Professional Presentations: Making a Good Impression

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I. Types of Presentations
   1. Poster presentations at scientific meetings
   2. Platform presentations at scientific meetings
   3. Seminars for job interviews

II. Common Features for Presentation Success
   1. Know the audience
      a. Where will the presentation be done?
      b. Who is the audience? What do they expect?
      c. What is their level of understanding of the topic?
      d. What is their potential level of interest?
      e. What take-home message should be provided?
   2. Speaker needs
      a. Preparation
      b. Comfort with presentation content
      c. Language appropriate for audience
      d. Clear enunciation, and enthusiasm
      e. Visuals can help point out what is important
   3. Visuals
      a. Identify appropriate content
      b. Visualize simply

III. Poster Presentations
   1. Organization with Introduction on left and Conclusions on Right
   2. Minimal text
      a. bulleted lists
      b. tables, graphs, photos
      c. schematics
   3. Artistic impression
      a. color graphics
      b. legibility
   4. Be able to give a 2-3 minute presentation on the poster that
      a. avoids details
      b. emphasizes major findings
IV. Platform Presentations
   1. Timing: 10 minute presentation with 5 minutes of questions
      [refer to common needs for presentation success]
   2. Organize so audience understands
      why the content is important in the first minute
      a. Introductory slide can be helpful
   3. Stage presence contributes to success
   4. Audience is listening for:
      a. ease with subject
      b. clarity and enthusiasm
   5. Slides
      a. Number to discuss ~ 1 per minute
      b. Minimal text: Keep major points to 1-2 per slide
      c. Simple figures are better than tables
      d. Include summary slide at end
   6. Questions at end
      a. Often are for further explanation
      b. Expect the unexpected
      c. Keep answers short

V. Seminars for Job Interviews
   1. Timing: 25-50 minute presentation with 5-10 minutes of questions
      [refer to common needs for presentation success]
   2. Preparations
      a. Know the institution and expectations of the position
      b. Evaluate your own suitability for the position
      c. Obtain information on the type of interview
   3. Match presentation to audience and institution
      a. Is the audience background at a high level?
      b. Is the audience background mixed?
   4. Slides
      [refer to suggestions for short presentations]
   5. Questions at the end
      [refer to suggestions for short presentations]