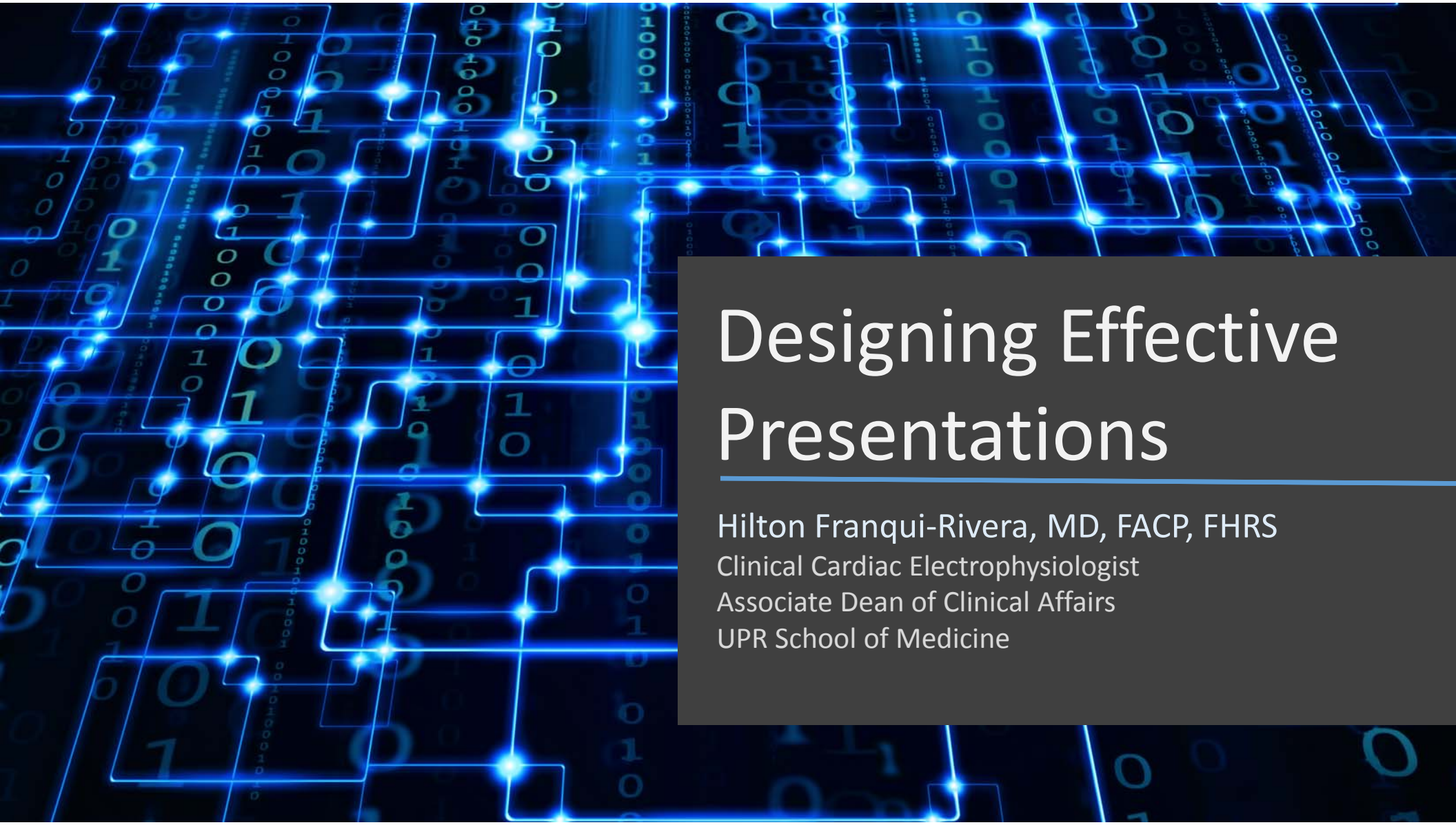


Designing Effective Presentations

Hilton Franqui-Rivera, MD, FACP, FHRS
Clinical Cardiac Electrophysiologist
Associate Dean of Clinical Affairs
UPR School of Medicine

Objectives

- To review key aspects of preparing a presentation
- To review basic design tips that will help you engage your audience
- To review basic public speaking techniques

Overview

- Preparing for a presentation
- Designing a presentation
- Delivering a presentation

Preparing For A Presentation

Presentation Planning

Establish learning goals and objectives

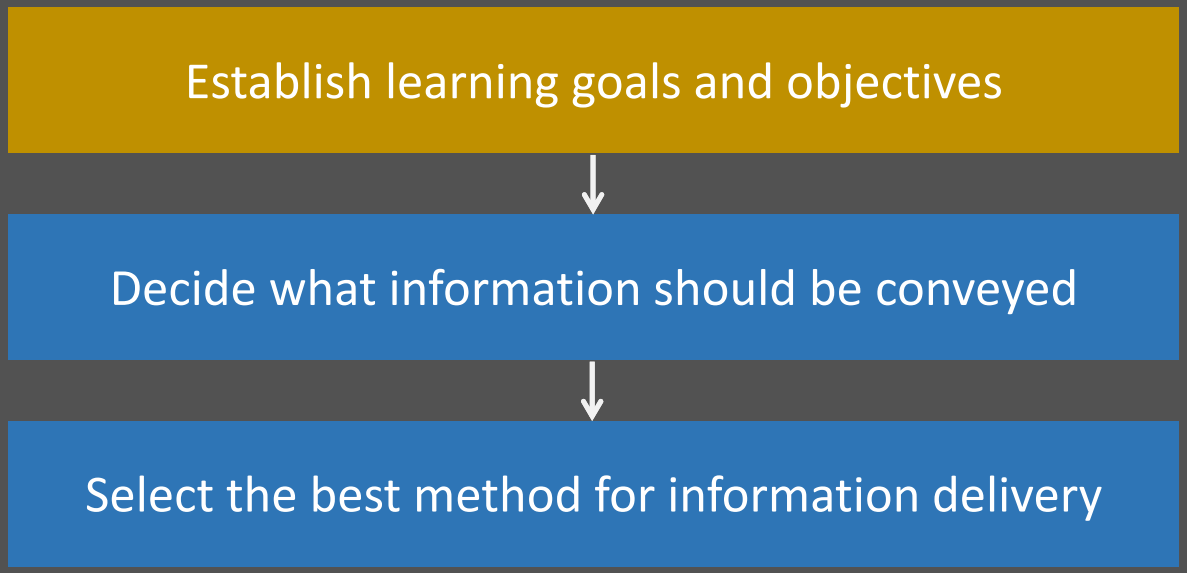
↓

Decide what information should be conveyed

↓

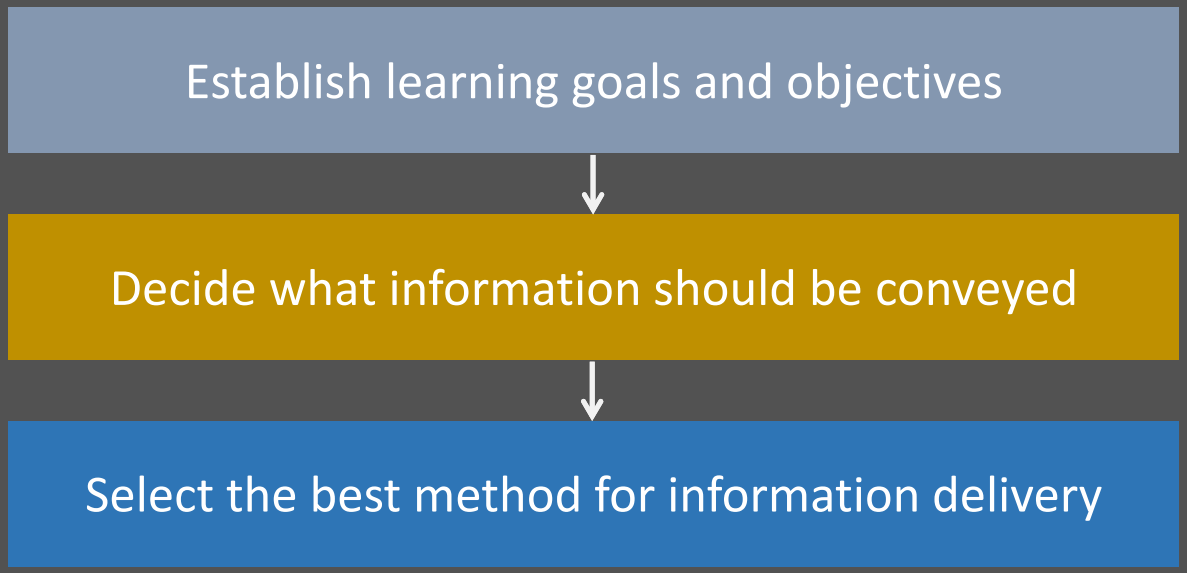
Select the best method for information delivery

Presentation Planning



- Select the topic and what you expect to achieve by the end of the presentation
- Take into consideration context of the presentation and audience

Presentation Planning



- Select the points you want to carry across or emphasize
- Make sure you stay within a scope appropriate for your audience
- Organize your ideas

Presentation Planning

Establish learning goals and objectives

↓

Decide what information should be conveyed

↓

Select the best method for information delivery

- Select the type of presentation that best fits the needs of the audience and your goals

Presentation Flow

Presentation Flow

- Set up your topic and goals
- State the outline for your presentation

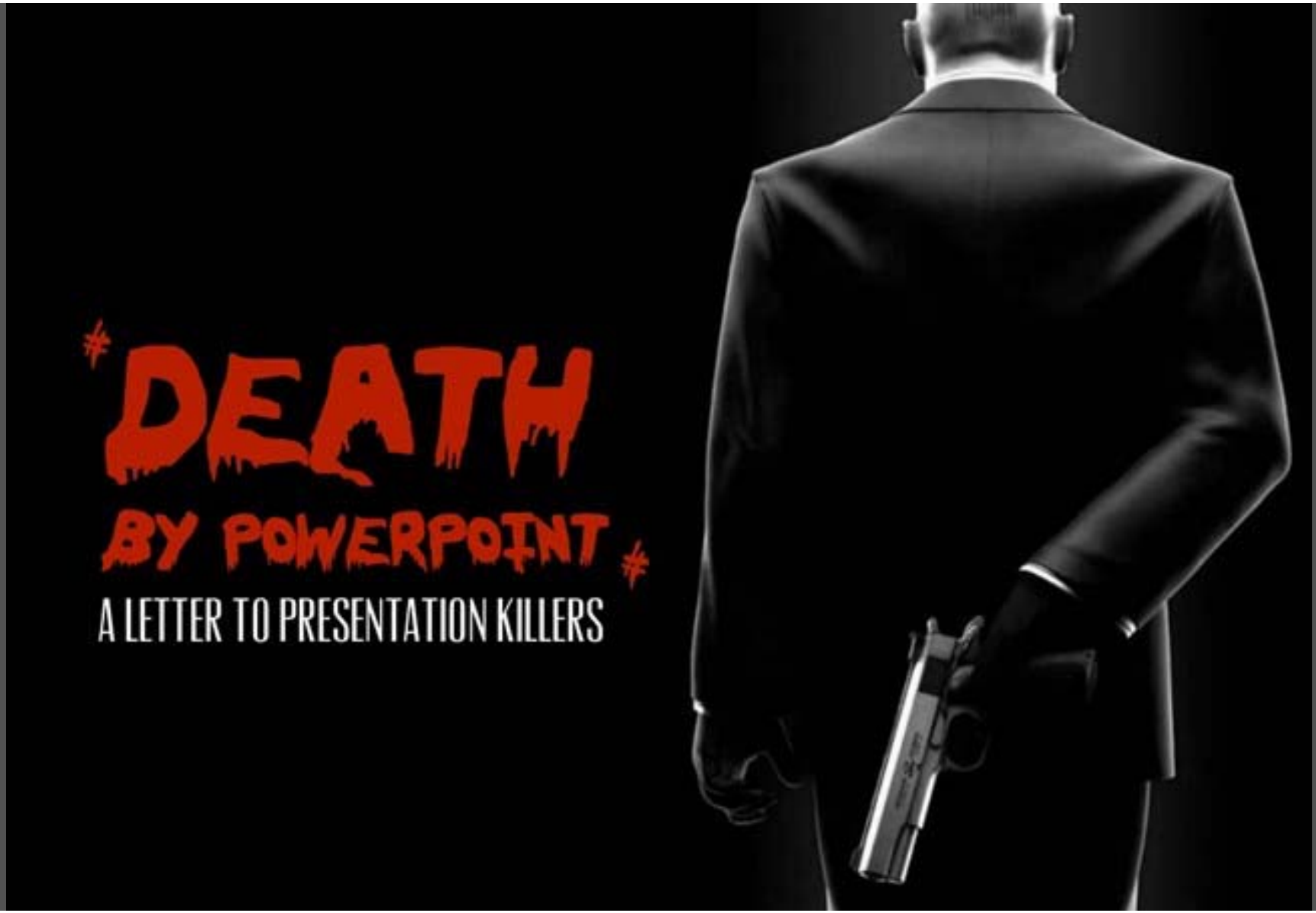
Presentation Flow

- Hit your points in a logical order
- Develop content in a way that facilitates understanding

Presentation Flow

- Summarize your main points
- Solidify and integrate concepts

Designing a Presentation


#DEATH
BY POWERPOINT #
A LETTER TO PRESENTATION KILLERS

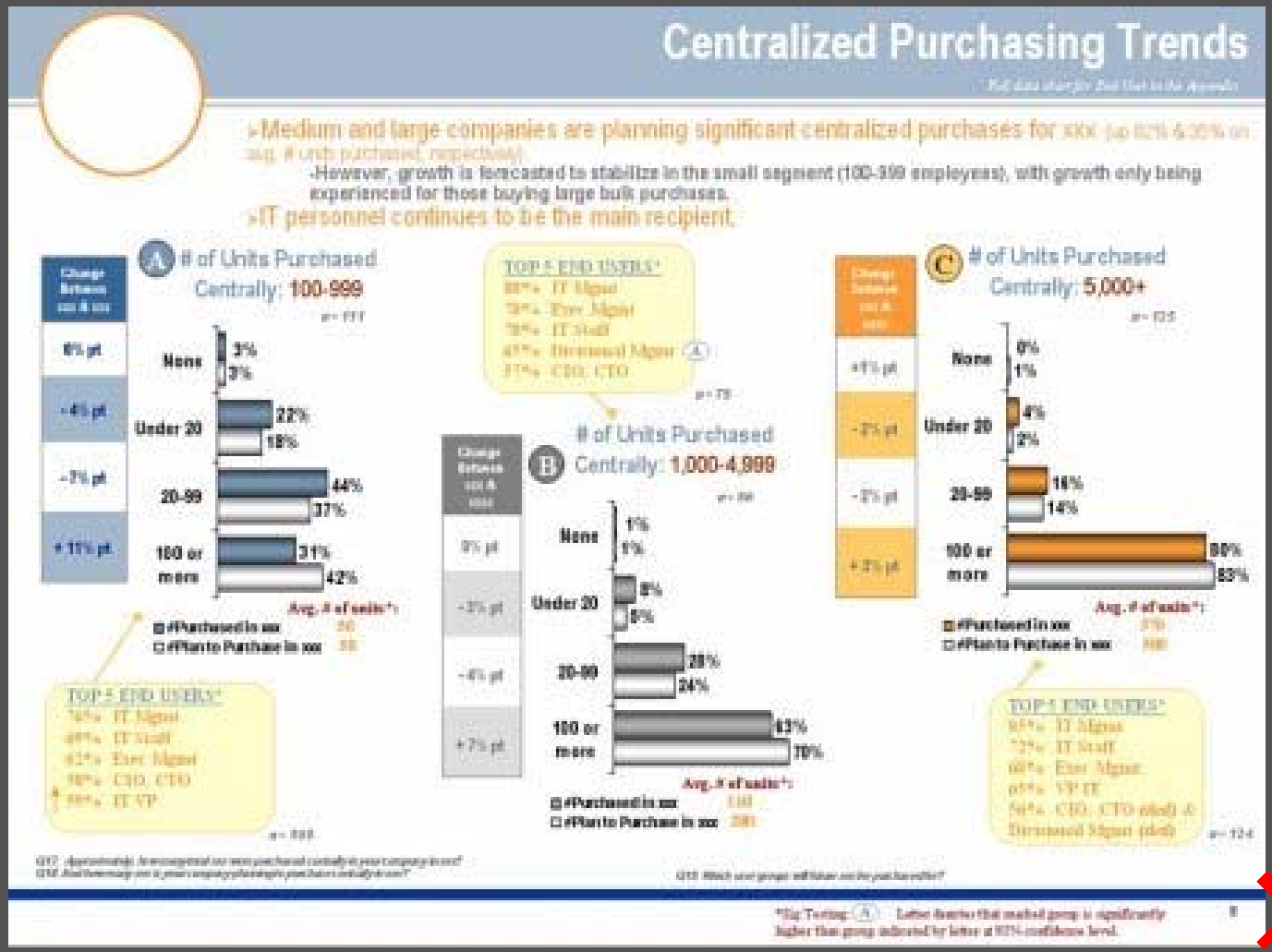
Features of an Effective Presentation

- Easy-to-read layout
- Short, well-defined segments of teaching materials per page
- Clear titles that announce content
- Transition slides announcing the next learning point and ensuring a smooth transition between segments

Creating Slides

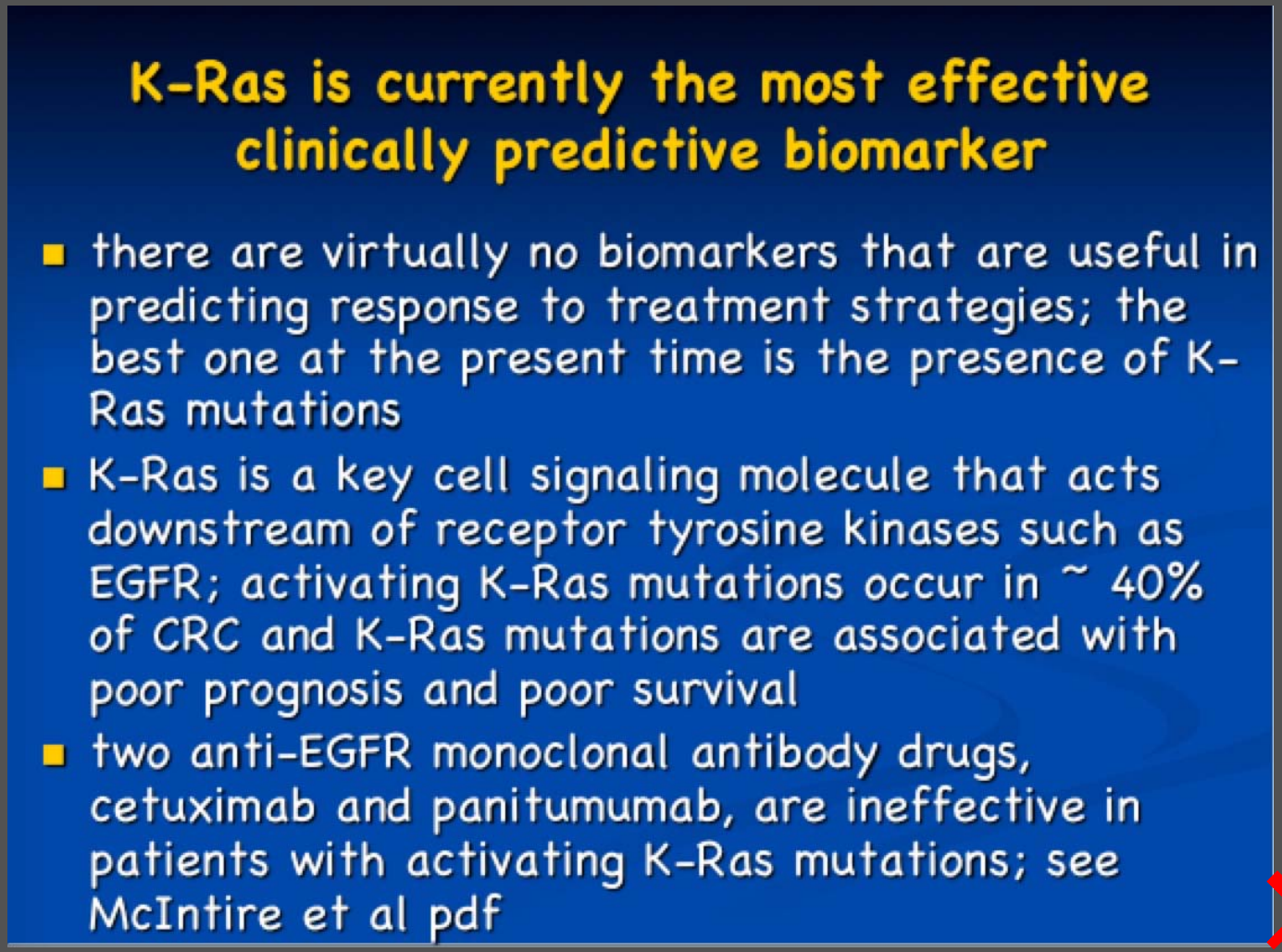
- Keep slides clean and simple
- Avoid backgrounds that are distracting or difficult to read from
- Use a consistent style
- Keep text to a minimum
- Use graphics and diagrams to reinforce and simplify material

Layout



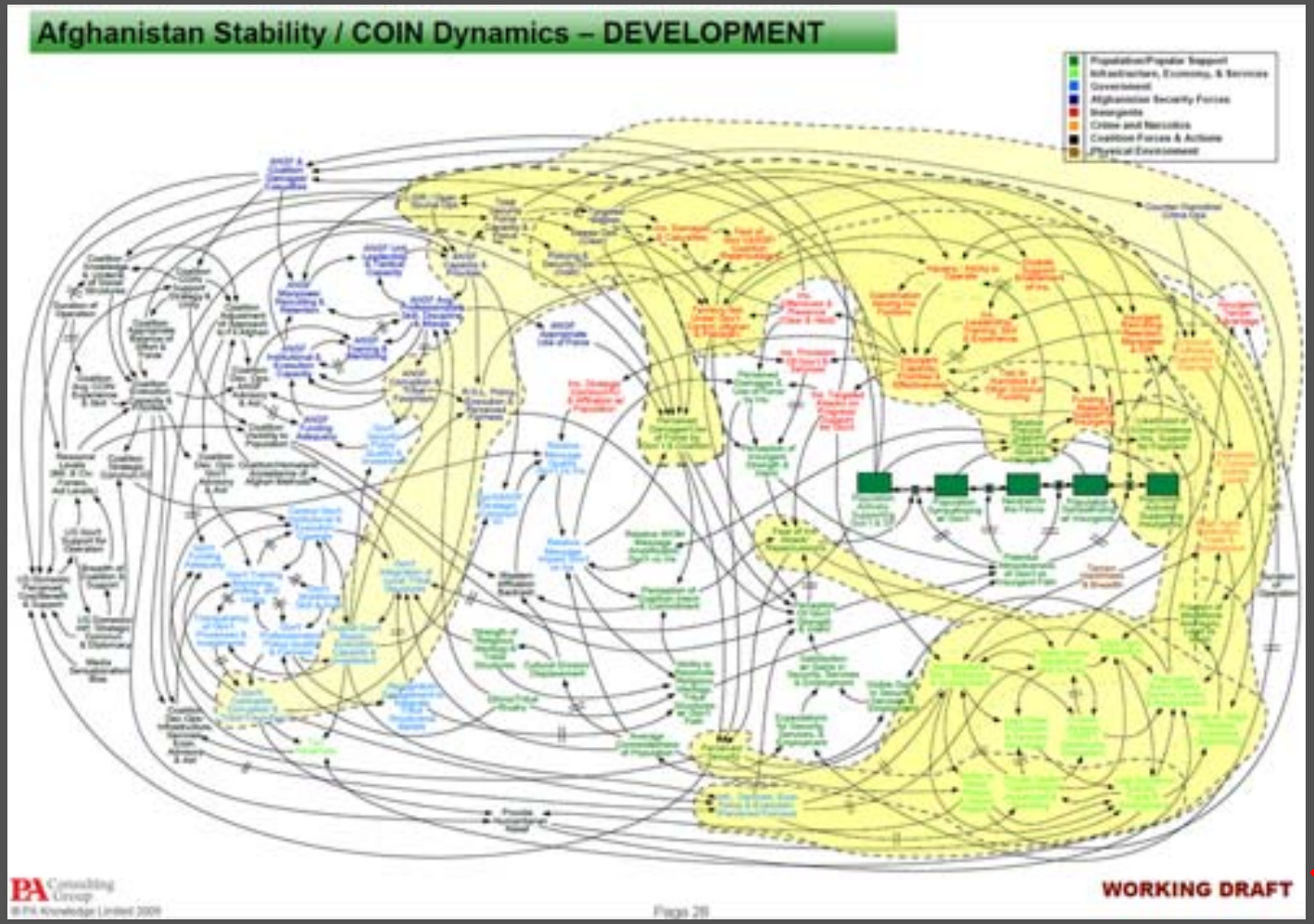
Too busy

Layout



Too busy

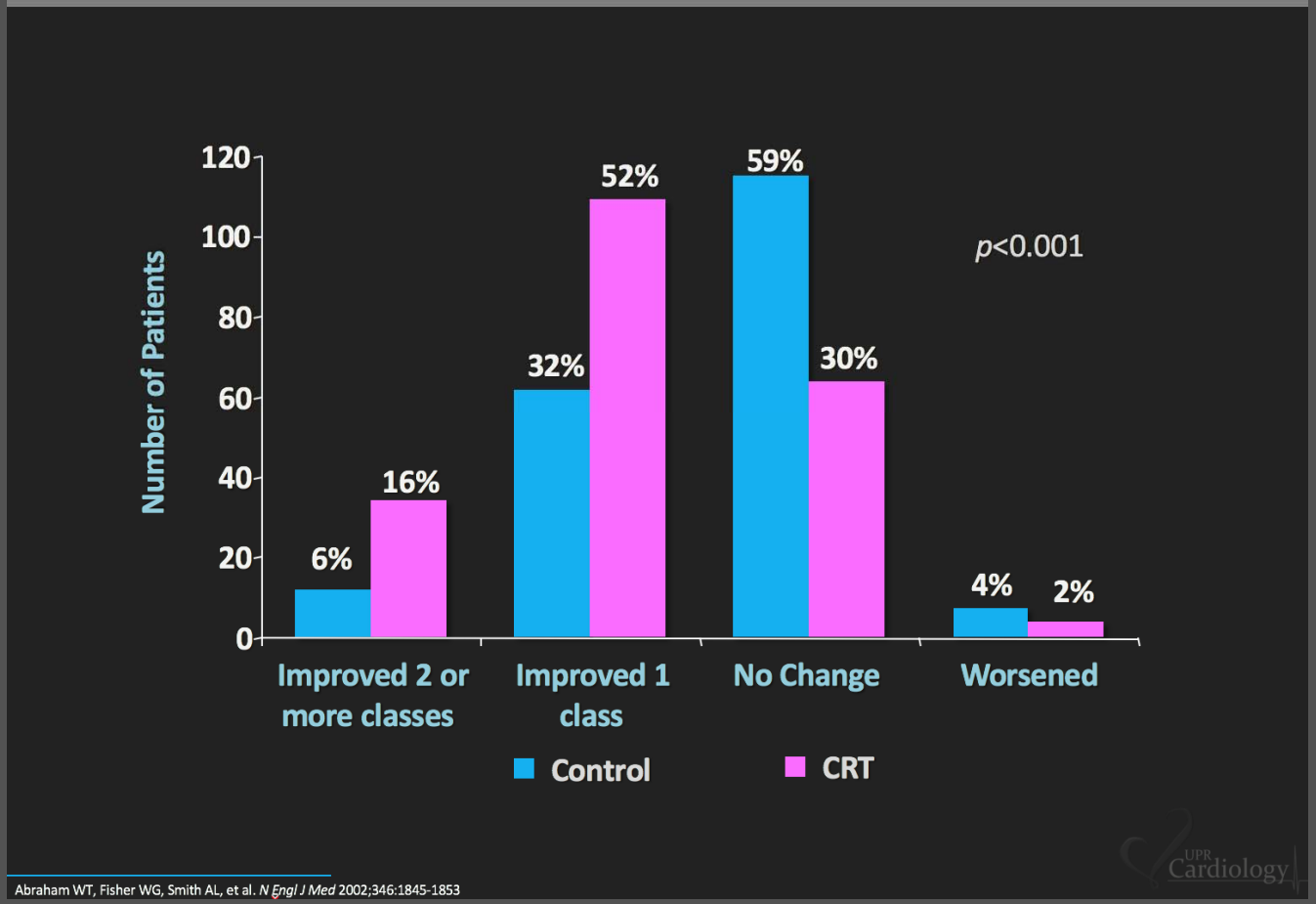
Layout



Too busy

Layout

MIRACLE

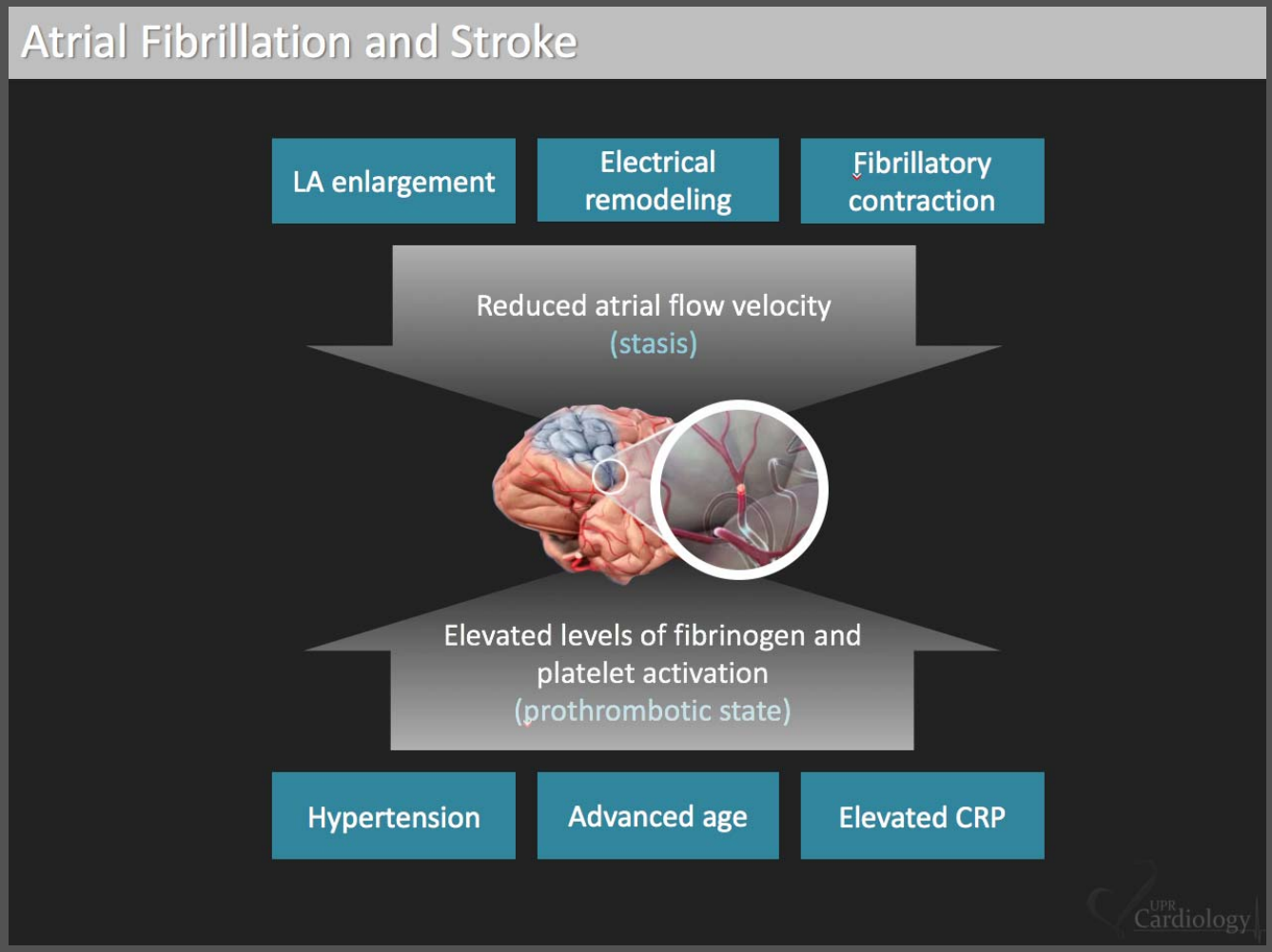


Abraham WT, Fisher WG, Smith AL, et al. *N Engl J Med* 2002;346:1845-1853

Clean

Layout

Atrial Fibrillation and Stroke



Clean

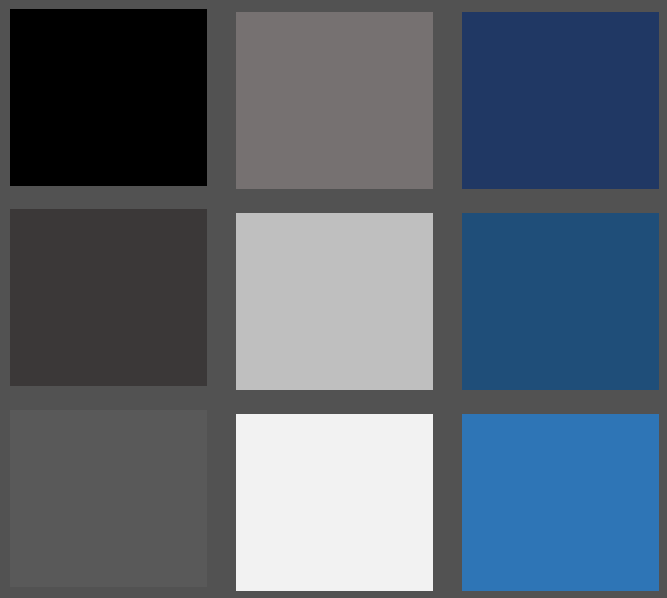
Layout

Responders vs. Non-Responders

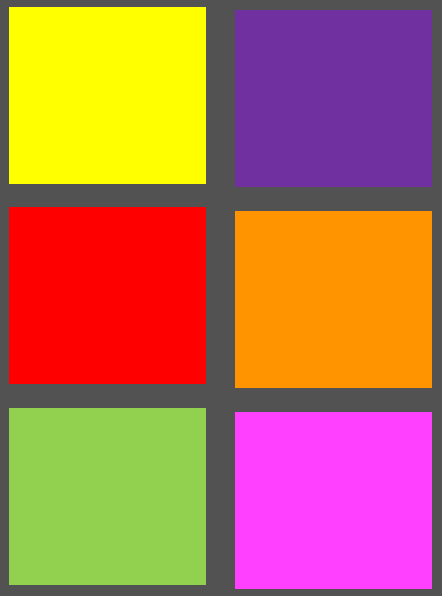
	Likely to Respond	Less Likely
QRS width	>150 ms	<150 ms
Heart disease	Non-ischemic	Ischemic
Dyssynchrony	Present	Absent
Bundle branch block	Left	Right
Lead position	Posterior-lateral	Anterior or inferior
Mitral regurgitation	Mild-moderate	Severe
Scar burden (MRI)	Low	High

Clean

Background



Professional



Childish


Background
Dark background
Light background
Light Fonts
Dark Fonts
Dark Fonts
Light Fonts
Good contrast
No contrast

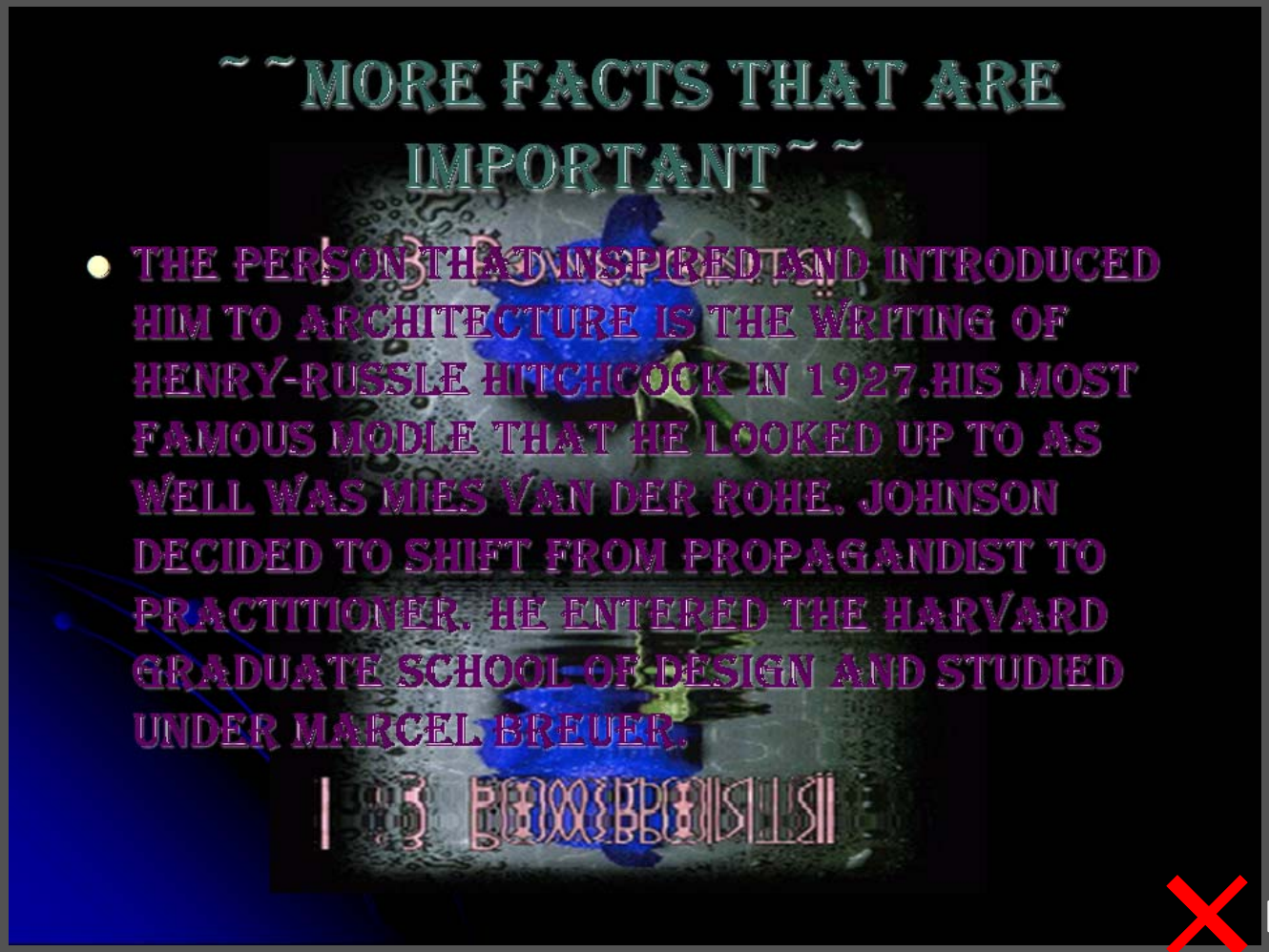
Background

Beginner Motorcycles

- My personal favorite: the Suzuki Savage
- Light weight (~380lbs)
- Adequate power (650cc engine)
- Low seat height fits most riders

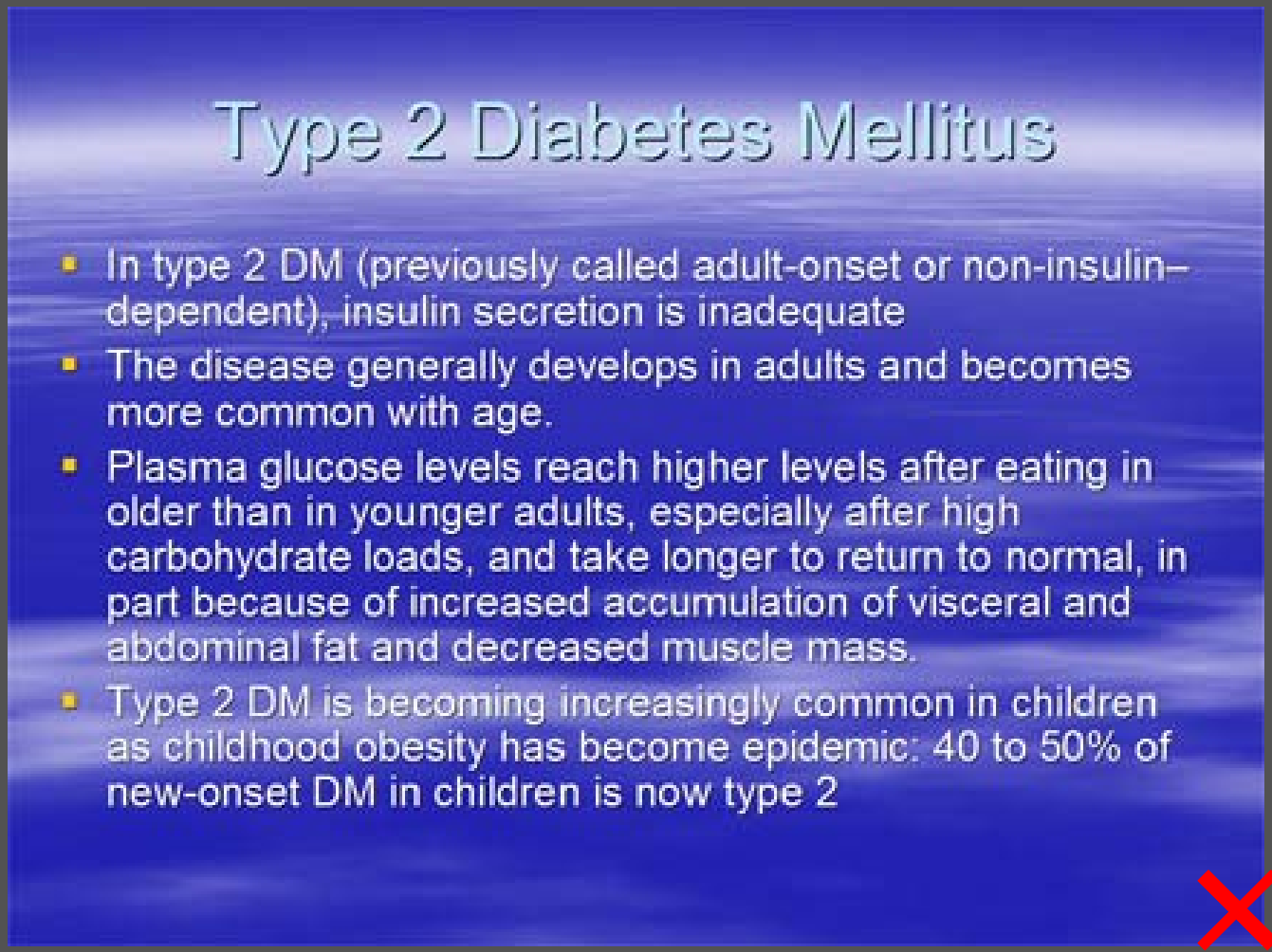
No contrast

Background



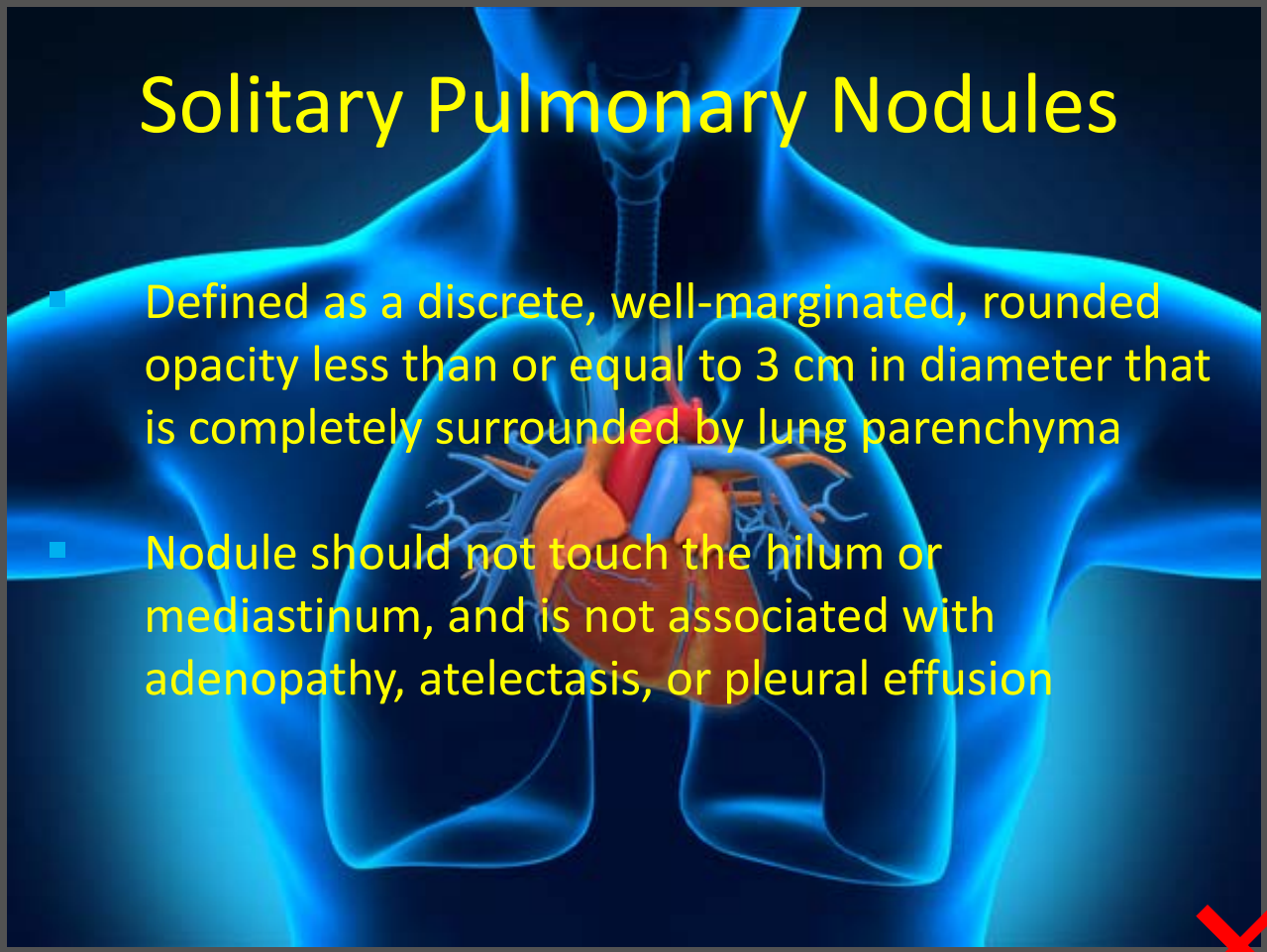
Busy background

Background



Busy background

Background



Busy background

Background

Outline

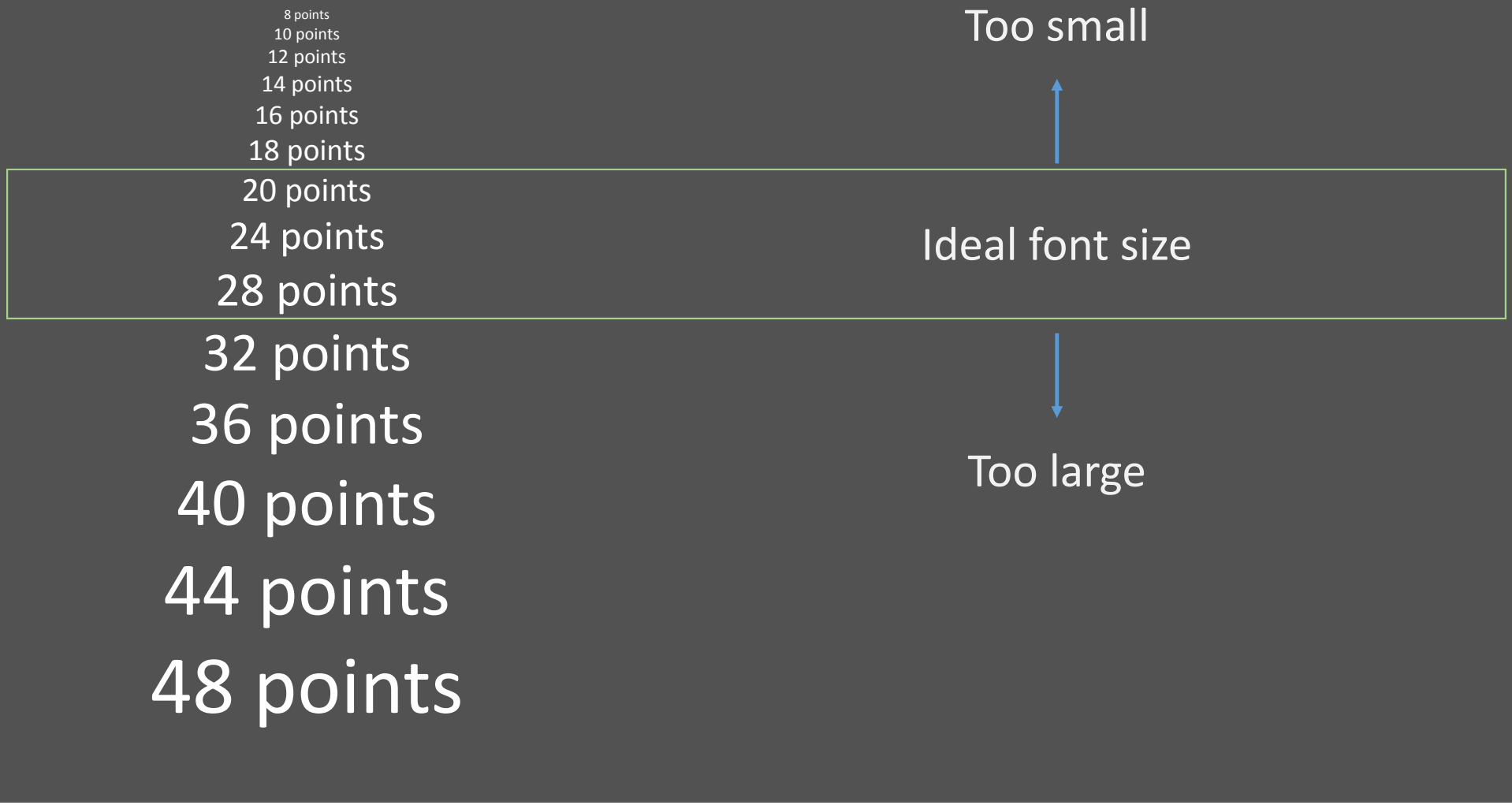
- Definition and purpose of a Blueprint
- Taxonomy of education knowledge
- Steps in creating an assessment blueprint
- Practice

Backgrownd does not interfere

Text

- Use easy to read font
- Short, concise, bulleted text is preferable to complex paragraphs
- Avoid abbreviations, unless widely used or previously explained

Text Size


8 points
10 points
12 points
14 points
16 points
18 points
20 points
24 points
28 points
32 points
36 points
40 points
44 points
48 points
Too small
Ideal font size
Too large

Text

AVOID WRITING IN ALL CAPS, IT FEELS LIKE YOU ARE BEING YELLED AT

Fonts

Eduardian Script

Lucida Handwriting

Comic Sans

Chalkduster

Curlz MT

Brush Script

Braggadocio

HERCULANUM

Trattatello

Ocr A Std

Calibri

Arial

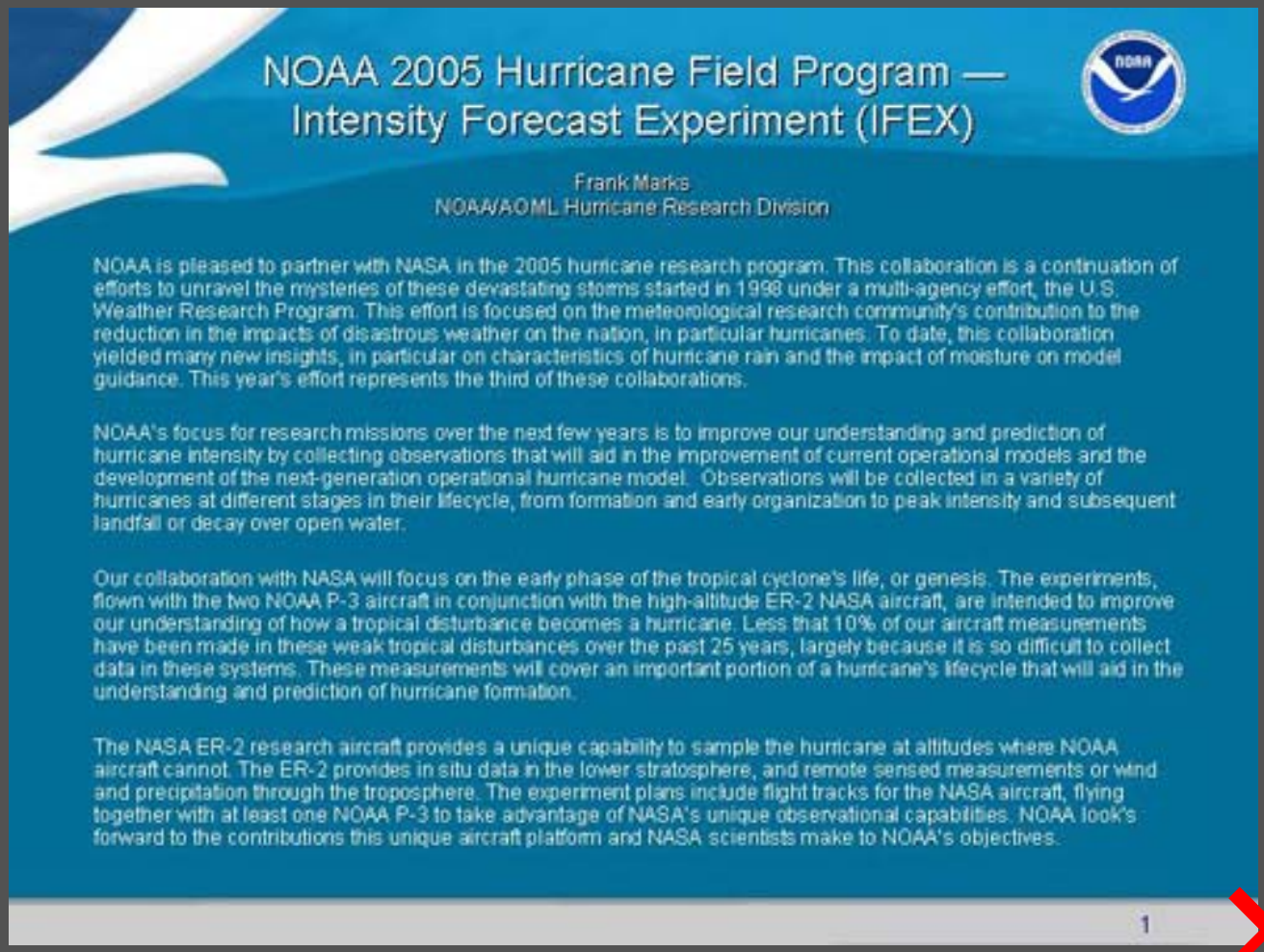
Times New Roman

Adobe Caslon

 Bad fonts

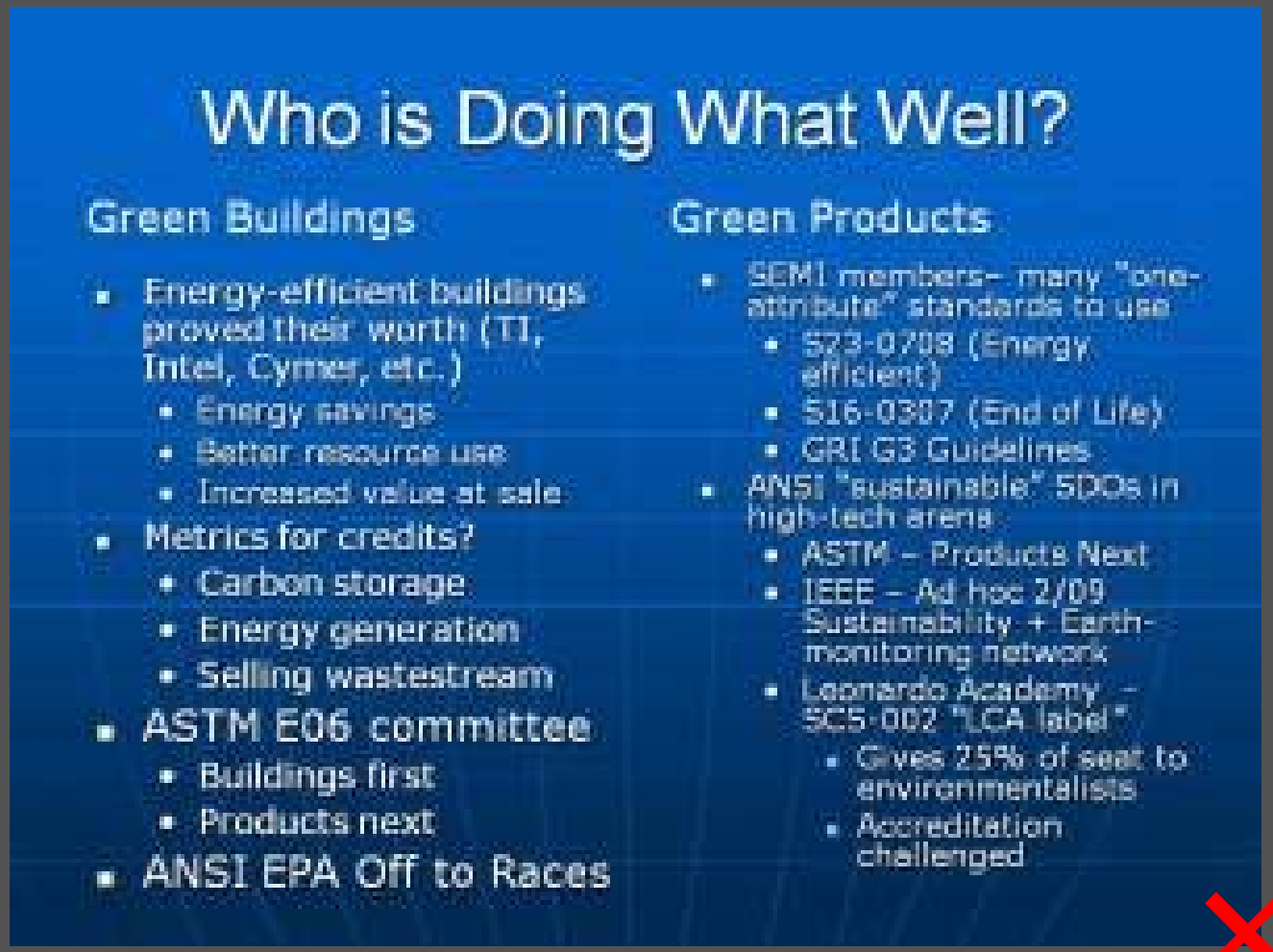
 Good fonts

Text



Too much text

Text



Too much text

Images

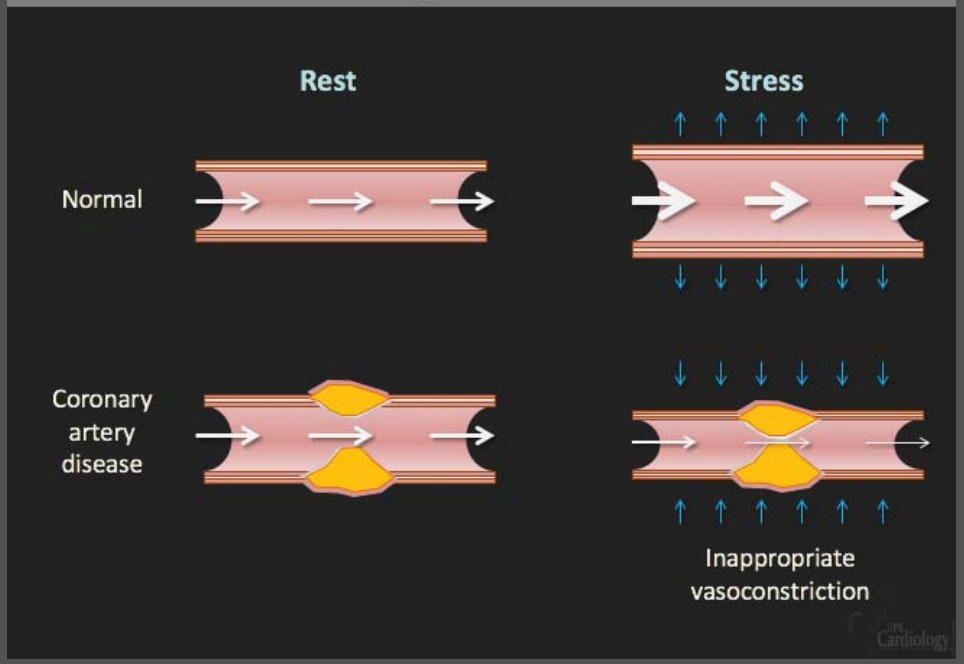
- An picture says more than a 1,000 words
- However, avoid unnecessary images and/or animations

Images

CAD and Endothelial Dysfunction

- Normal coronary arteries can increase blood flow on stress (ie, exertion) by means of vasodiltation, mediated by nitric oxide
- Coronary atherosclerosis is associated with endothelial dysfunction
- Endothelial dysfunction impairs vasodiltation of the vessel and promotes vasoconstriction due to impaired response to and secretion of nitric oxide plus secretion of other vasoconstrictors
- The next effect is further flow impairment and worsening of obstruction on stress

CAD and Endothelial Dysfunction



✗ Text explanation

✓ Image used to explain point

Images

Defibrillator SVT Discriminators

- Defibrillators are equiped with algorithms that allow them to distinguish between true ventricular tachyarrhythmias and supraventricular tachycarrhythmias.
- Usual defibrillators are:
  - Morphology
  - Onset
  - Stability

Defibrillator SVT Discriminators

Morphology

Onset

Stability

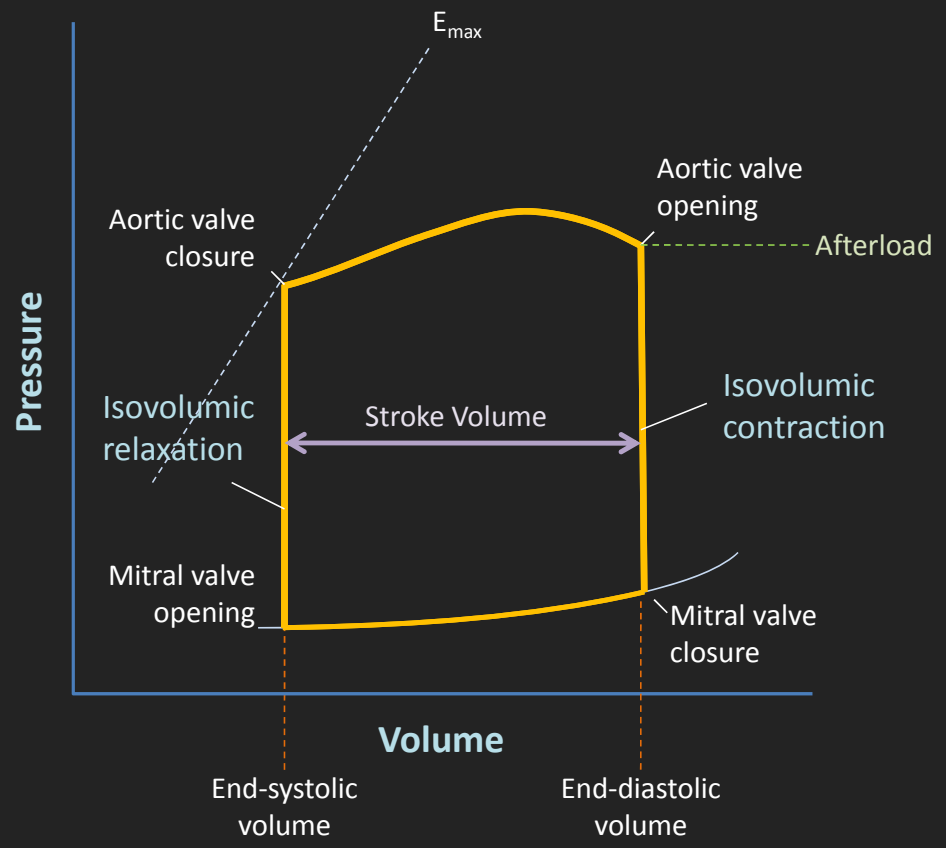
✗ Text explanation

✓ Image used to explain point

Images

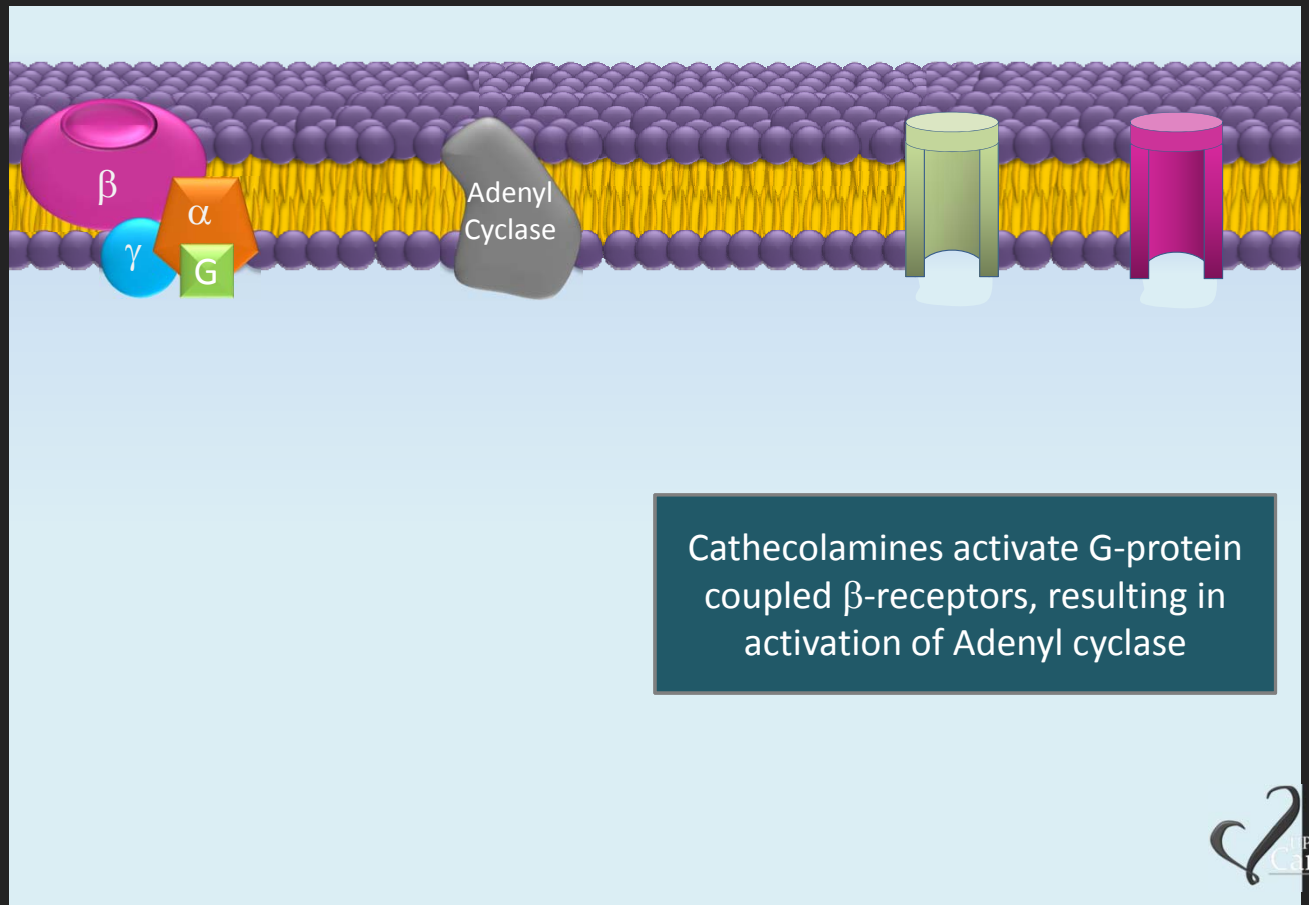
Animation is unnecessary, distracting, and annoying

Pressure-Volume Loops



UPR Cardiology

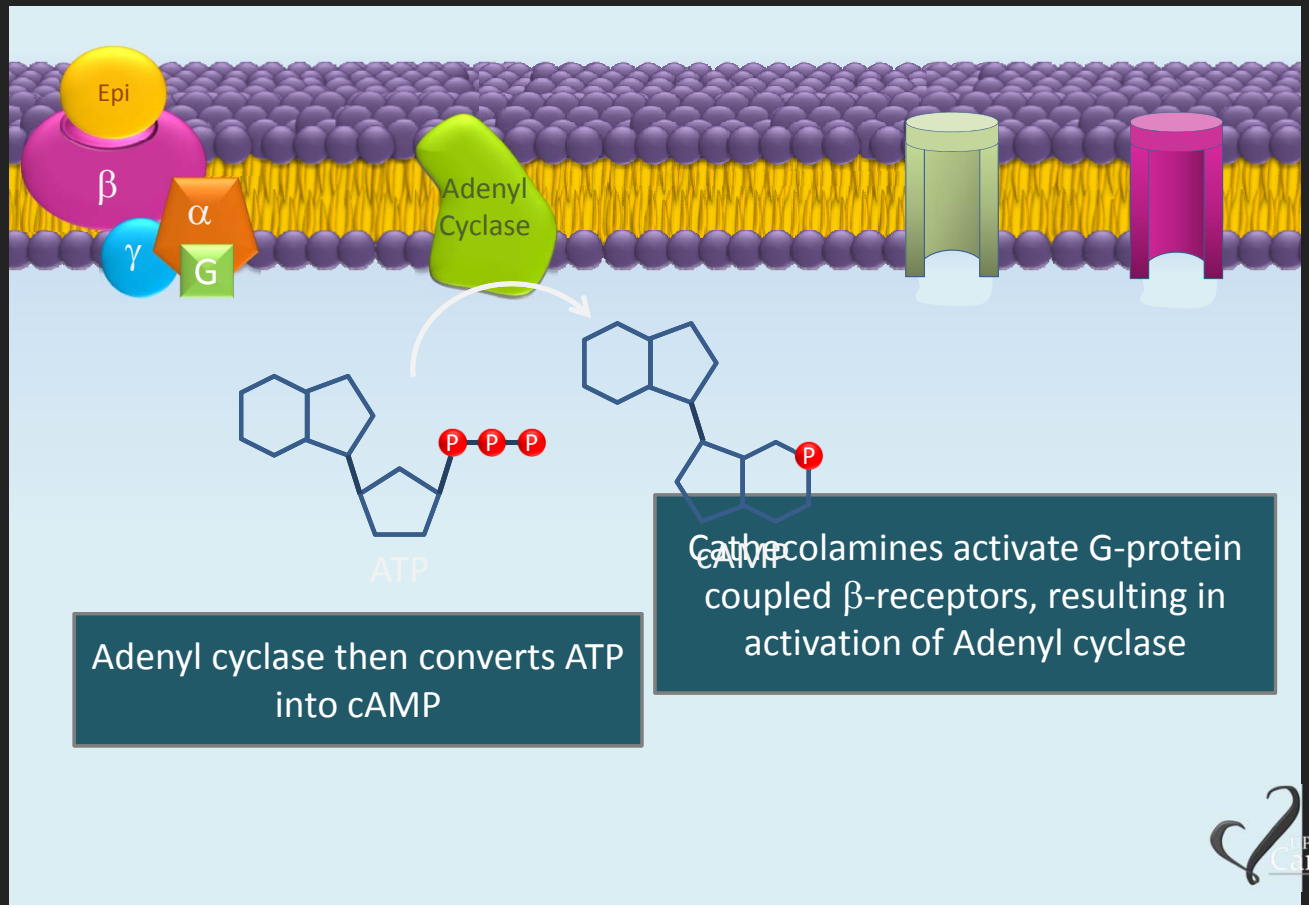
Cathecolamines in Automaticity



Cathecolamines activate G-protein coupled β-receptors, resulting in activation of Adenyl cyclase

Cathecolamines in Automaticity

$I_{Ca\text{-}L}$ I_f

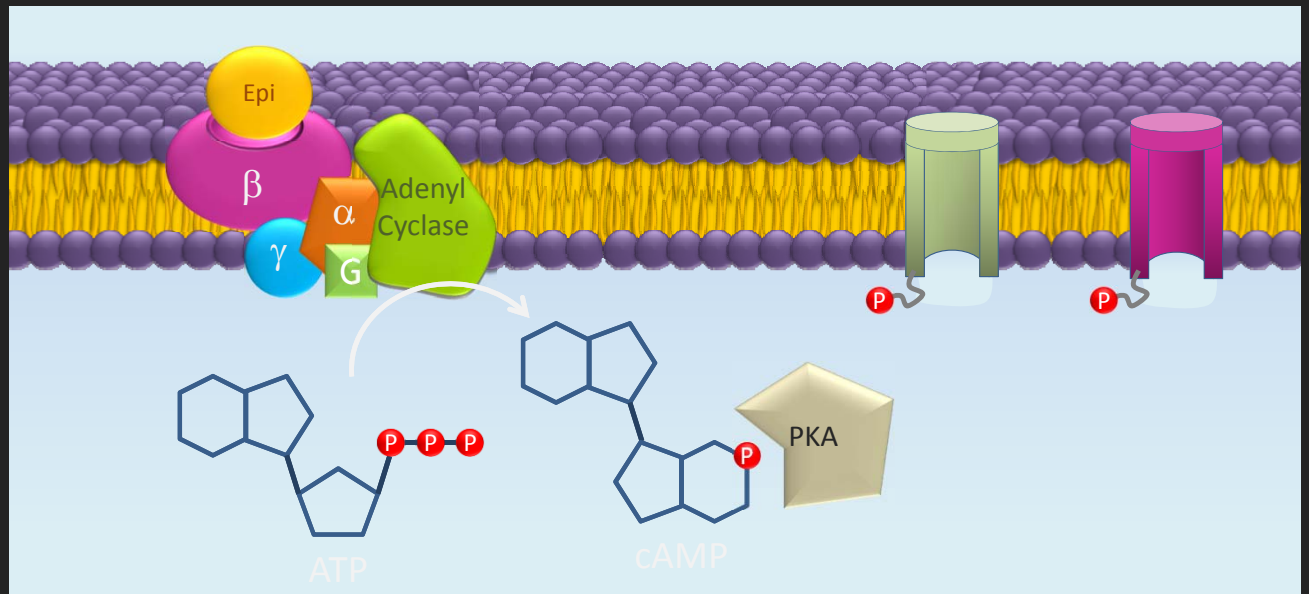


Adenyl cyclase then converts ATP into cAMP

Catecholamines activate G-protein coupled β-receptors, resulting in activation of Adenyl cyclase

Cathecolamines in Automaticity

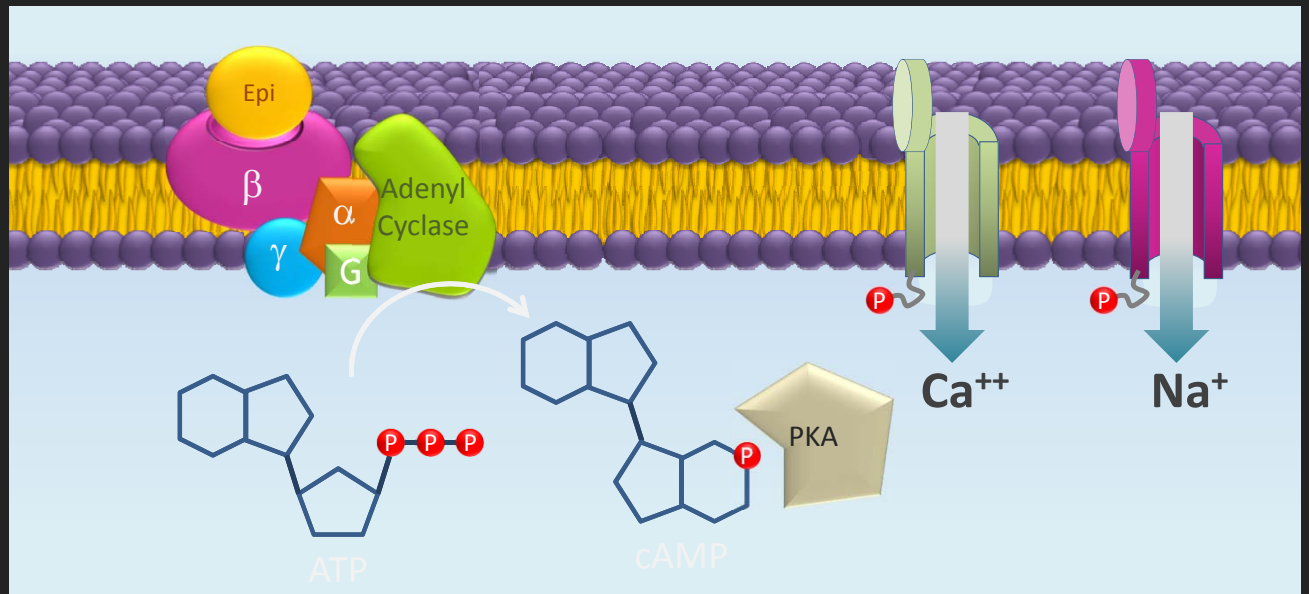
$I_{Ca\text{-}L}$ I_f



Adenyl cyclase then converts AT into cAMP

Increased cAMP activates Protein kinase A, which phosphorilates and activates L-type Ca^{++} channels and the I_f current

Cathecolamines in Automaticity



Na+ and Ca++ flow inwardly across the concentration gradient

Increased cAMP activates Protein kinase A, which phosphorilates and activates L-type Ca^{++} channels and the I_f current

Delivering a Presentation

Delivery

Engaged

Bored

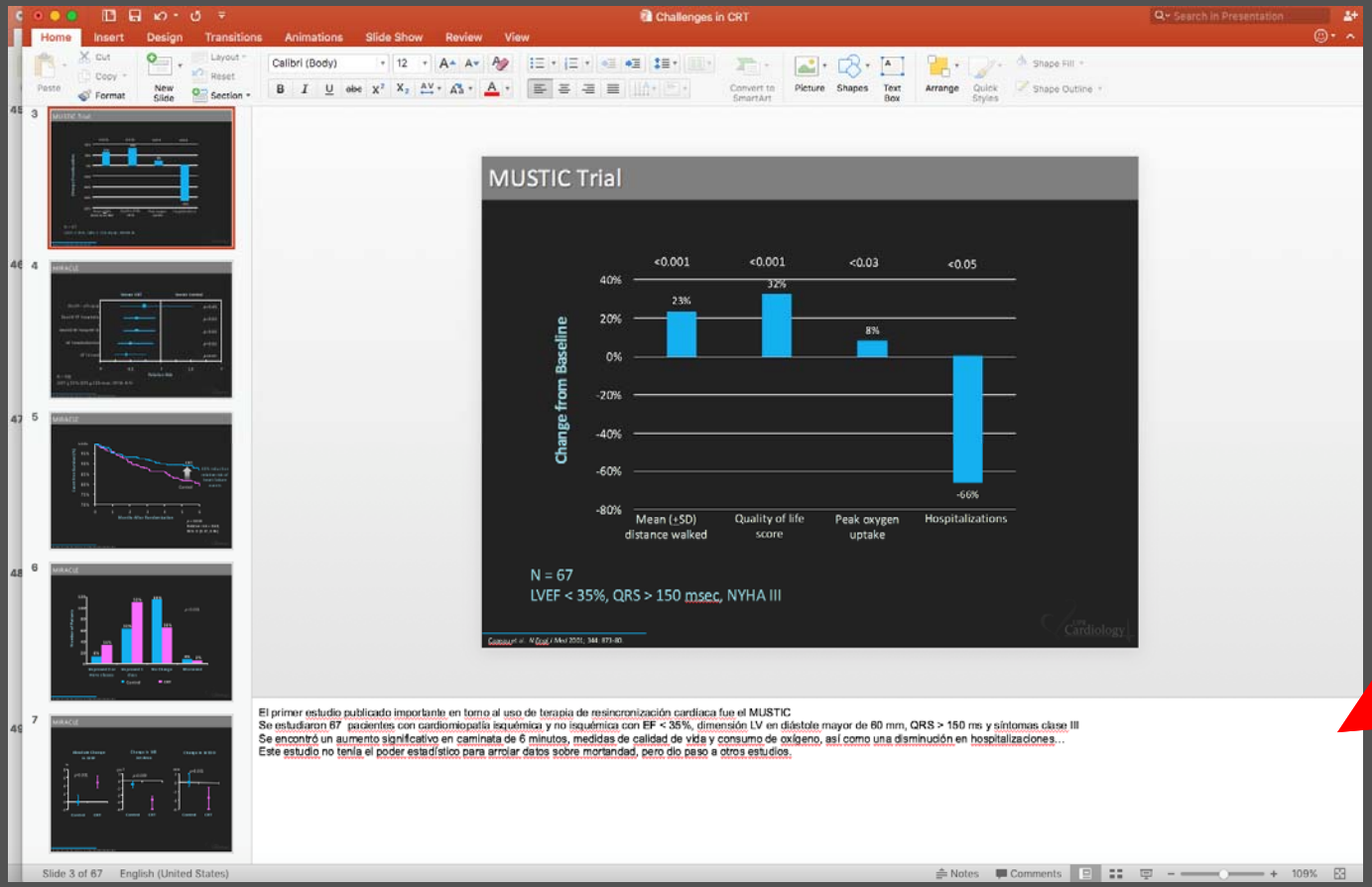
Confused

Delivery

- Be well-prepared
- Use clear, accurate language
- Avoid jargon and/or confusing terms
- Speak clearly, at an appropriate speed
- Engage your audience

Sins of a Speaker

Shall NEVER use your slides as a script!

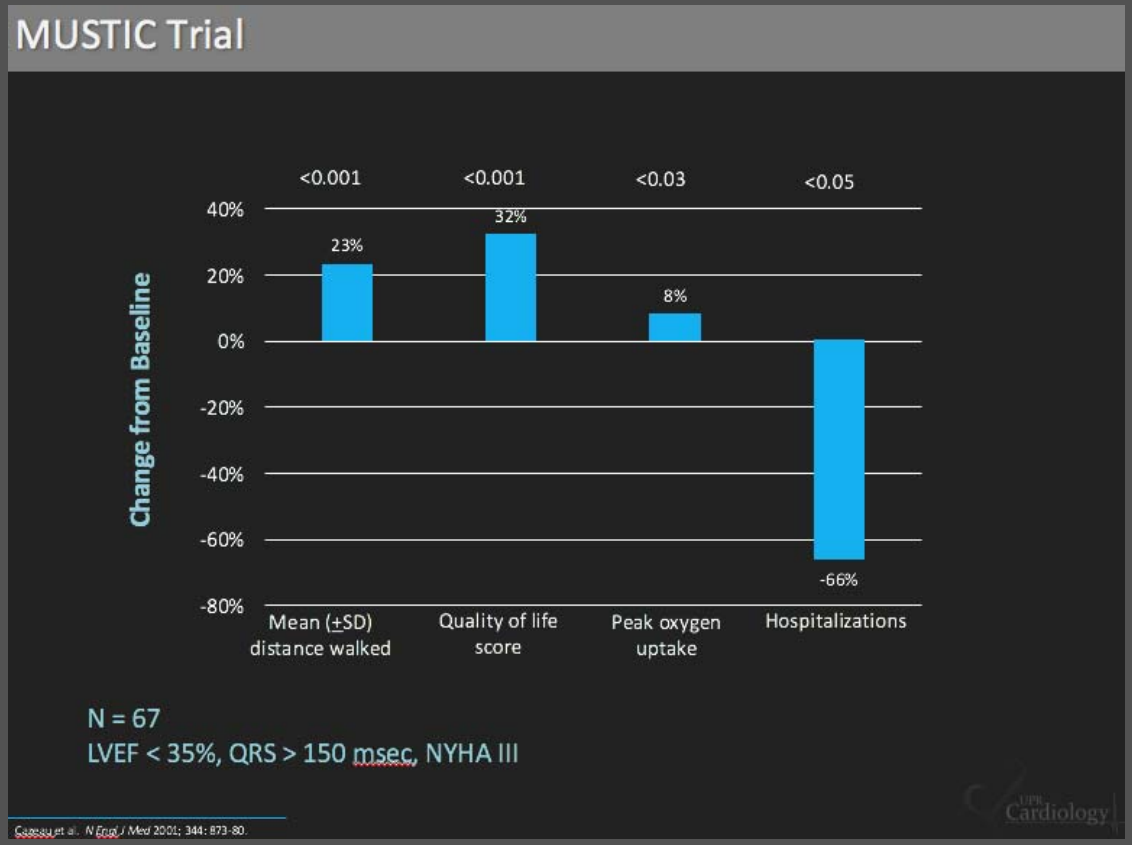


You may add notes in this space either for the audience to read later or for you to guide yourself

Sins of a Speaker

Using presenter's view will allow you to see your notes and control the presentation. However, keep in mind to maintain eye contact!

Sins of a Speaker



Excessive use of pointers is annoying and distracting

Questions?