

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]