

Contents

1	Optimal Communication Circumstances	1
1.1	The Medium	1
1.1.1	Visual Aids	1
1.1.2	Audio	3
1.1.3	Accessories	3
1.1.4	The Lecture Room	4
1.2	The Receiver	4
2	Planning Your Presentation	7
2.1	Why Me?	7
2.2	Some Basic Rules for Preparation	8
2.2.1	For Which Audience Am I Doing This?	8
2.2.2	The Lecture Format	9
2.2.3	Starting a Lecture	10
2.3	Preparing Your Presentation	11
2.3.1	Scientific Presentations	11
2.3.2	Invited Lectures	12
2.3.3	Education Lecture or a State-of-the-Art Lecture	13
2.3.4	Keynote and Personal Lectures	14
2.4	Lecture Timing	14
2.5	Humour	15
2.5.1	A Scientific Presentation is not the Right Medium for Jokes	15
2.6	Planning Your Visual Performance	16
2.6.1	How to Dress	16
2.7	Make Your Own Audience	17
3	How to Make a Perfect PowerPoint Presentation	19
3.1	Basic Rules	21
3.2	Fonts	21
3.2.1	Font Size	23
3.3	Visual Content	24
3.4	Pointless Motion	26

3.5	Background	26
3.6	Colours	27
3.7	Graphs and Charts	30
3.7.1	Line Graph	30
3.7.2	Pie Chart	30
3.7.3	Bar Graph	31
3.7.4	Area Graph	31
3.7.5	X–Y Plot	31
3.8	Illustrations and Pictures	32
3.9	Bullet Points	33
3.10	Animation	33
3.11	Storyboard	34
3.12	Making Slides	35
3.13	Start with a Presentation	36
3.13.1	First Slide	36
3.13.2	Second Slide	36
3.14	The Preview Room	38
4	How to Become a Professional Speaker	39
4.1	The Speaker	41
4.1.1	Motivation	41
4.1.2	Credibility	41
4.1.3	Delivery	42
4.2	The Opening Line	43
4.2.1	At an Invited Lecture	43
4.2.2	How to Get the Attention of the Audience from the Start	43
4.3	The Message	43
4.3.1	Content	44
4.3.2	Style	44
4.3.3	Structure	45
4.4	Audience	45
4.5	Communication Channels	46
4.5.1	Non-Verbal Communication	46
4.5.2	Verbal Communication	47
4.6	How to Keep Your Audience Focussed	48
4.7	Noise	48
4.8	How to Finish	49
4.9	General Rules for Every Presenter	49
4.10	Summary	50
4.11	How to Overcome Stage Fright	51
4.11.1	Failure	51
4.11.2	Environment	51
4.11.3	Audience	52
4.11.4	Rehearsal	52
4.11.5	Classic Fears	52

- 4.12 Handling Questions and Answers 53
- 4.13 Being a Chairperson 54
- 5 Special Medical Presentations 55**
 - 5.1 Presenting a Workshop 55
 - 5.1.1 Format 56
 - 5.1.2 Materials and Content 57
 - 5.1.3 Technical Support 57
 - 5.1.4 Presentation 58
 - 5.1.5 Workload 59
 - 5.1.6 Presentation Tools 59
 - 5.1.7 Feedback 60
 - 5.2 The AI Gore Presentation 60
 - 5.2.1 Full Body Exposure 61
 - 5.2.2 Blending Speech and Visual Content 61
 - 5.3 Medical Presentation for Non-Medical Audience 61
 - 5.3.1 Lighting 62
 - 5.3.2 Timing 63
- 6 The Social Environment of a Medical Meeting 65**
 - 6.1 Registration 65
 - 6.1.1 The Badge 66
 - 6.1.2 The Congress Bag 67
 - 6.2 Attending a Lecture 68
 - 6.2.1 Mobile Phones 68
 - 6.2.2 Making Notes 69
 - 6.2.3 Asking Questions 69
 - 6.3 Analysing Questions 71
 - 6.4 How to Avoid Annoying the Lecturer 72
 - 6.5 The Faculty 72
 - 6.6 Evaluation Forms 73
- 7 Tips and Tricks 75**
 - 7.1 Getting Along with the Industry Partners 75
 - 7.2 The Industry Frontman 76
 - 7.3 Housing 77
 - 7.4 Travelling 77