columns have gray tone which is more pleasing to the eye

Only the height of columns presents the data of interest

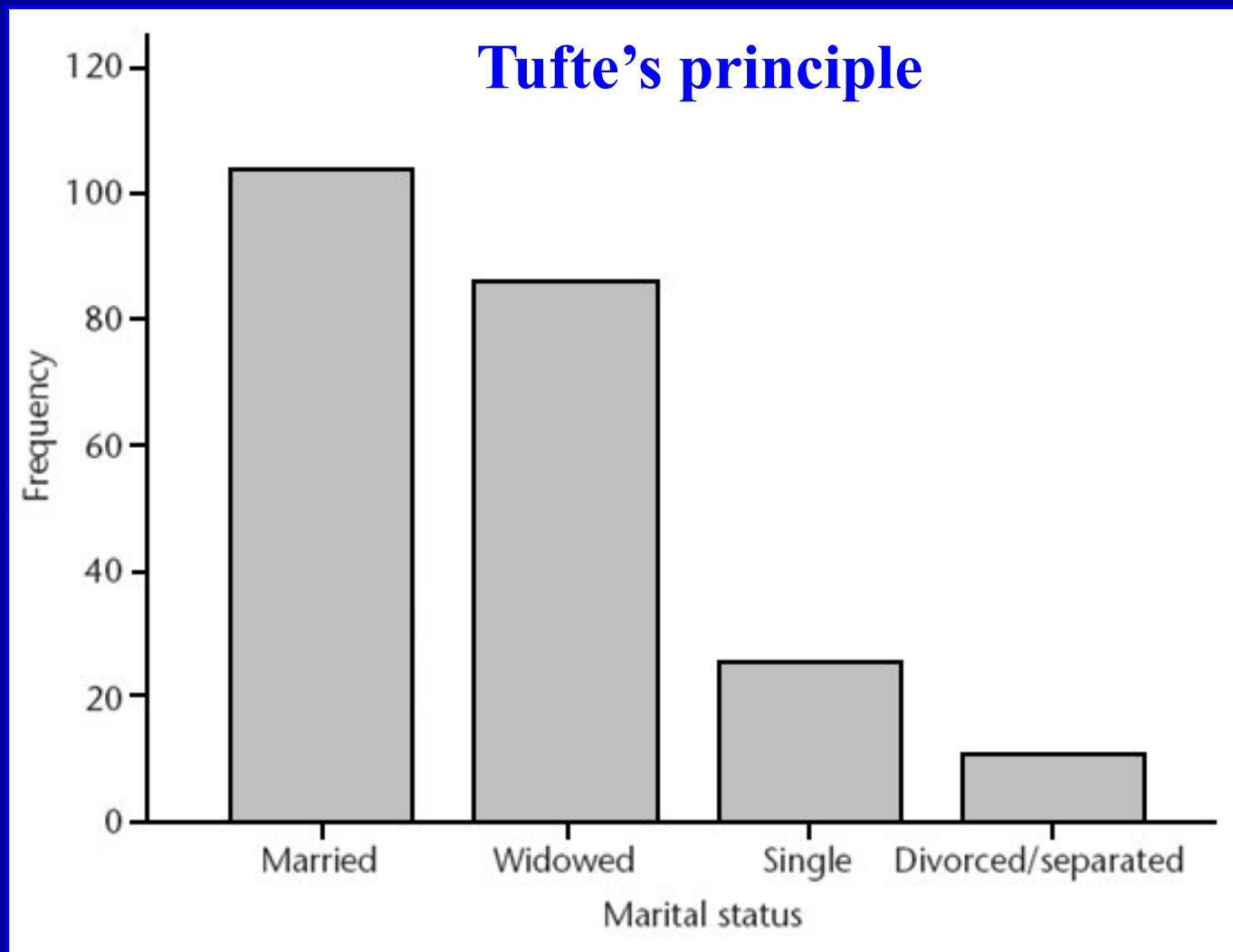
Tufte's golden rule

**Maximum amount of information for
minimum amount of ink**

Tufte ER. The visual display of quantitative information.
Cheshire, Connecticut: Graphics Press; 1983.

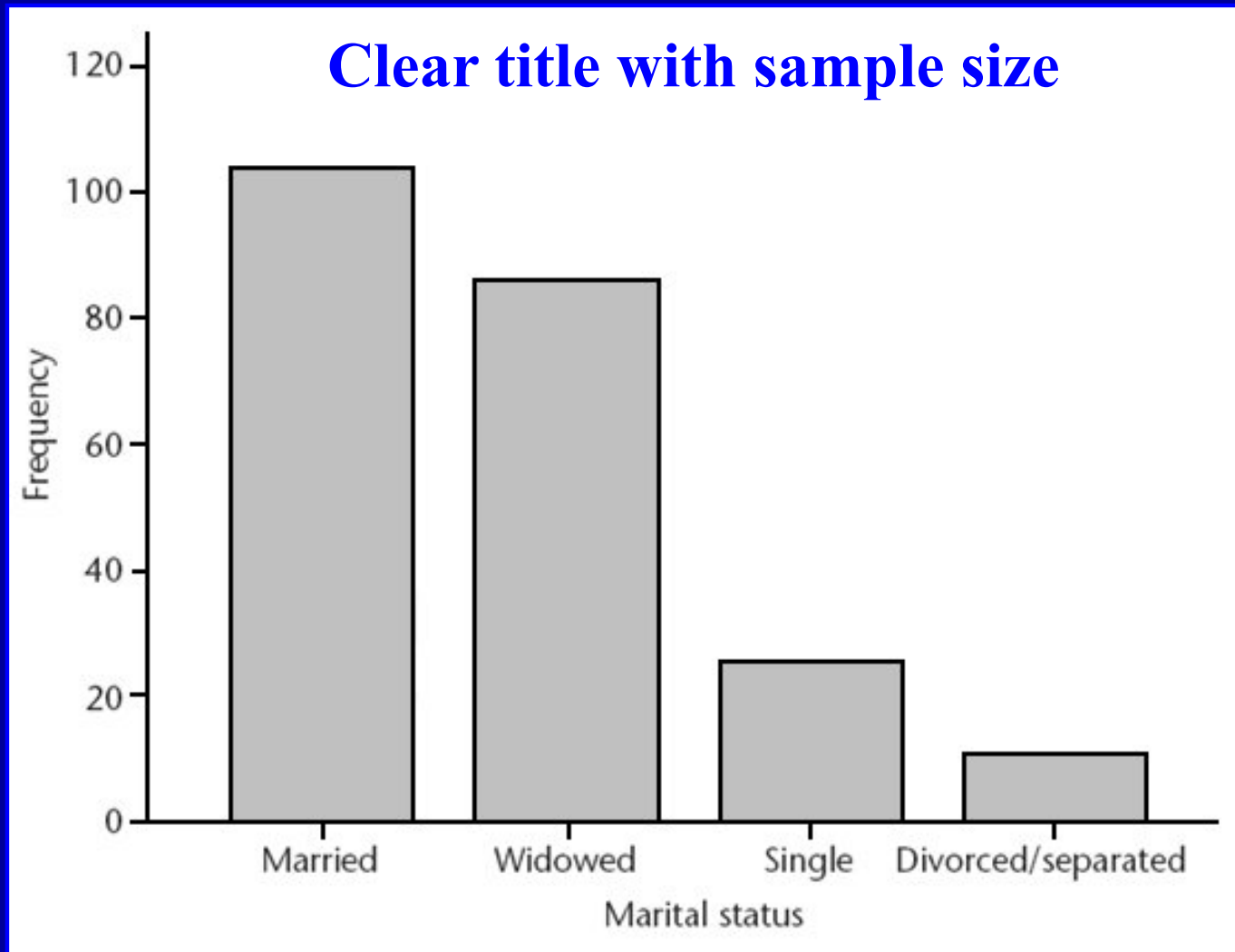
Column chart

Marital status for 226 patients in leg ulcer study



Column chart

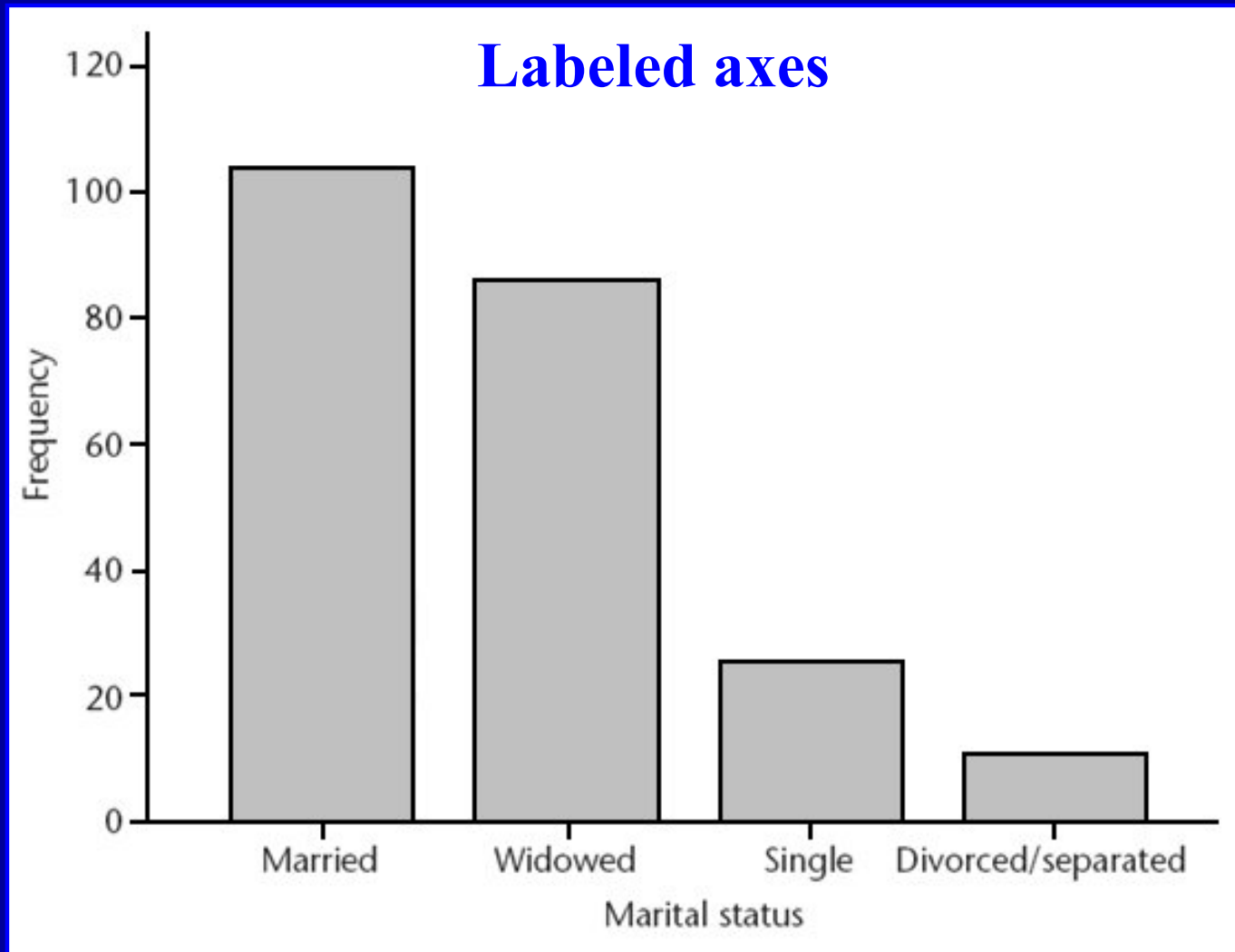
Marital status for 226 patients in leg ulcer study



BMJ 1998 ; 316 : 1487 – 91.

Column chart

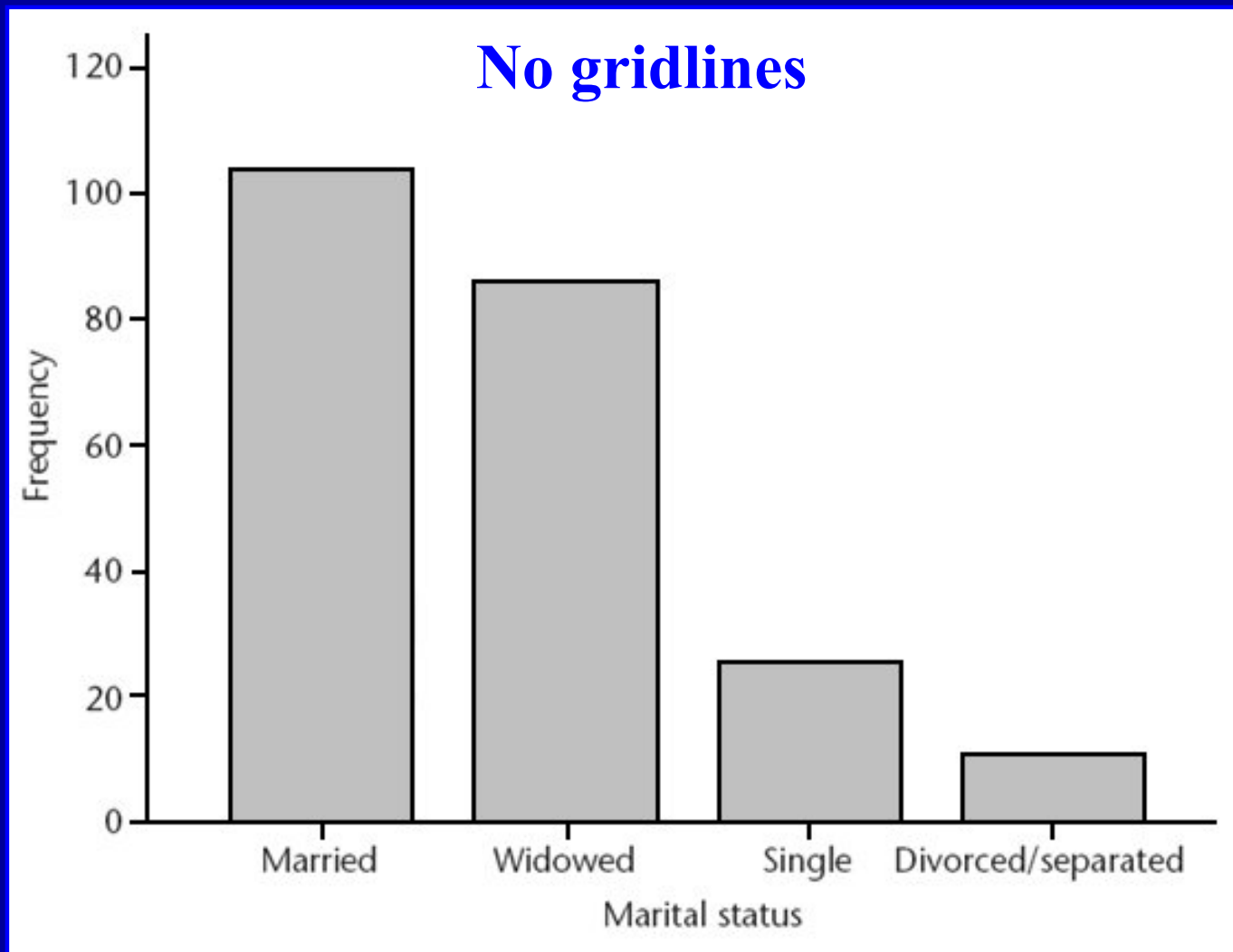
Marital status for 226 patients in leg ulcer study



BMJ 1998 ; 316 : 1487 – 91.

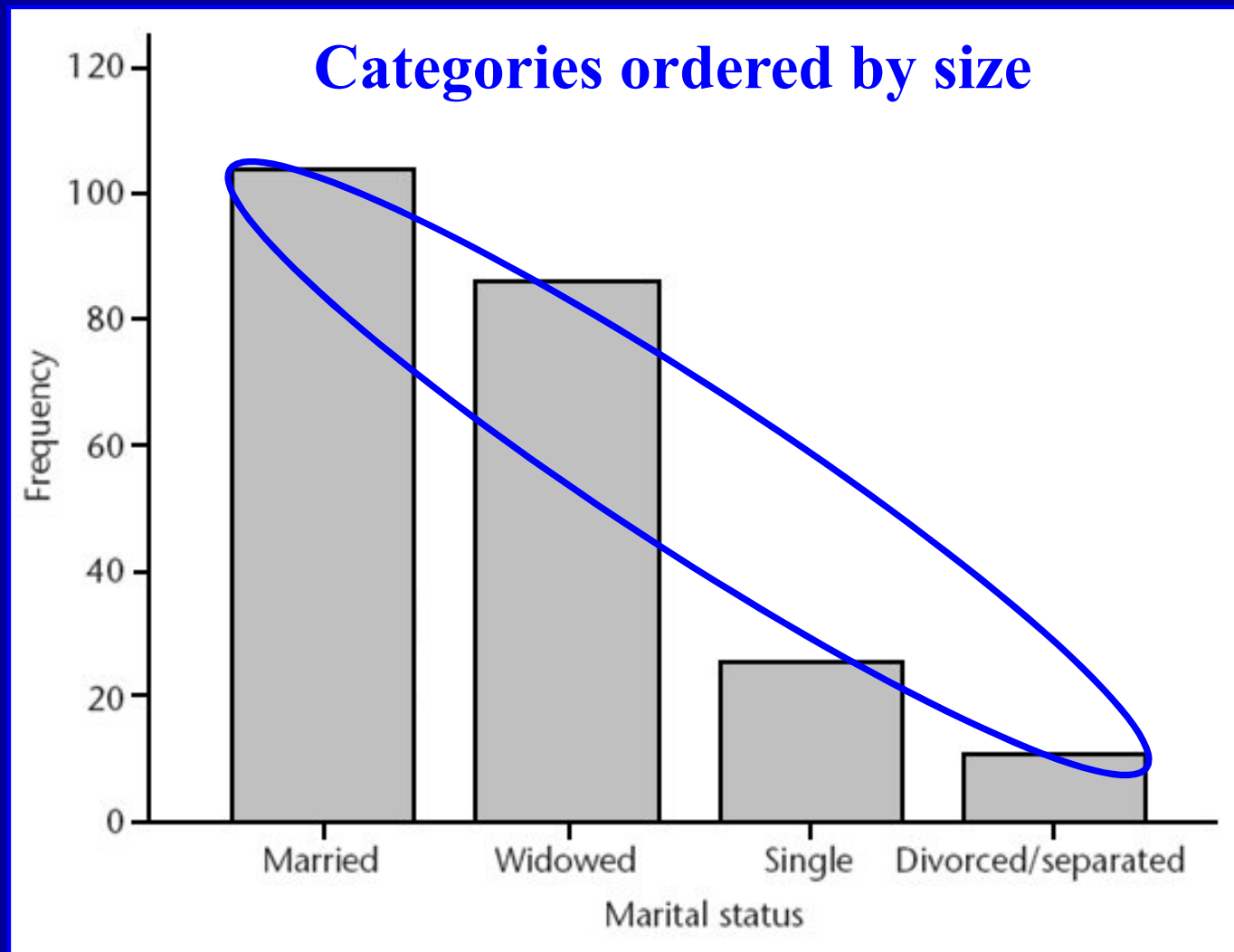
Column chart

Marital status for 226 patients in leg ulcer study



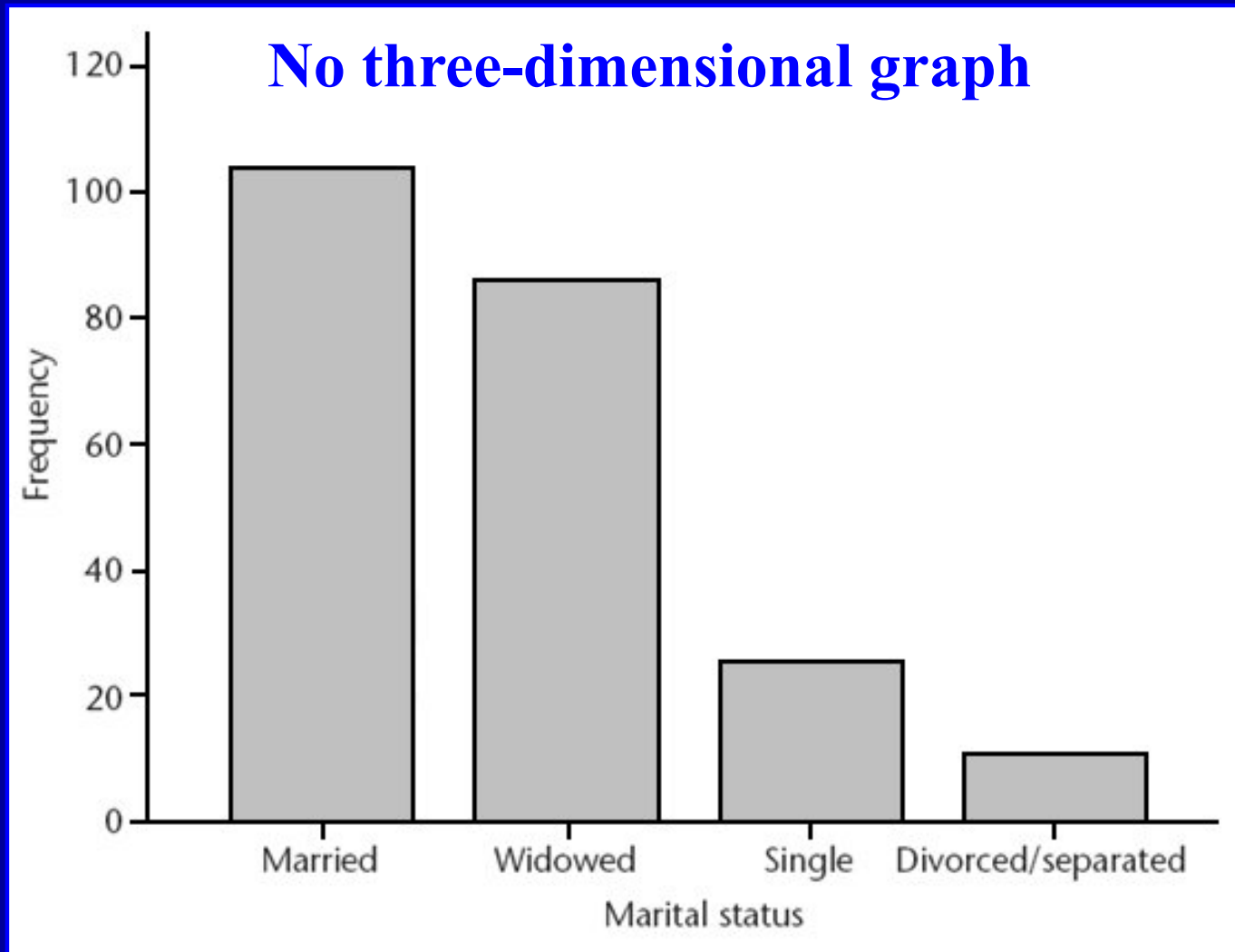
Column chart

Marital status for 226 patients in leg ulcer study



Column chart

Marital status for 226 patients in leg ulcer study



Photos

- **Adding photos enhance comprehension & interest**
- **Photos help to put a “human face” on the numbers**

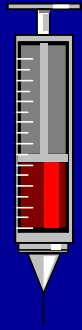
Prevention of HBV vertical transmission

- **Within 1 hour of birth**
 - 1st dose of HBIG (200 IU) IM
 - 1st dose of vaccine IM
 - At different sites
- **1 month of age**
 - 2nd dose of vaccine IM
- **6 months of age**
 - 3rd dose of HBV vaccine IM

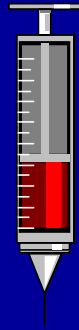
Prevention of HBV vertical transmission

Birth

**Hepatitis B
vaccine**

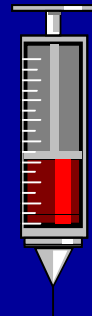


+ HBIG



1 month old

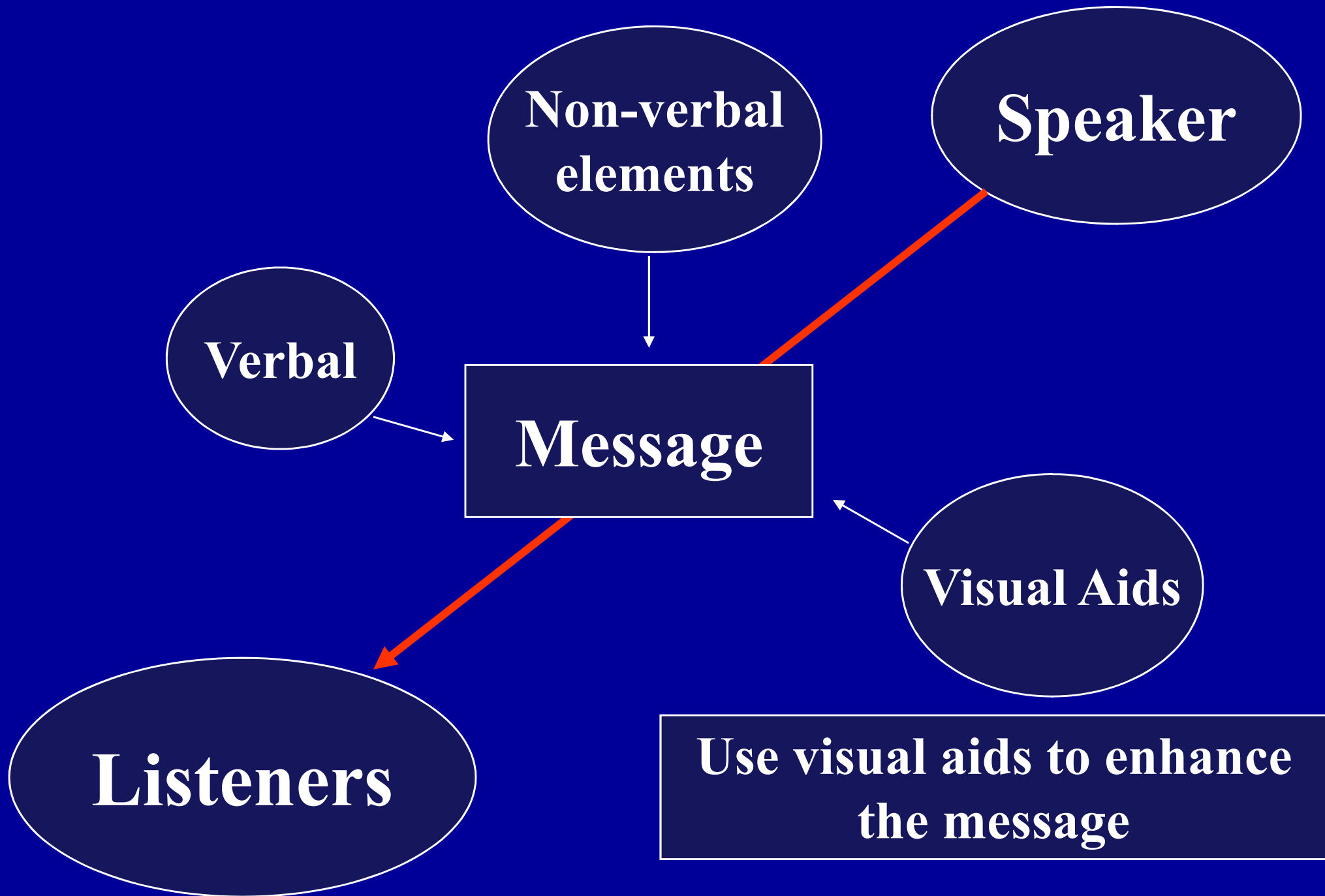
**Hepatitis B
vaccine**



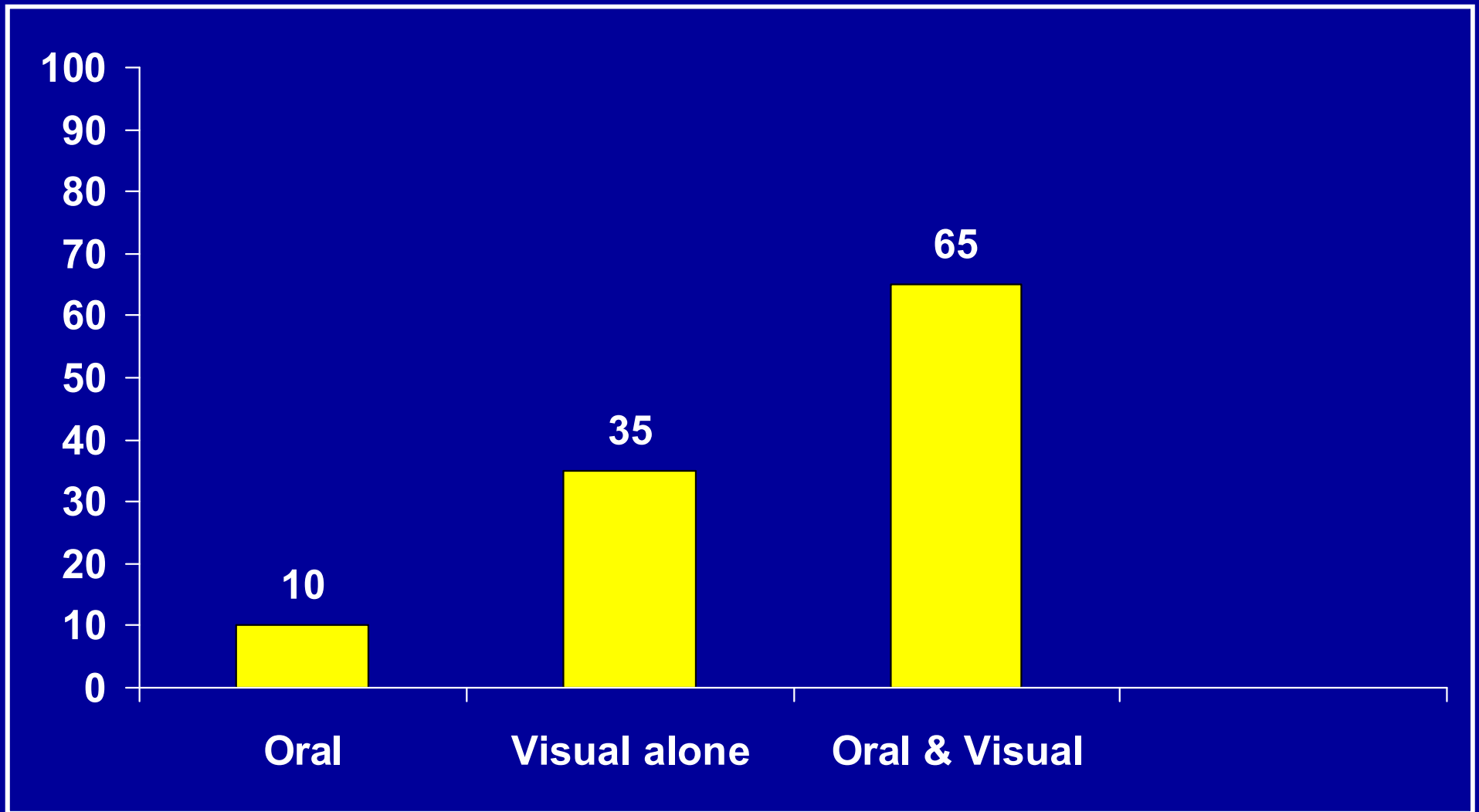
6 months old

**Hepatitis B
vaccine**





Retention of information





What I hear I forget



What I see I remember



What I do I know



What I discover I use

Organize the material conclusion

- **Give a summary**
- **Emphasize the most important points**

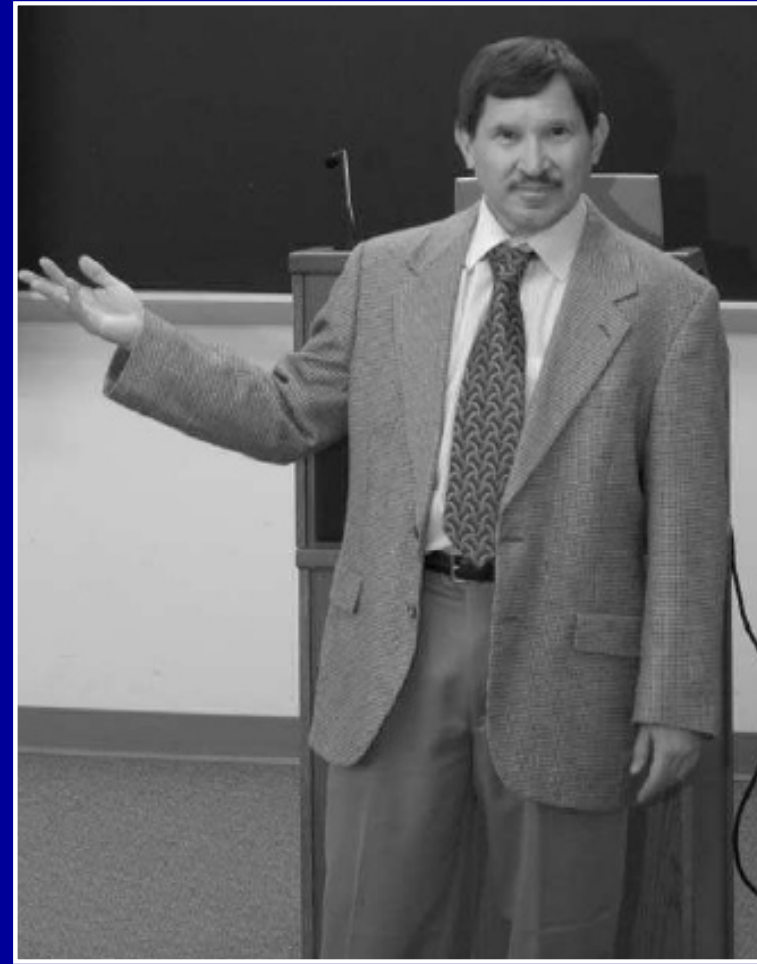
Final preparation

- Prepare your visuals in advance
- Always make back-up copies
- Rehearse a lot (up to 10 times)
- Know how to use the technical equipment
- Preview the room, & select the layout that is best for your presentation

Dressing up for a presentation



Some may not care
Some may be offended



Event is important to him
Expresses respect to the audience

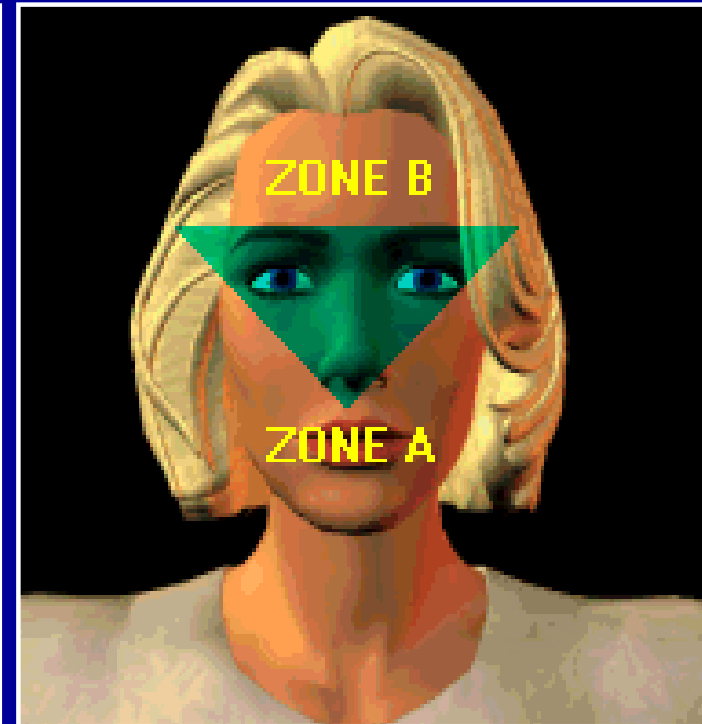
Body language

- Eye contact
- Facial expressions
- Posture
- Movements
- Gestures

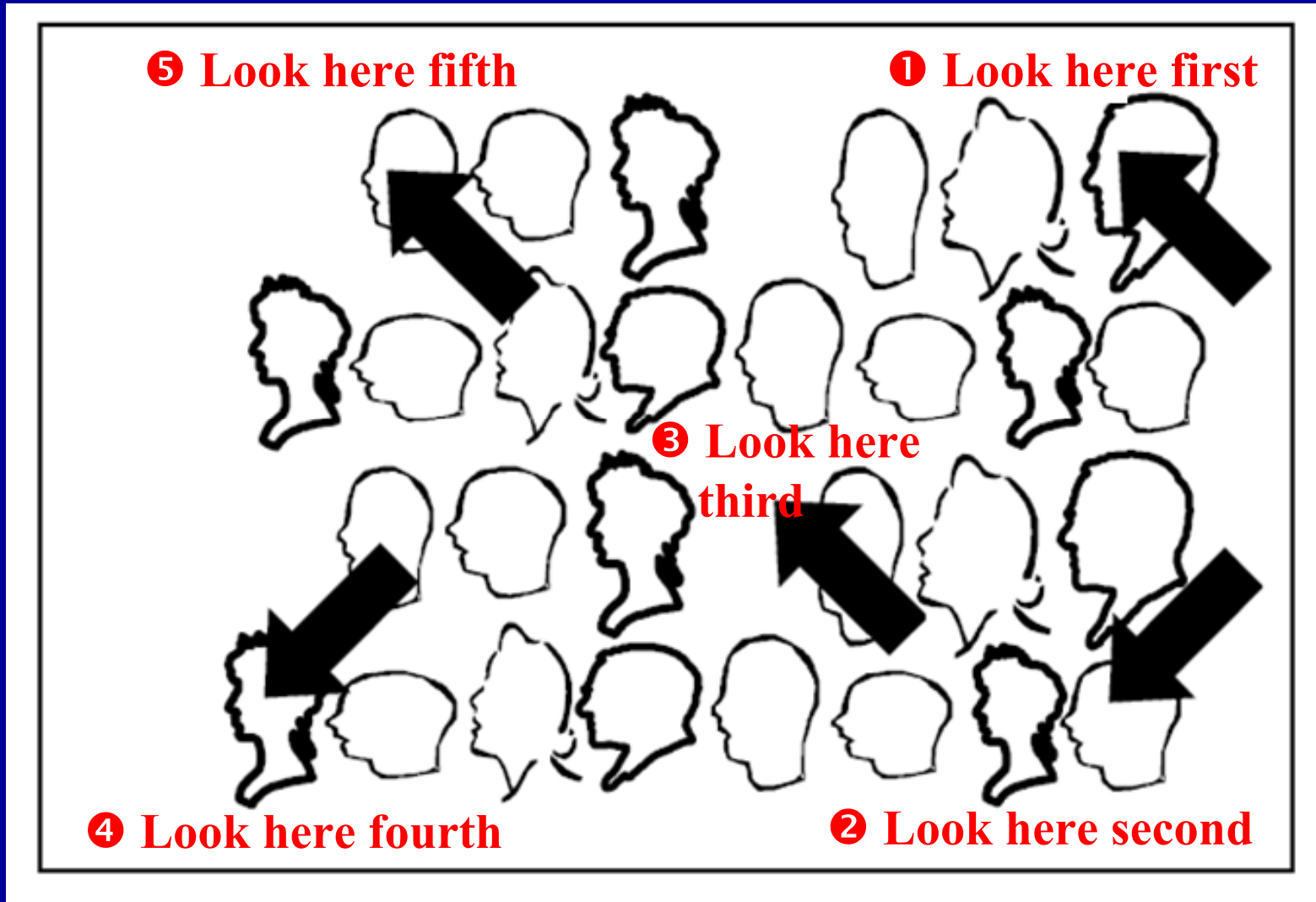


Eye contact

- **Triangle zone**
Correct zone for positive eye contact
- **Zone A**
The observer looks shifty
- **Zone B**
You appear to be arrogant



Eye contact



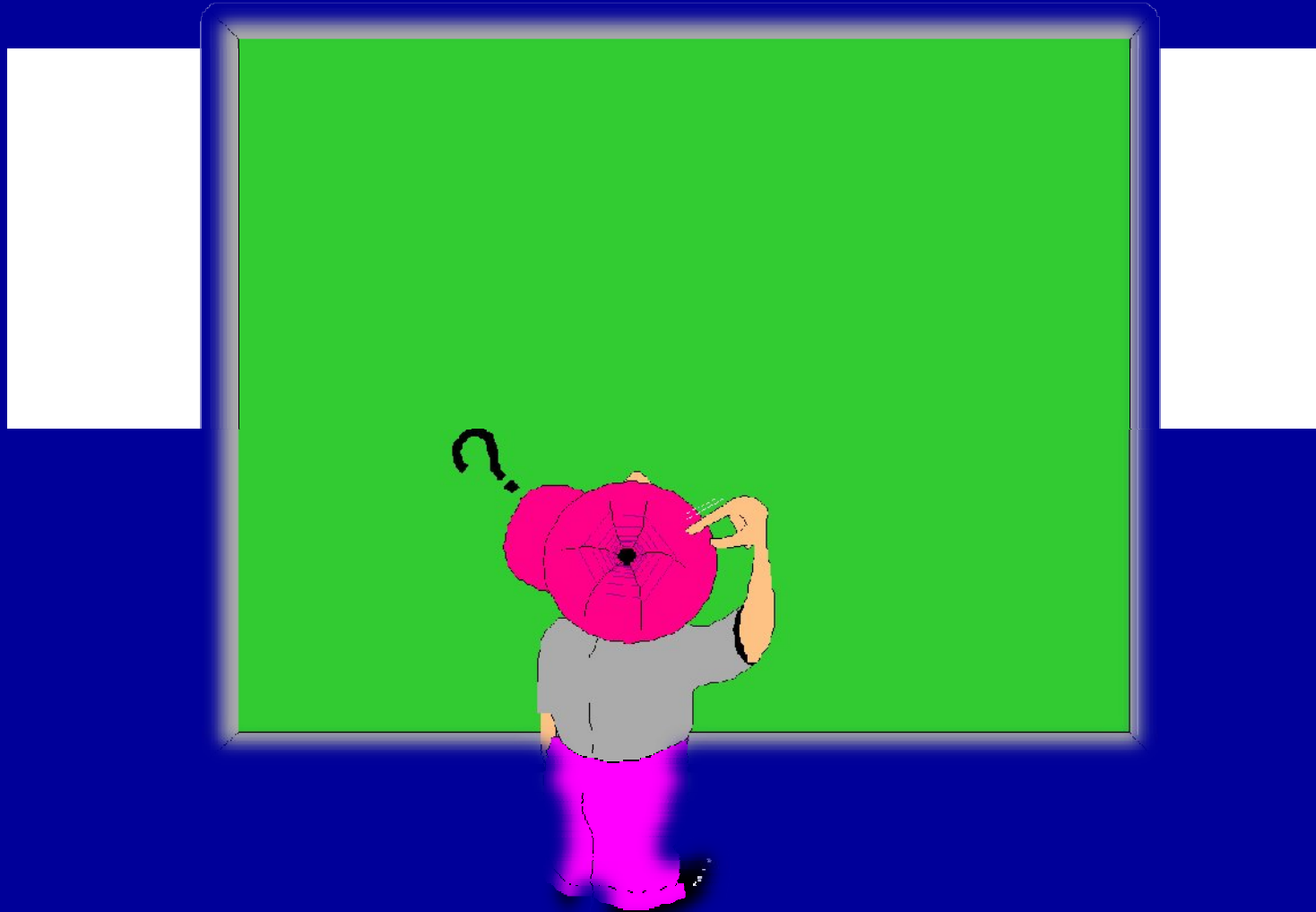
Positive body language

- **Eye contact** Keep audiences' attention
- **Facial expressions** Don't forget to smile
- **Posture** Stand straight & relaxed
- **Movement** Forward to emphasize
To one side to indicate transition
- **Gesture** Up & down head motion:
importance
Pointer to indicate a part of slide

Negative body language

- Looking at notes, screen, or floor
- Don't stare, or look blankly into people's eyes
- Swaying back and forth like a pendulum
- Back turned to the audience
- Nervous ticks
- Hands in pockets

Stand facing the audience



Anholt R. The art of oral scientific presentation.
2nd ed, Boston, Elsevier, 2006.

Negative body language



Avoiding eye contact & a slouching posture
which detach the speaker from his audience

Anholt R. The art of oral scientific presentation.
2nd ed, Boston, Elsevier, 2006.

Negative body language



Speaker should stand up & being clearly visible

Anholt R. The art of oral scientific presentation.
2nd ed, Boston, Elsevier, 2006.

Steps to reduce your speaking anxiety

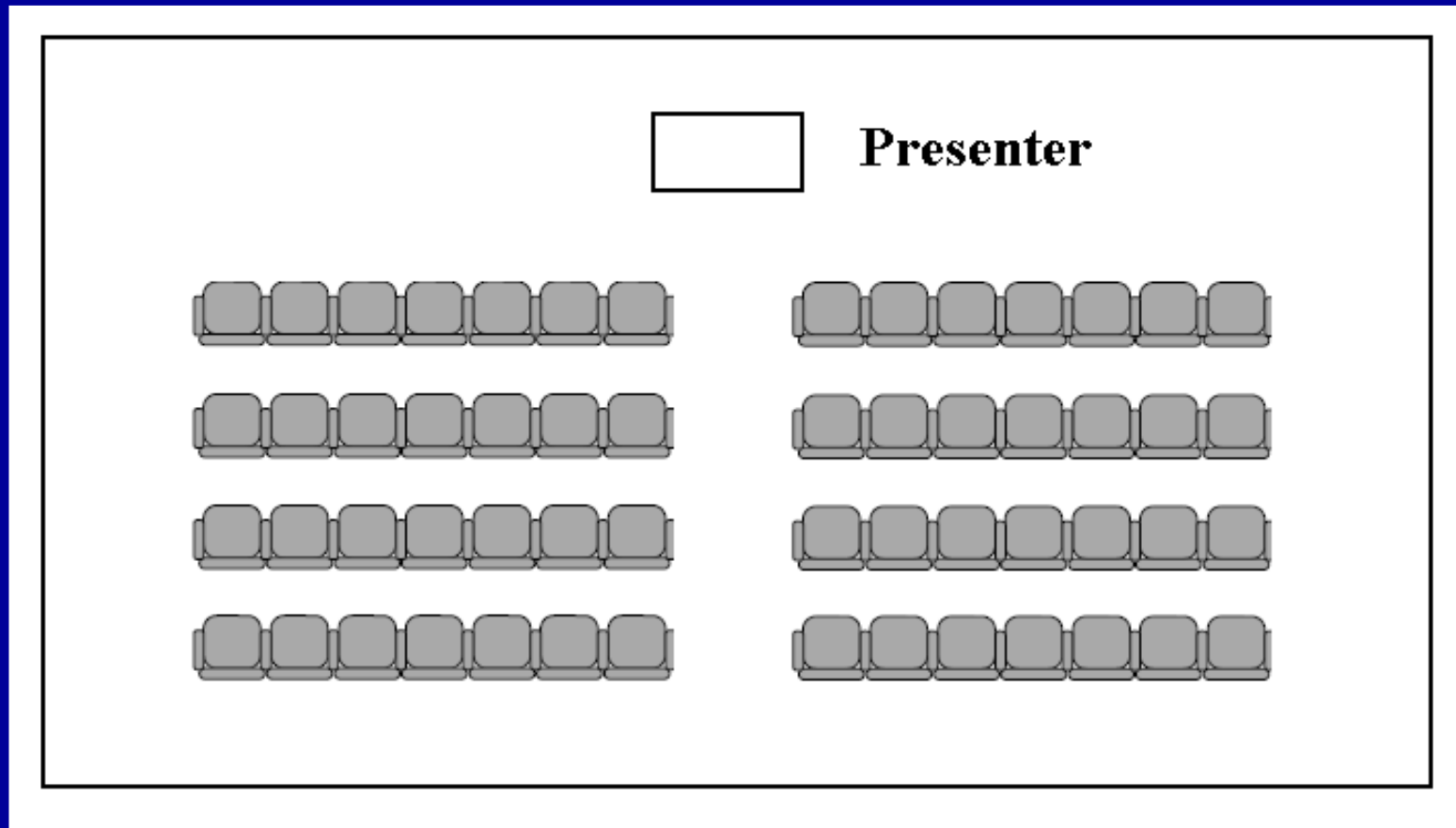
- **Know the room**
 - Arrive early
 - Walk around the room
- **Know the audience**
- **Know, practice, & revise your material**
- **Don't apologize for being nervous**
- **Concentrate on your message**
- **Gain experience**



Don't let yourself get too anxious

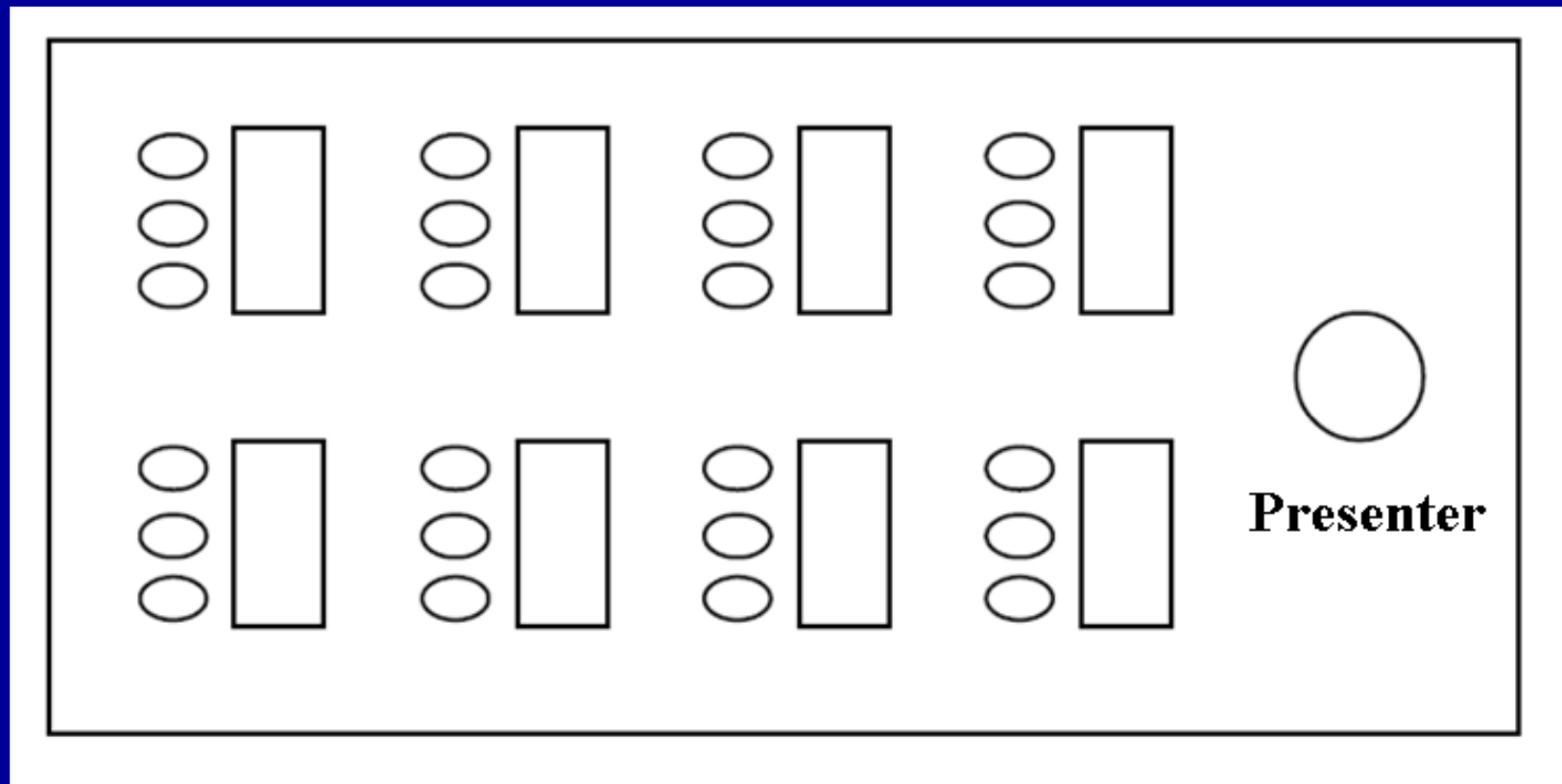
- Most experienced presenters tell you they are always **anxious** before starting their talk
- This usually does not get better over time
- It is normal & can be advantageous:
Some adrenaline makes more exciting presentation
Lack of anxiety results in a bit flat presentation

Theater style



Usually used for large, formal presentations

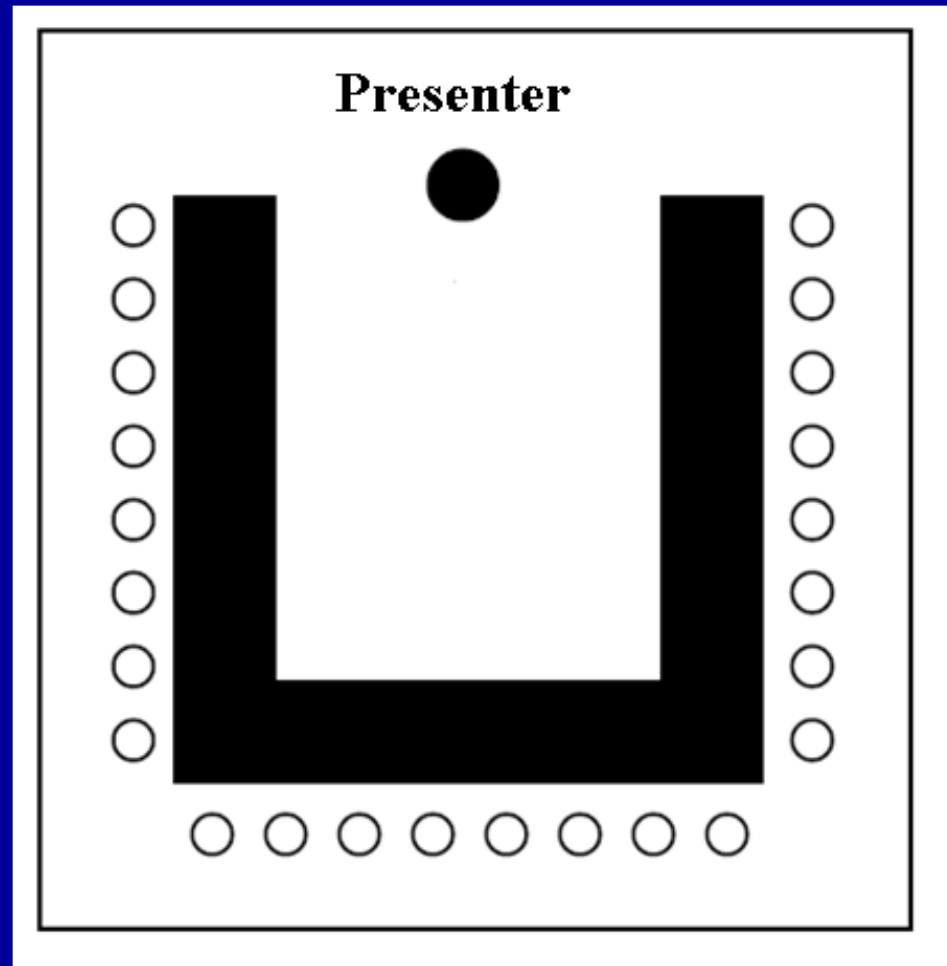
Classroom style seating



Can be effective for certain training presentations

Campbell GM. Bullet proof presentations.
Career Press, New Jersey, USA, 2002.

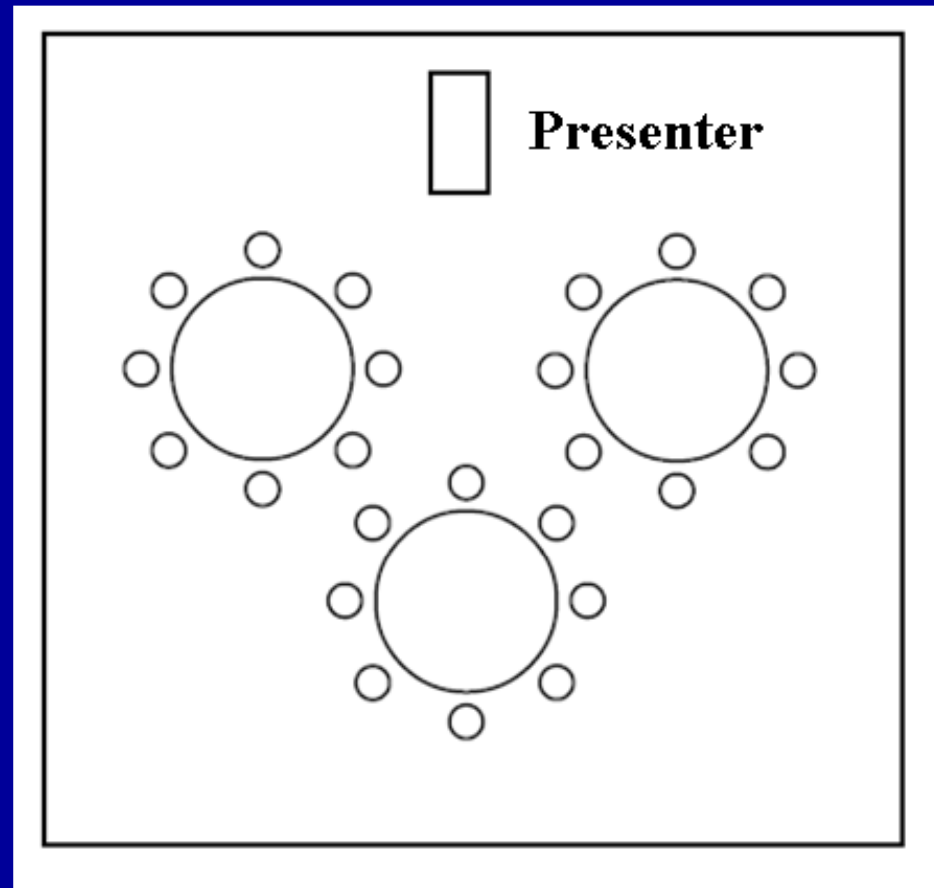
U-shaped seating



Great for small groups & events such as training

Campbell GM. Bullet proof presentations.
Career Press, New Jersey, USA, 2002.

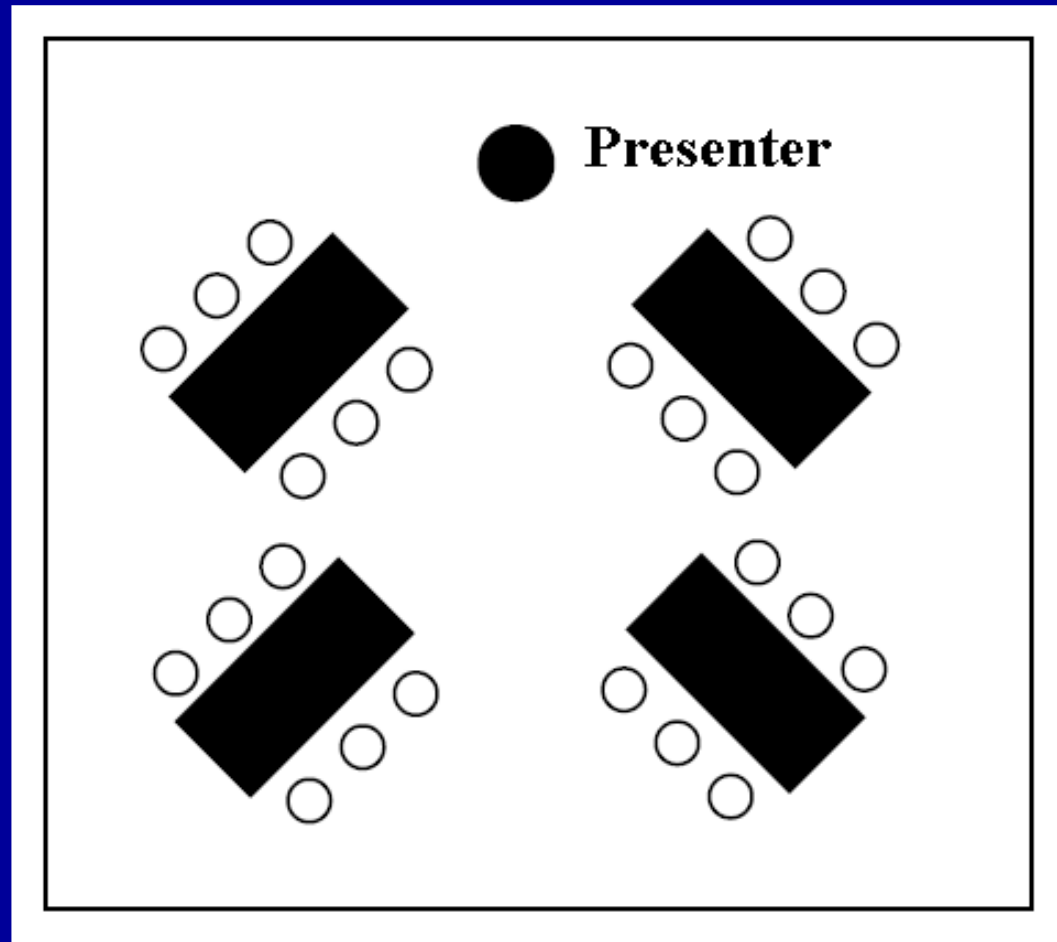
Conference style seating



Great for presentations when you plan to include some small group discussions as a way to encourage participation

Campbell GM. Bullet proof presentations.
Career Press, New Jersey, USA, 2002.

V-shaped or chevron seating



Gives good sight lines for a medium-sized group

Campbell GM. Bullet proof presentations.
Career Press, New Jersey, USA, 2002.

Questions?

**At the end of the presentation, it is often
a good idea to ask if there are any questions**



Time

**Your time & your audience's
attention are limited**



Remember

- **Keep it simple**
- **Don't let technology dominate your message**
- **Rule of 7 x 7**
- **Cover your important points**

Last advises

- Repeat you presentation several times (**10 - 12**)
- Don't make **absolute darkness** in hall
Auditor have to find their places & take notes easily
- Don't try to **cover everything**
- **Don't read** your presentation line per line
- Put your CD or slides in **your handbag**
You can't present your slides if your baggage is lost

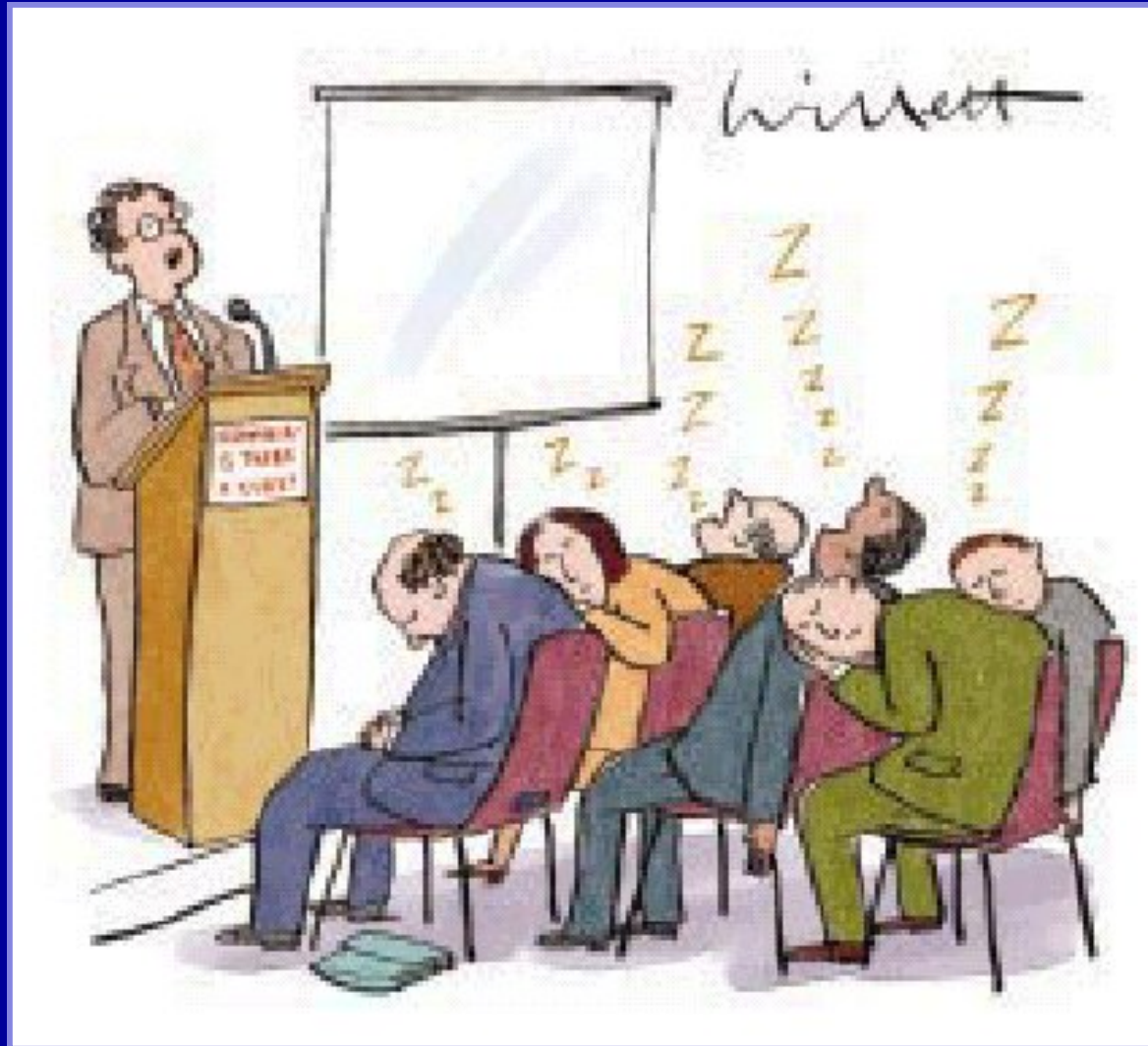
Follow the **KISS** rule

Keep It Short & Simple

or

Keep It Simple & Stupid

How not to give a presentation



Smith R. BMJ 2000 ; 321 : 1570 – 71.

Aids to a bad presentation

Time of your arrival

- You have to arrive late**
- Don't arrive too late because they will simply cancelled your session**

Aids to a bad presentation

Multimedia

Poorly filmed videos that are long & incomprehensible

Tapes that are inaudible

Music that is out of tune

Use every feature of Powerpoint presentation

Aids to a bad presentation

Slides

- Must be far too many
- Must contain too much information
- Must be too small for even those in front row to read
- Flash them up as fast as you can
- Slides in wrong order
- Little connection between what you say & what is on slide

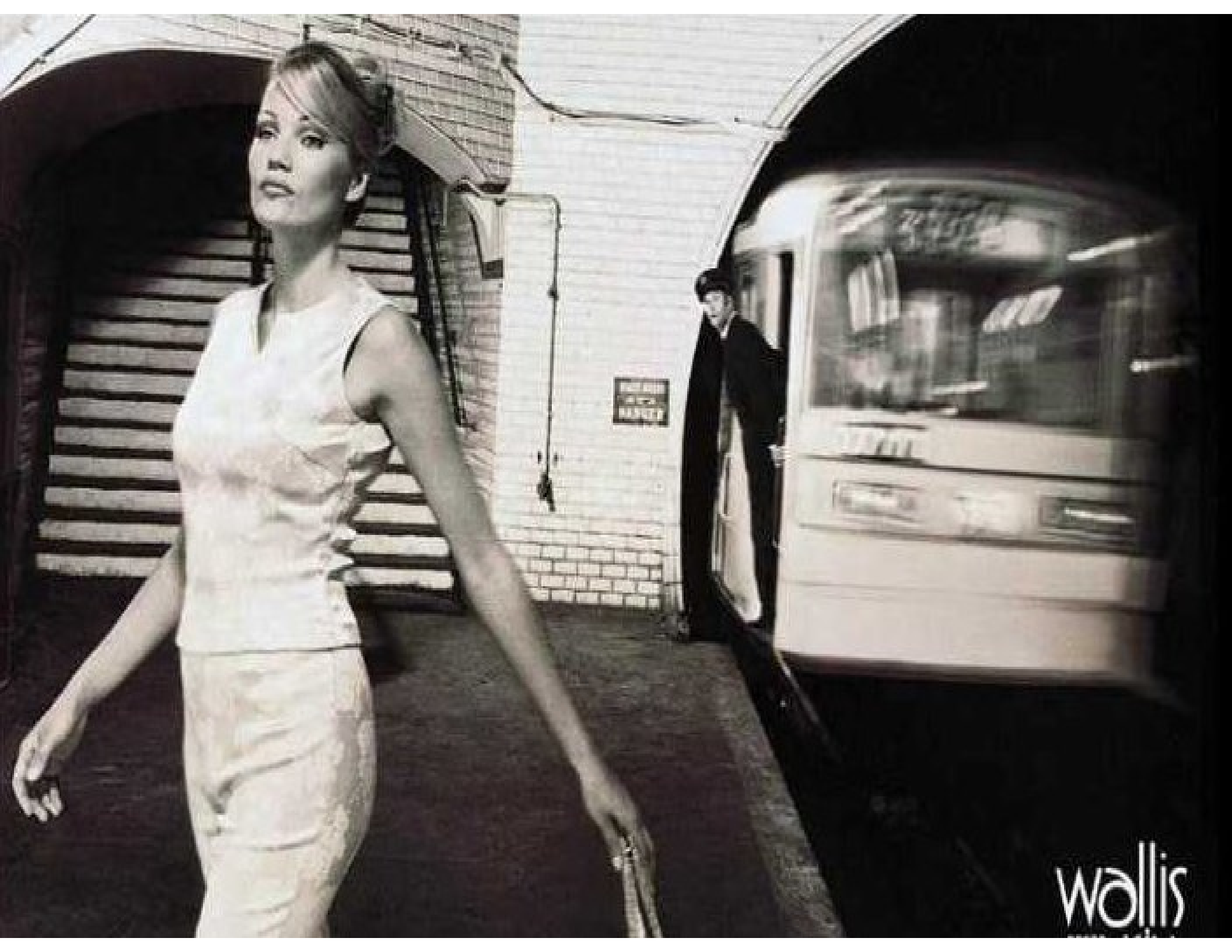
Excellent result of a bad presentation





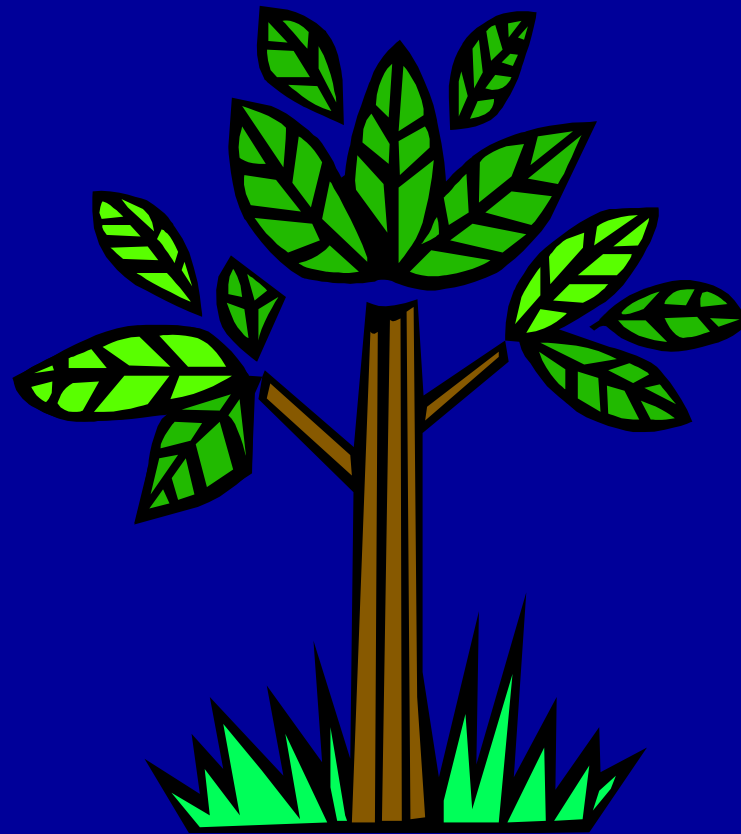
**There are no secrets to success
It is the result of preparation, hard
work, & learning from failure**

**Did I stick to the above rules in
this presentation?**



wallis
www.wallis.com

Thank You





Thank You