



Designing Effective Presentations

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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

Establish learning goals and objectives



Decide what information should be conveyed



Select the best method for information delivery

- 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

Establish learning goals and objectives



Decide what information should be conveyed



Select the best method for information delivery

- 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

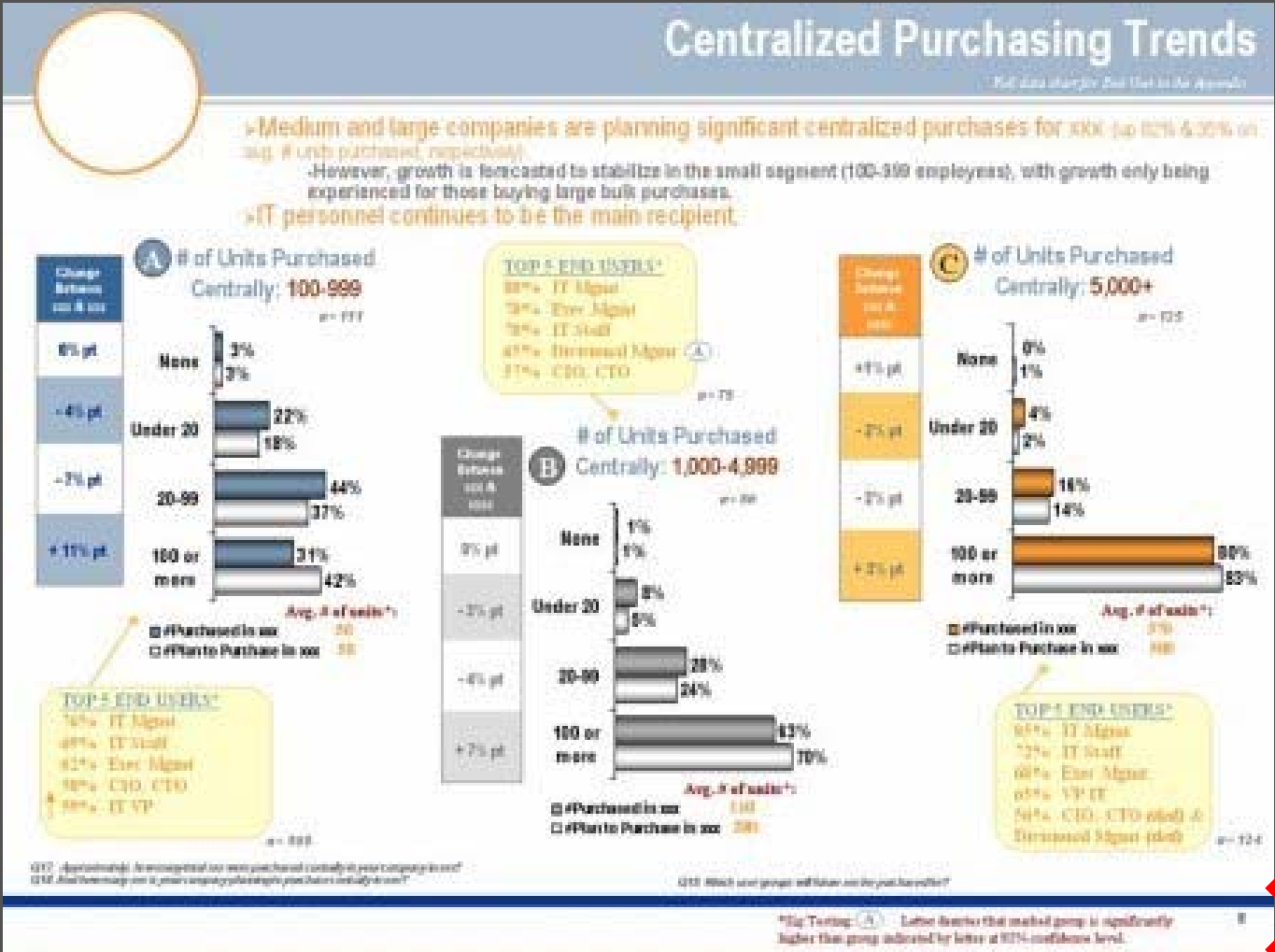


Features of an Effective Presentation

- 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



Too busy

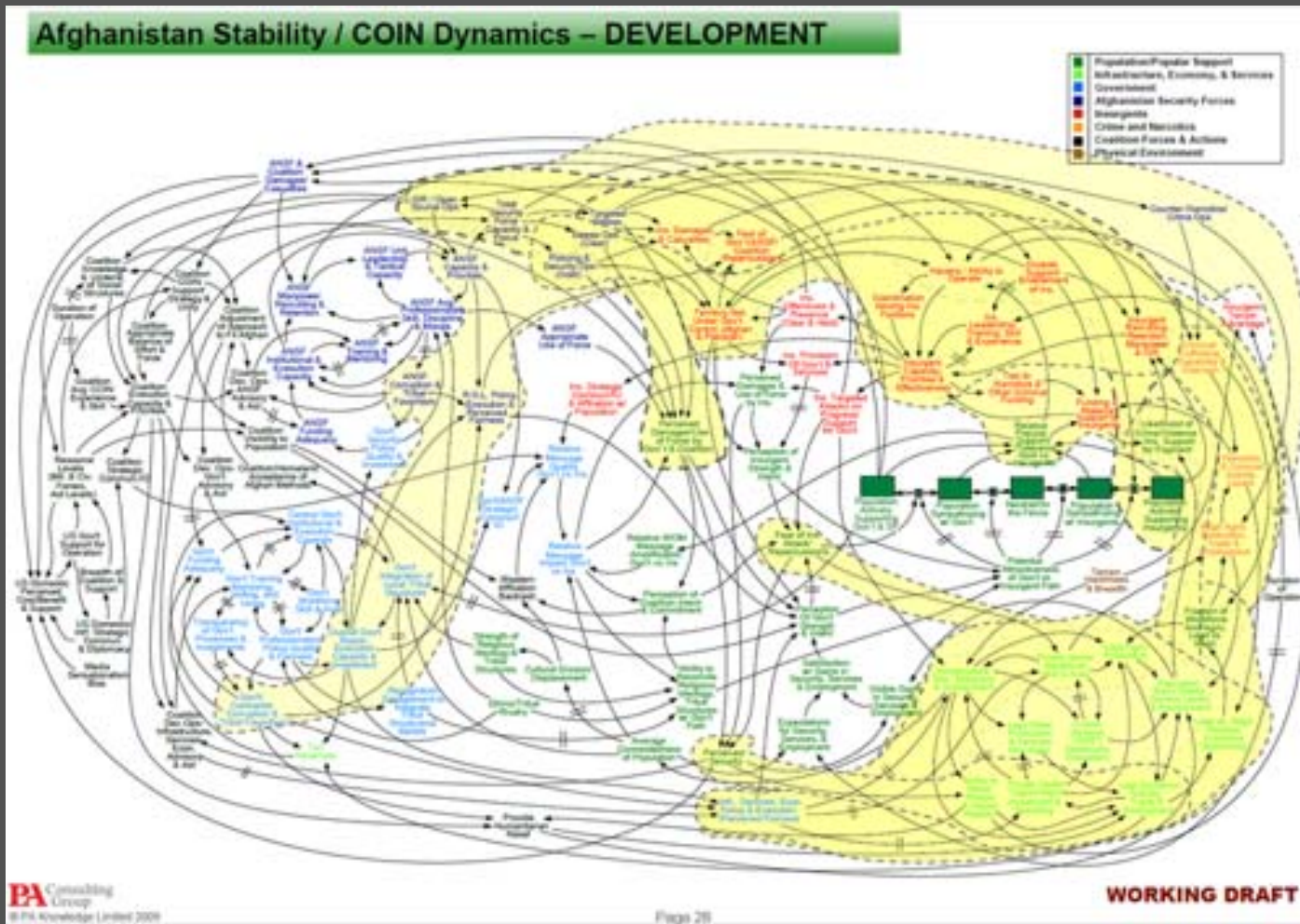
K-Ras is currently the most effective clinically predictive biomarker

- there are virtually no biomarkers that are useful in predicting response to treatment strategies; the best one at the present time is the presence of K-Ras mutations
- K-Ras is a key cell signaling molecule that acts downstream of receptor tyrosine kinases such as EGFR; activating K-Ras mutations occur in ~ 40% of CRC and K-Ras mutations are associated with poor prognosis and poor survival
- two anti-EGFR monoclonal antibody drugs, cetuximab and panitumumab, are ineffective in patients with activating K-Ras mutations; see McIntire et al pdf



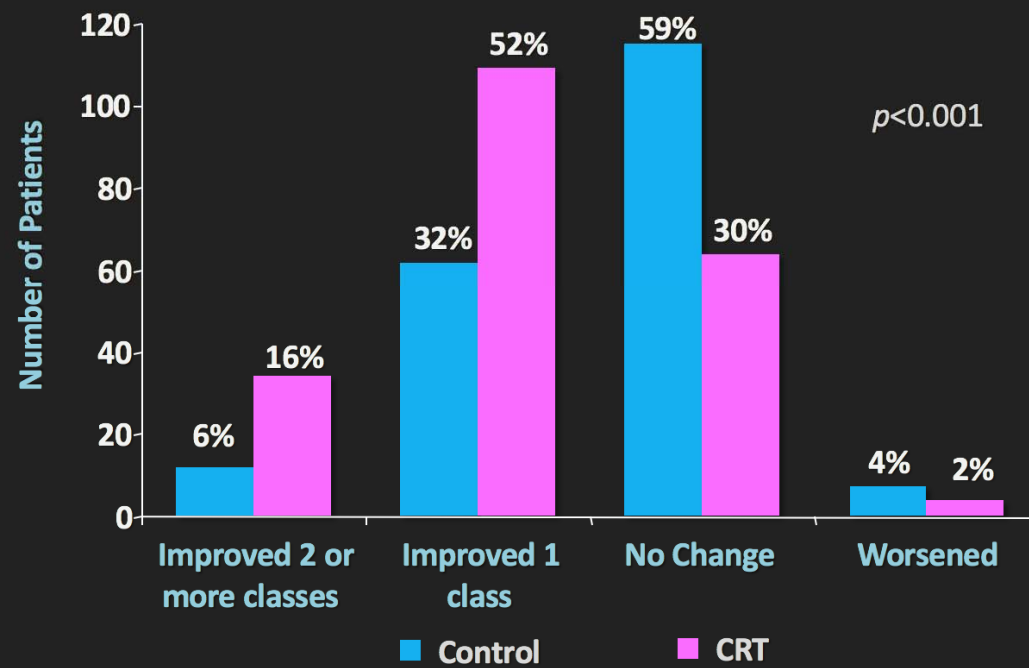
Too busy

Layout



Too busy

MIRACLE



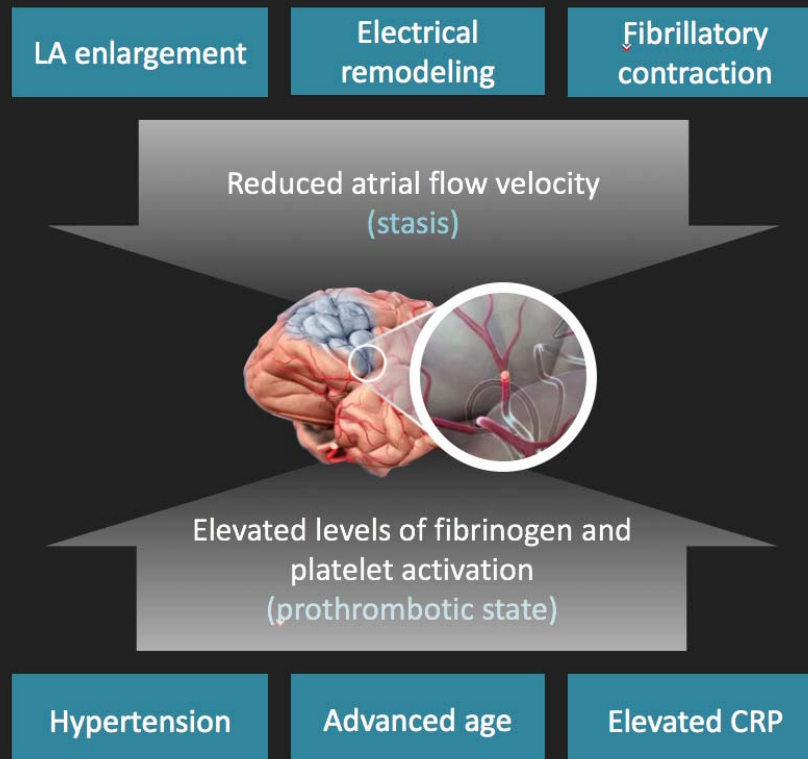
Abraham WT, Fisher WG, Smith AL, et al. *N Engl J Med* 2002;346:1845-1853

UPR
Cardiology



Clean

Atrial Fibrillation and Stroke

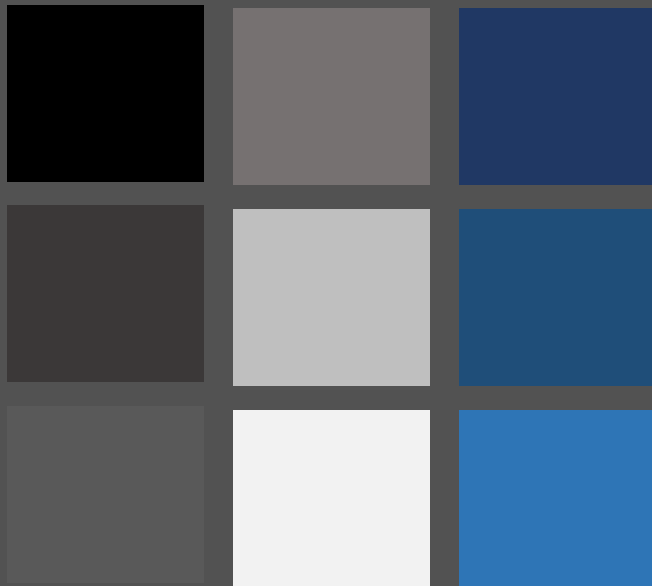


Responders vs. Non-Responders

	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



Background



Professional



Childish

Background

Dark
background

Light Fonts

Dark Fonts

Light
background

Dark Fonts

Light Fonts



Good contrast



No contrast

Beginner Motorcycles



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



No contrast

~~ MORE FACTS THAT ARE IMPORTANT ~~


- THE PERSON THAT INSPIRED AND INTRODUCED HIM TO ARCHITECTURE IS THE WRITING OF HENRY-RUSSELL HITCHCOCK IN 1927. HIS MOST FAMOUS MODEL THAT HE LOOKED UP TO AS WELL WAS MIES VAN DER ROHE. JOHNSON DECIDED TO SHIFT FROM PROPAGANDIST TO PRACTITIONER. HE ENTERED THE HARVARD GRADUATE SCHOOL OF DESIGN AND STUDIED UNDER MARCEL BREUER.

1993 BOOBBIES

✗ Busy background

Type 2 Diabetes Mellitus

- In type 2 DM (previously called adult-onset or non-insulin-dependent), insulin secretion is inadequate
- The disease generally develops in adults and becomes more common with age.
- Plasma glucose levels reach higher levels after eating in older than in younger adults, especially after high carbohydrate loads, and take longer to return to normal, in part because of increased accumulation of visceral and abdominal fat and decreased muscle mass.
- Type 2 DM is becoming increasingly common in children as childhood obesity has become epidemic: 40 to 50% of new-onset DM in children is now type 2

 Busy background

Solitary Pulmonary Nodules

- Defined as a discrete, well-marginated, rounded opacity less than or equal to 3 cm in diameter that is completely surrounded by lung parenchyma
- Nodule should not touch the hilum or mediastinum, and is not associated with adenopathy, atelectasis, or pleural effusion

✗ Busy background

Background

Outline

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



Background 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

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

Fonts

Eduardian Script

Lucida Handwriting

Comic Sans

Chalkduster

Curly MT

Brush Script

Braggadocio

HERCULANUM

Trattatello

Ocr A Std

Calibri

Arial

Times New Roman


Adobe Caslon



Bad fonts



Good fonts



NOAA 2005 Hurricane Field Program — Intensity Forecast Experiment (IFEX)

Frank Marks
NOAA/AOML Hurricane Research Division

NOAA is pleased to partner with NASA in the 2005 hurricane research program. This collaboration is a continuation of efforts to unravel the mysteries of these devastating storms started in 1998 under a multi-agency effort, the U.S. Weather Research Program. This effort is focused on the meteorological research community's contribution to the reduction in the impacts of disastrous weather on the nation, in particular hurricanes. To date, this collaboration yielded many new insights, in particular on characteristics of hurricane rain and the impact of moisture on model guidance. This year's effort represents the third of these collaborations.

NOAA's focus for research missions over the next few years is to improve our understanding and prediction of hurricane intensity by collecting observations that will aid in the improvement of current operational models and the development of the next-generation operational hurricane model. Observations will be collected in a variety of hurricanes at different stages in their lifecycle, from formation and early organization to peak intensity and subsequent landfall or decay over open water.

Our collaboration with NASA will focus on the early phase of the tropical cyclone's life, or genesis. The experiments, flown with the two NOAA P-3 aircraft in conjunction with the high-altitude ER-2 NASA aircraft, are intended to improve our understanding of how a tropical disturbance becomes a hurricane. Less than 10% of our aircraft measurements have been made in these weak tropical disturbances over the past 25 years, largely because it is so difficult to collect data in these systems. These measurements will cover an important portion of a hurricane's lifecycle that will aid in the understanding and prediction of hurricane formation.

The NASA ER-2 research aircraft provides a unique capability to sample the hurricane at altitudes where NOAA aircraft cannot. The ER-2 provides in situ data in the lower stratosphere, and remote sensed measurements of wind and precipitation through the troposphere. The experiment plans include flight tracks for the NASA aircraft, flying together with at least one NOAA P-3 to take advantage of NASA's unique observational capabilities. NOAA looks forward to the contributions this unique aircraft platform and NASA scientists make to NOAA's objectives.

1



Too much text

Who is Doing What Well?

Green Buildings

- Energy-efficient buildings proved their worth (TI, Intel, Cymru, etc.)
 - Energy savings
 - Better resource use
 - Increased value at sale
- Metrics for credits?
 - Carbon storage
 - Energy generation
 - Selling wastestream
- ASTM E06 committee
 - Buildings first
 - Products next
- ANSI EPA Off to Races

Green Products

- SEMI members– many “one-attribute” standards to use
 - S23-0708 (Energy efficient)
 - S16-0307 (End of Life)
 - GRI G3 Guidelines
- ANSI “sustainable” SDOs in high-tech arena:
 - ASTM – Products Next
 - IEEE – Ad hoc 2/09 Sustainability + Earth-monitoring network
 - Leonardo Academy – SCS-002 “LCA label”
 - Gives 25% of seat to environmentalists
 - Accreditation challenged



Too much text

Images

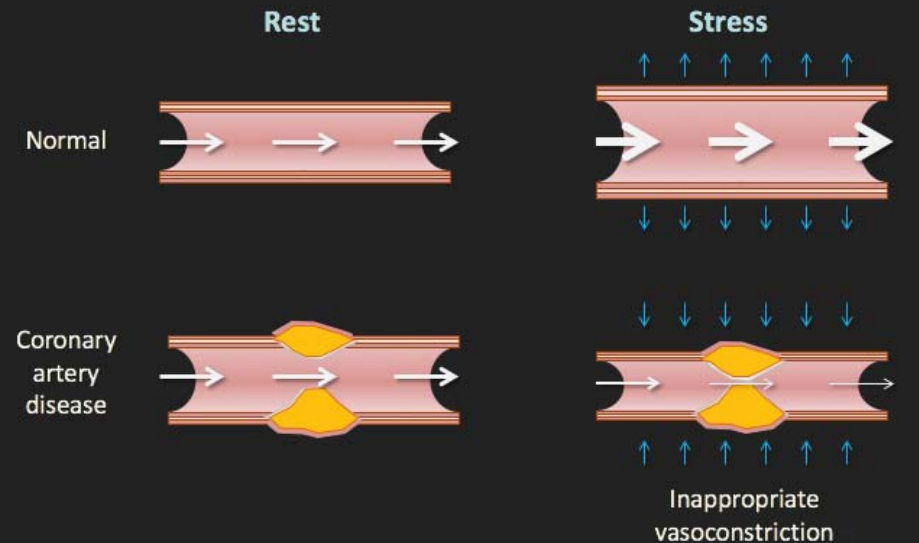
- An picture says more than a 1,000 words
- However, avoid unnecessary images and/or animations

Images

CAD and Endothelial Dysfunction

- Normal coronary arteries can increase blood flow on stress (ie, exertion) by means of vasodilation, mediated by nitric oxide
- Coronary atherosclerosis is associated with endothelial dysfunction
- Endothelial dysfunction impairs vasodilation 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 equipped with algorithms that allow them to distinguish between true ventricular tachyarrhythmias and supraventricular tachycarrhythmias.
- Usual defibrillators are:
 - Morphology
 - Onset
 - Stability



Text explanation

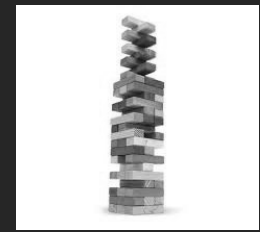
Defibrillator SVT Discriminators



Morphology



Onset



Stability

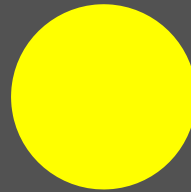


Image used to explain point

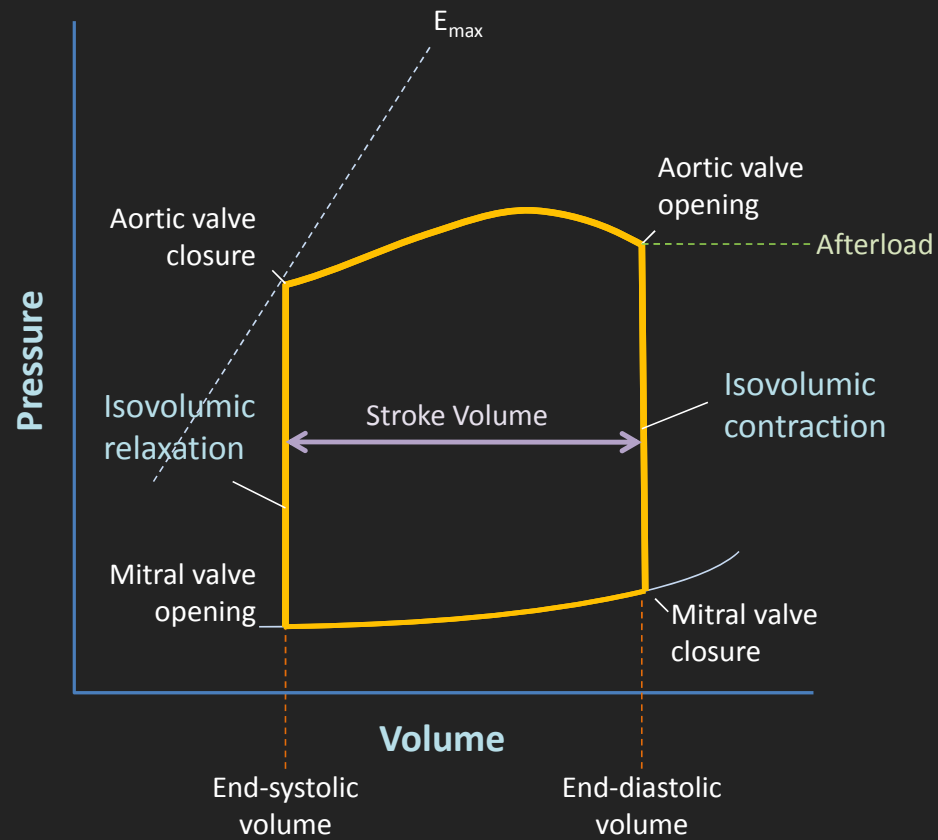
Images



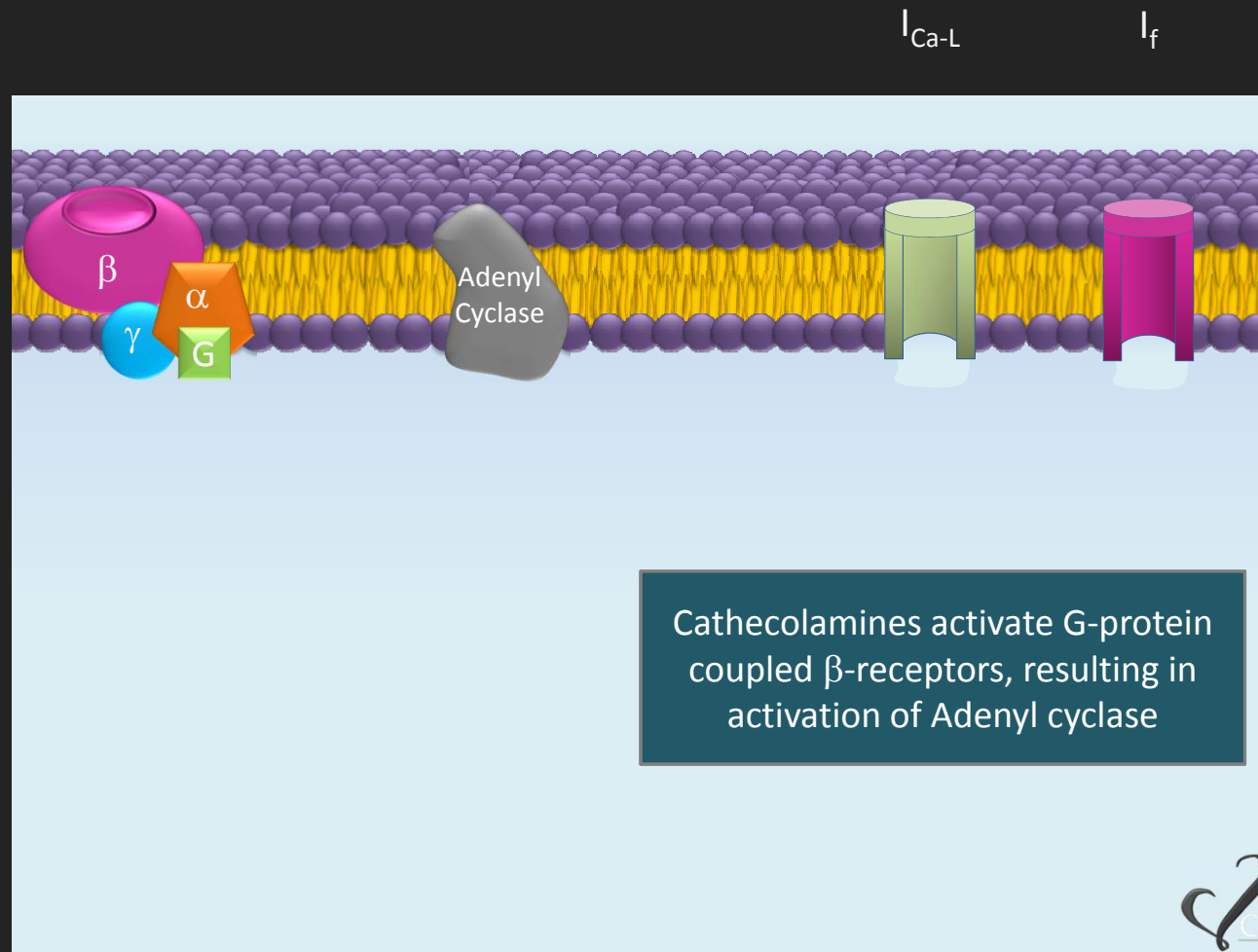
Animation is unnecessary,
distracting, and annoying



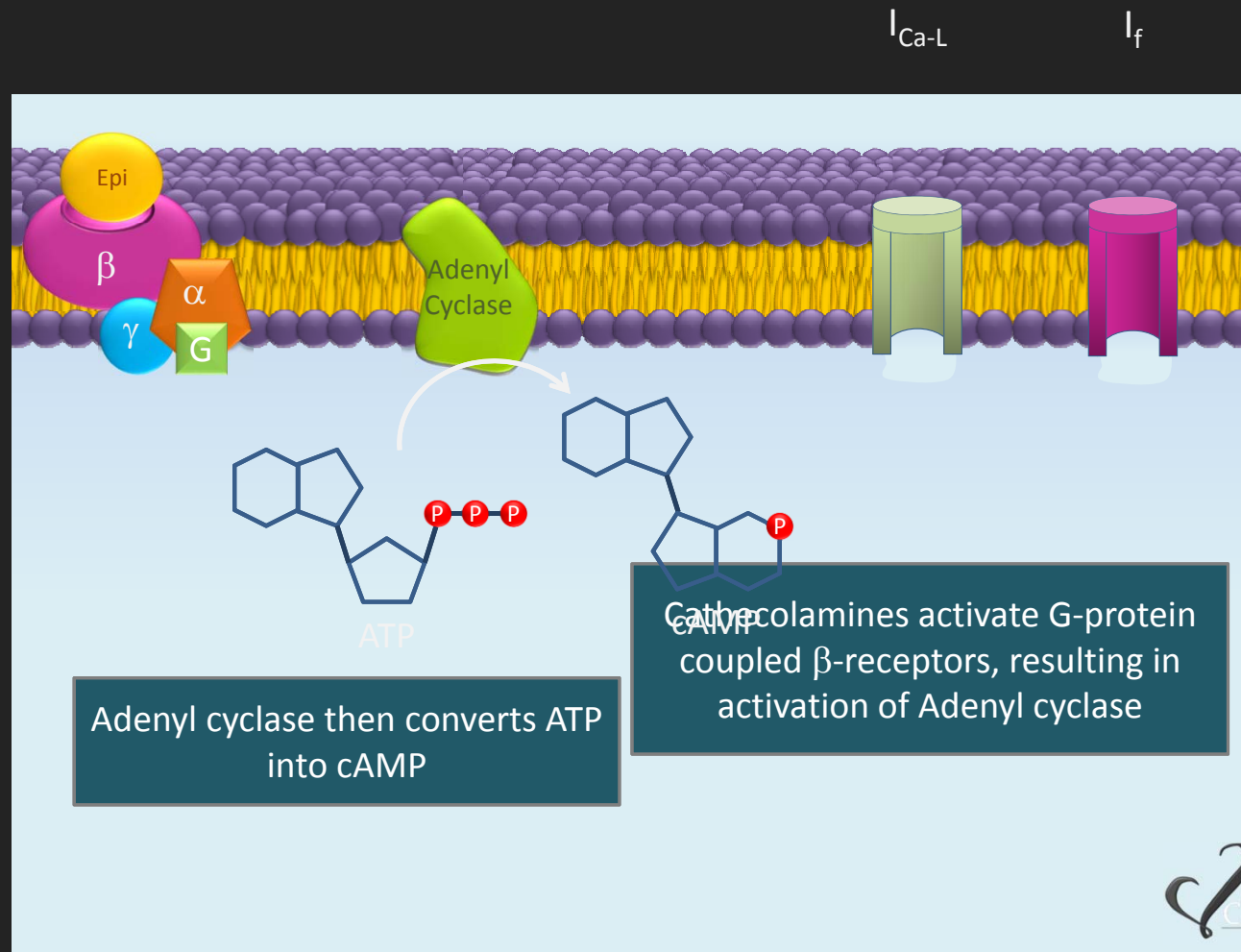
Pressure-Volume Loops



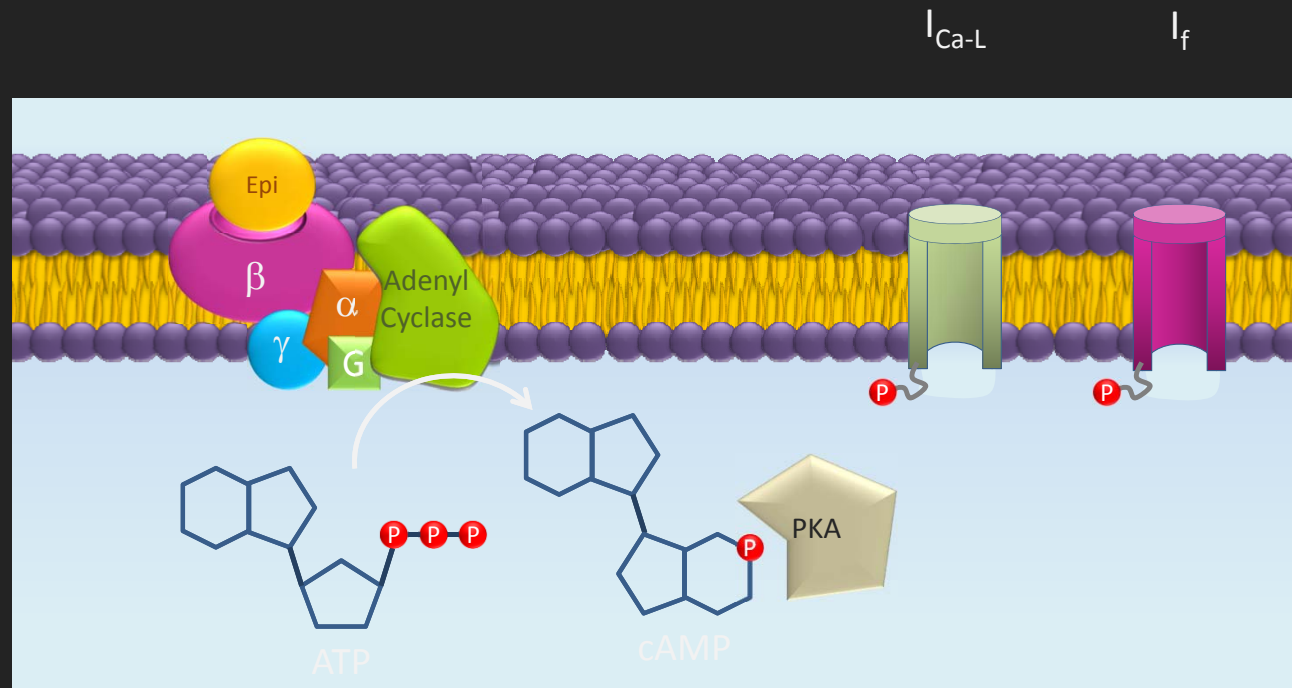
Catecholamines in Automaticity



Catecholamines in Automaticity



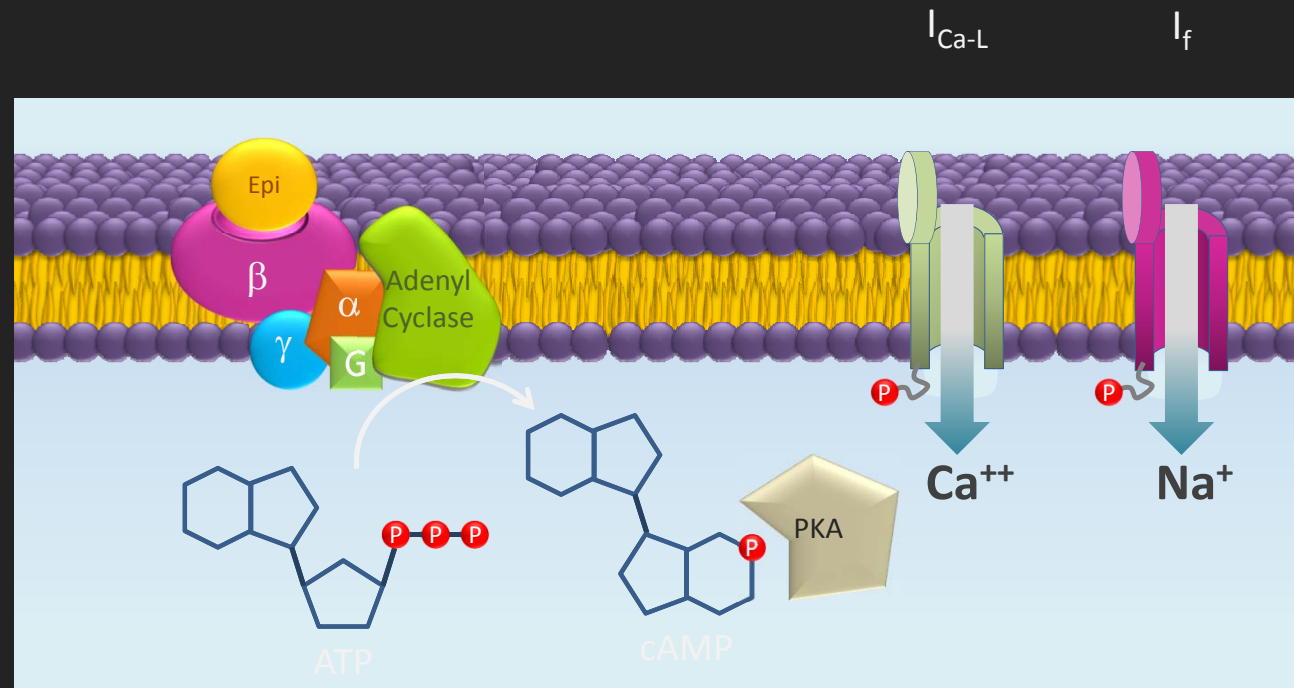
Catecholamines in Automaticity



Adenyl cyclase then converts ATP into cAMP

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

Catecholamines in Automaticity



Na^+ and Ca^{++} flow inwardly across the concentration gradient

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

Delivering a Presentation

Delivery



Engaged



Bored



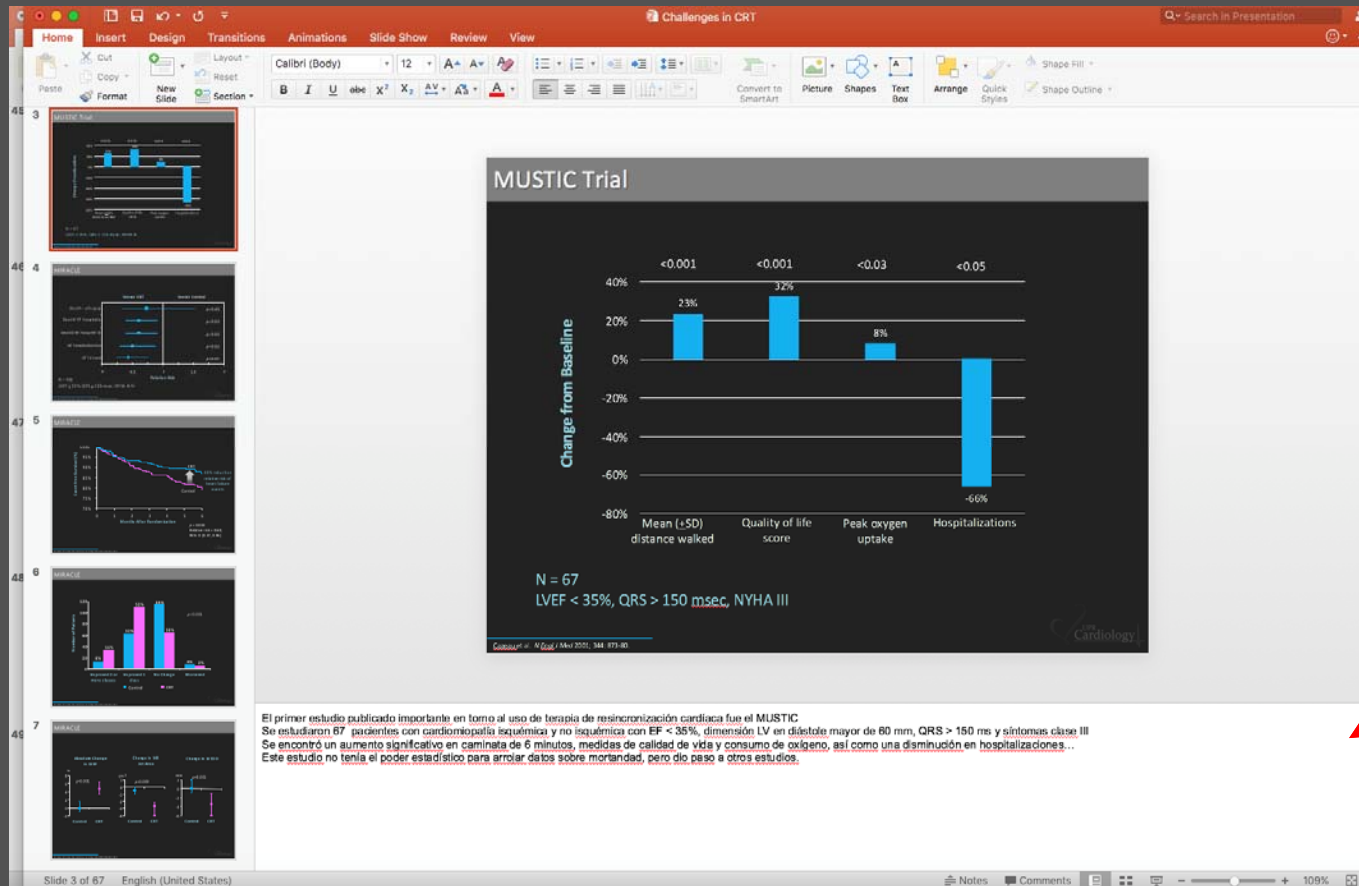
Confused

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

0:09

MUSTIC Trial

Outcome	Change from Baseline	p-value
Mean (±SD) distance walked	23%	<0.001
Quality of life score	32%	<0.001
Peak oxygen uptake	8%	<0.03
Hospitalizations	-66%	<0.05

N = 67
LVEF < 35%, QRS > 150 msec, NYHA III

Cazeau et al. N Engl J Med 2001; 344: 873-80.

3 / 67

07:49

MIRACLE

Outcome	Relative Risk	p-value
Death—all cause	~0.7	p=0.40
Death/HF hospitaliz.	~0.6	p=0.03
Death/HF hosp/HF IV	~0.6	p=0.02
HF hospitalization	~0.6	p=0.02
HF IV med	~0.5	p<0.01

N = 453
LVEF ≤ 35%, QRS ≥ 130 msec, NYHA III-IV

McAlister MP, McMurray JJV, Sackin M, et al. N Engl J Med 2000; 343:1458-1465

El primer estudio publicado importante en torno al uso de terapia de resincronización cardíaca fue el MUSTIC

Se estudiaron 67 pacientes con cardiopatía isquémica y no isquémica con EF < 35%, dimensión LV en diástole mayor de 60 mm, QRS > 150 ms y síntomas clase III

Se encontró un aumento significativo en caminata de 6 minutos, medidas de calidad de vida y consumo de oxígeno, así como una disminución en hospitalizaciones...

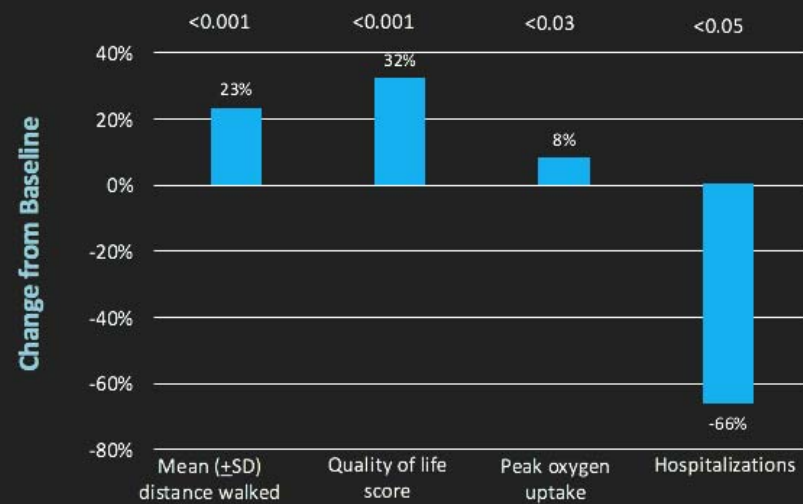
Este estudio no tenía el poder estadístico para arrojar datos sobre mortalidad, nam din naen a ntne acturline

A+ A+

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

MUSTIC Trial



N = 67

LVEF < 35%, QRS > 150 msec, NYHA III

Caesalu et al. N Engl J Med 2001; 344: 873-80.

UPMC
Cardiology

Excessive use of pointers is annoying and distracting

Questions?