



# How to prepare for your conference presentation?

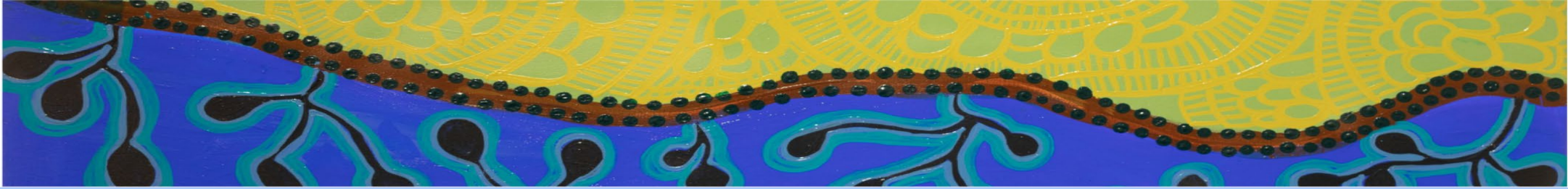
Eye-catching slides, effective speaking and engaging in Q&A

Dr. Alison Footman

AVAC

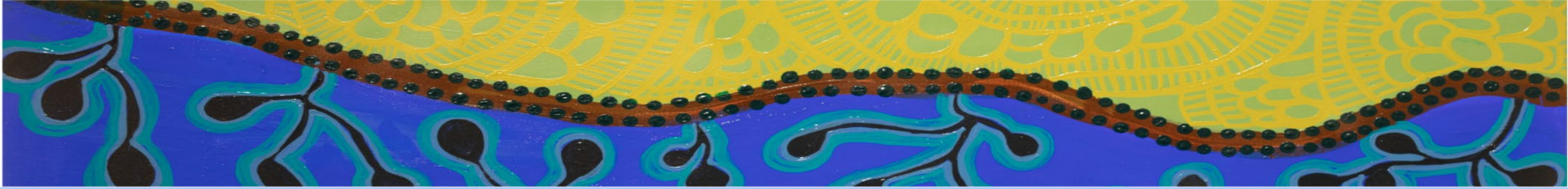
Dr. Daphne van Wees

*Dutch National Institute for Public Health and the Environment (RIVM)*



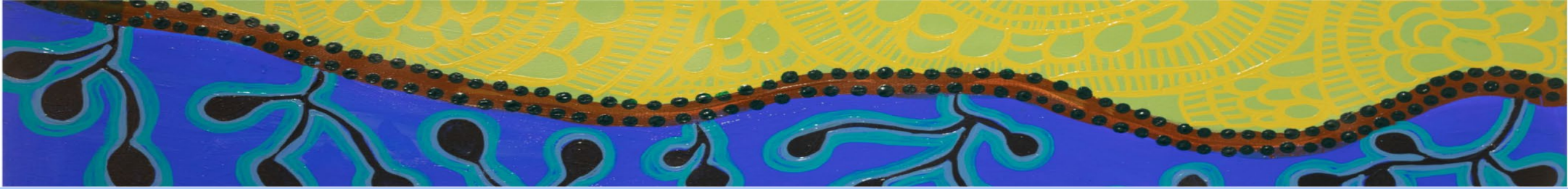
# Agenda

- Introduction
- Presentation techniques and visualization
- Presentation skills
- Preparing for Q&A
- Cultural differences
- Break-out sessions
- Plenary closing



# Presentation techniques and visualization

How to make your presentation sexy



# Designing your Presentation

- **Keep font and style consistent**
- Keep text on slide simple and short
- **Use colors that people can read**

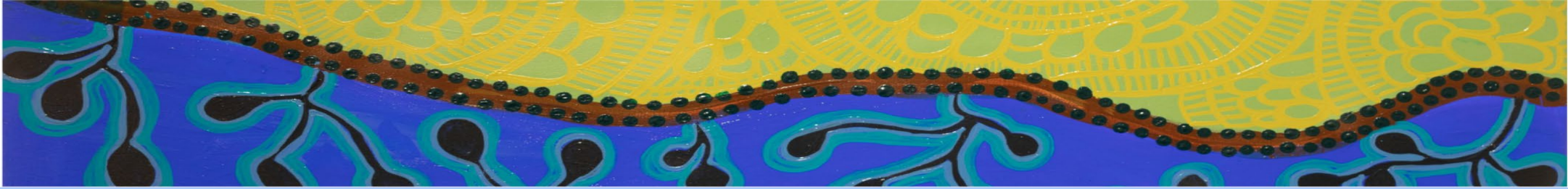




# Designing your Presentation

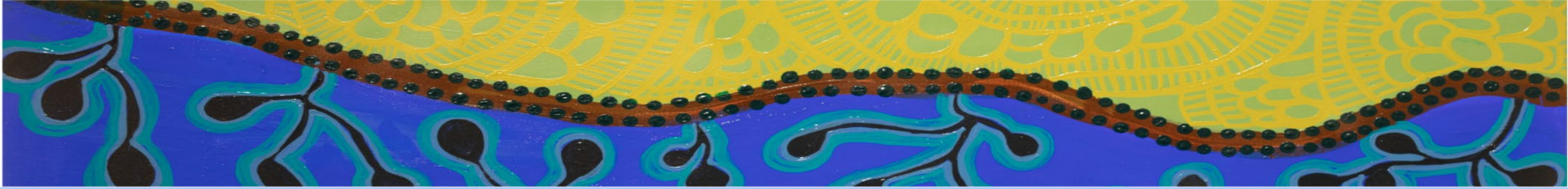
- Think about the person in the back of the room and if they can read your slides
  - You might be presenting in front of a large group of people (100+)
  - If you have to say “this is hard to read” rethink how you present that slide, figure, table, etc.





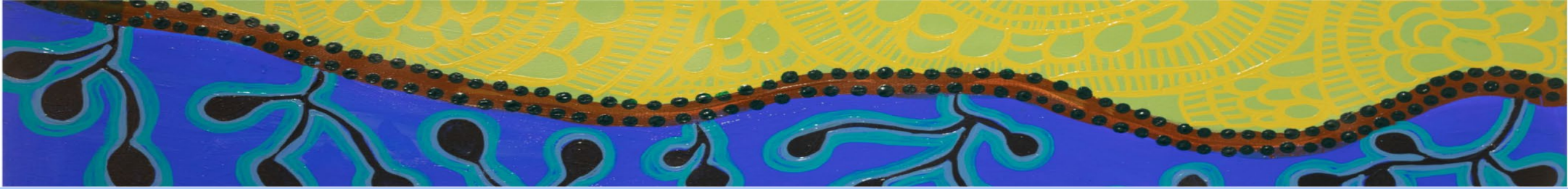
# Designing your Presentation

- Minimize text on slide
  - Use bullet points and short sentences
  - For quotes:
    - Center text
    - Bold, underline, highlight important messages



# Designing your Presentation

- Some projectors or screens will crop slides. Try to leave space between the edge of the slide and your text and figures.



# Designing your Presentation

- Use graphics!





# Designing your Presentation

- Programs and tips that can be helpful:
  - Designer in PowerPoint

The screenshot shows the Microsoft PowerPoint interface. The main slide is titled "Designing your Presentation" and features the IUSTI 2024 logo and a decorative header. The slide content includes a list of tips for designing presentations. The Designer pane on the right side of the slide is highlighted with a red circle, indicating its importance. The Designer pane shows a preview of the slide and provides suggestions for improving the design, such as "Keep font and style consistent" and "Think about the person in the back of the room and if they can read your slides".

**Designing your Presentation**

- Keep font and style consistent
- Think about the person in the back of the room and if they can read your slides
  - You might be presenting in front of a large group of people (100+)
  - If you have to say "this is hard to read" rethink how you present that slide, figure, table, etc.



# Designing your Presentation

- Programs and tips that can be helpful:
  - Arrange and grouping objects

The screenshot displays the Microsoft PowerPoint interface with the 'Arrange' menu open. The ribbon includes tabs for Home, Insert, Draw, Design, Transitions, Animations, Slide Show, Record, Review, View, Acrobat, and Shape Format. The 'Arrange' button in the ribbon is circled in red. The 'Arrange' menu is open, showing options such as Reorder Objects, Reorder Overlapping Objects, Bring to Front, Send to Back, Bring Forward, Send Backward, Group Objects, Ungroup, Regroup, Position Objects, Align, Rotate, and Selection Pane. The main slide content is visible in the background, featuring the IUSTI 2024 logo and the title 'Designing your Presentation'.





# Designing your Presentation

- Programs and tips that can be helpful:
  - “Paste as Picture”

**IUSTI 2024**

## STI Vaccine Need and Development

- STI rates continue to increase, globally, despite current prevention programs.
- STI vaccines currently available for HPV and Hep B.
  - Both have used different techniques to promote uptake.
- Several STI vaccines under development including for chlamydia, gonorrhea, and syphilis.
- Renewed NIH funding to support STI vaccine development.

**Develop Vaccine Candidates for Sexually Transmitted Infections (STIs)**

Funding News Edition: **March 01, 2023**  
[See more articles in this edition](#)

NIAID seeks applicants who can develop advanced vaccines for STI pathogens that have limited candidates in the product development pipeline through the new request for applications (RFA) [Sexually Transmitted Infections \(STI\) Cooperative Research Centers \(CRC\) Vaccine Development \(UDI, Clinical Trial Not Allowed\)](#) [gr](#).

**Research Objectives**

The goal of this RFA is to identify and support feasible vaccine candidates, regardless of source. While NIAID's Division of Microbiology and Infectious Diseases has made substantial investment in STI vaccine development, this initiative will focus on advanced vaccine development for STI pathogens that have limited candidates in the product development pipeline: *Neisseria gonorrhoeae*, *Chlamydia trachomatis*, and *Treponema pallidum*.

[Controlled Clinical Trial](#) > [Lancet](#). 2017 Sep 30;390(10102):1603-1610.  
 doi: 10.1016/S0140-6736(17)31449-6. Epub 2017 Jul 10.

**Effectiveness of a group B outer membrane vesicle meningococcal vaccine against gonorrhoea in New Zealand: a retrospective case-control study**

Helen Petousis-Harris <sup>1</sup>, Janine Paynter <sup>2</sup>, Jane Morgan <sup>3</sup>, Peter Saxton <sup>4</sup>, Barbara McArdle <sup>5</sup>, Felicity Goodyear-Smith <sup>2</sup>, Steven Black <sup>6</sup>

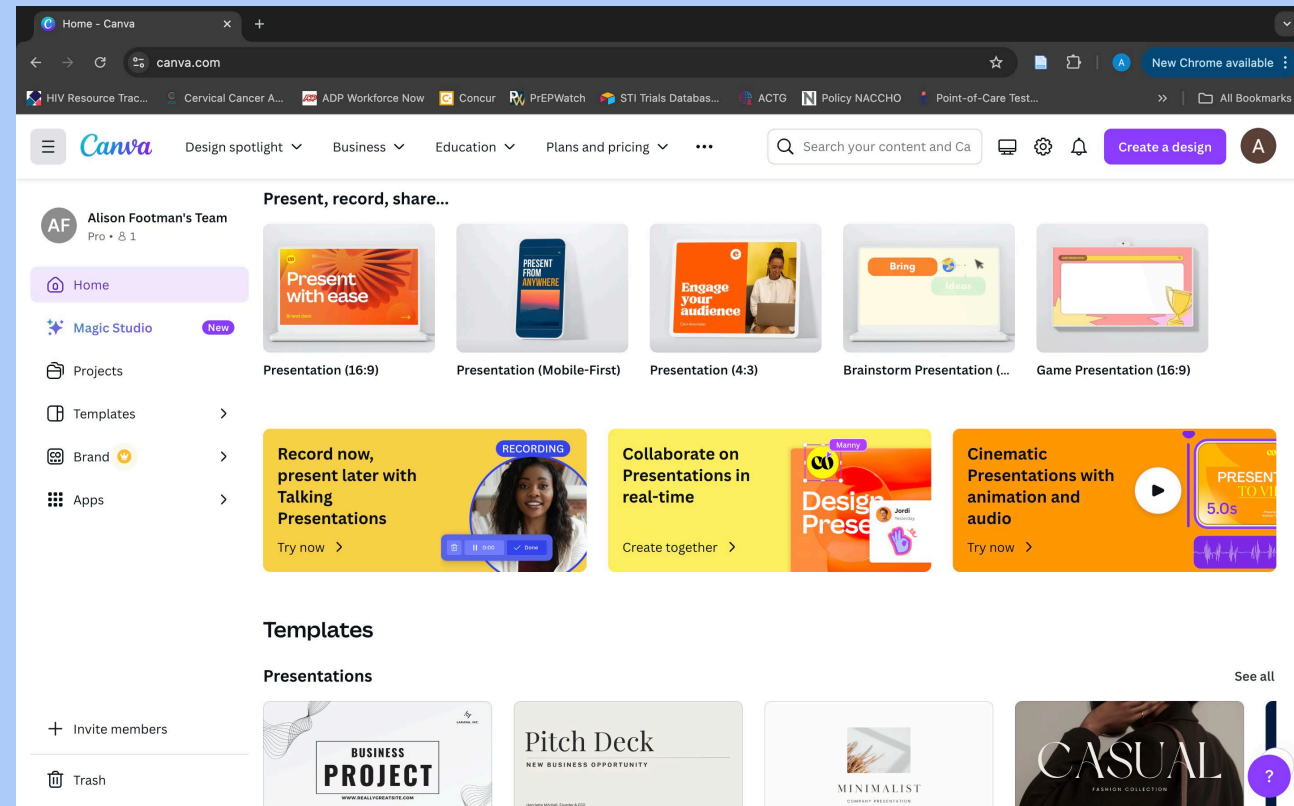
Affiliations + expand  
 PMID: 28705462 DOI: 10.1016/S0140-6736(17)31449-6

Keep Source Formatting  
 Use Destination Theme  
 Paste as Picture



# Designing your Presentation

- Programs and tips that can be helpful:
  - Canva







# Tell a Story

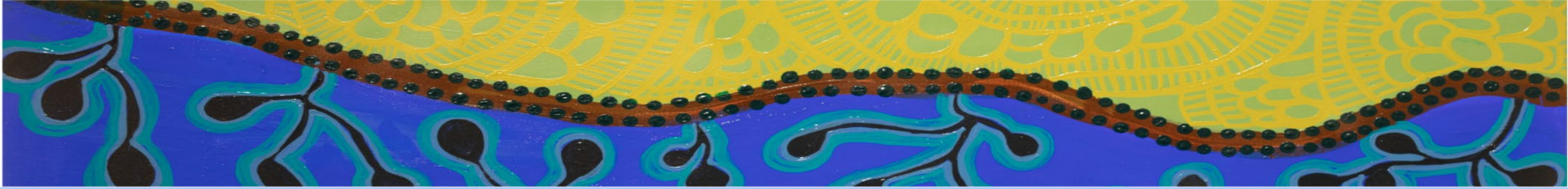
- Presentations should tell a story
  - What do you want people to know?
  - What do you want people to think about during and after your presentation?
  - What you say in the beginning should set the stage for the rest of your presentation.
  - No surprises
- PowerPoint presentation should be self-explanatory
  - People should be able to read/review your slides, without you presenting, and still come away with the overall message/story

IUSTI  
2024



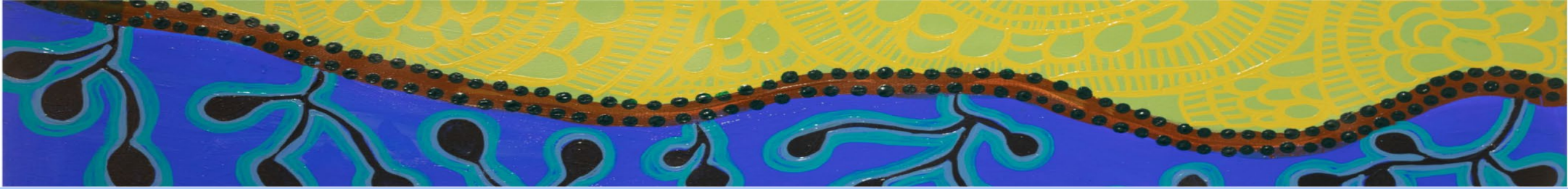
# Presentation skills

Voice and body language, presentation skills



# Presenting with confidence

- Know your subject/prepare/practice
  - Record yourself or get feedback/plan a session with colleagues
- Know your audience
- Keep going
- Find out what works for you to calm nerves
  - Breathing exercises, visualization, speech to the mirror



# Speaking

- You are allowed to pause, speak at a relaxed pace
  - Strategies for reducing 'uh' and 'ah'
- Modulating your tone
- Speak clearly
- Again: prepare/practice
- Non-native English: all of the above and simplify your language
  
- *Short assignment*
  - 'Uh', 'So', 'Like'





## Posture and body language

- ✗ Stare at the same point/person/screen
- ✗ Shuffle your feet or pace
- ✗ Hands in pocket, behind your back

- ✓ Eye contact: long enough to finish a thought, but then move on
- ✓ Stand tall, feet hip-width apart and your head up
- ✓ Loosely clasp your hands in front of you, small gestures



# Preparing for Q&A

Voice and body language, presentation skills



# Preparing for Q&A session

1. Prepare
2. Listen attentively
3. Be respectful, clear, open
4. Use visual aids when possible
5. Don't be afraid to say you don't know
6. Don't go into (heavy) discussions



# Cultural differences

Body language, communication, organizational structure

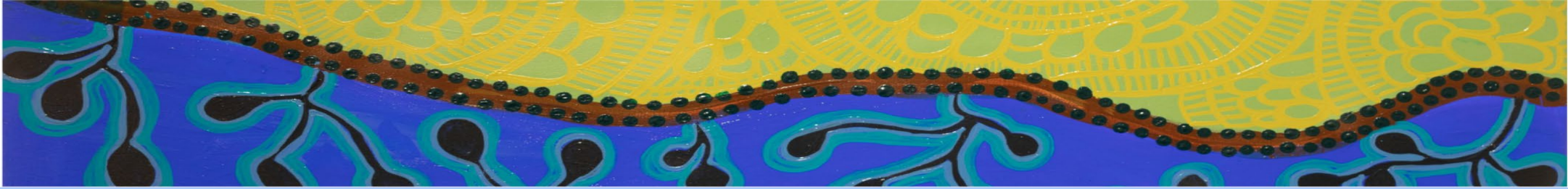




# Cultural differences in academic settings

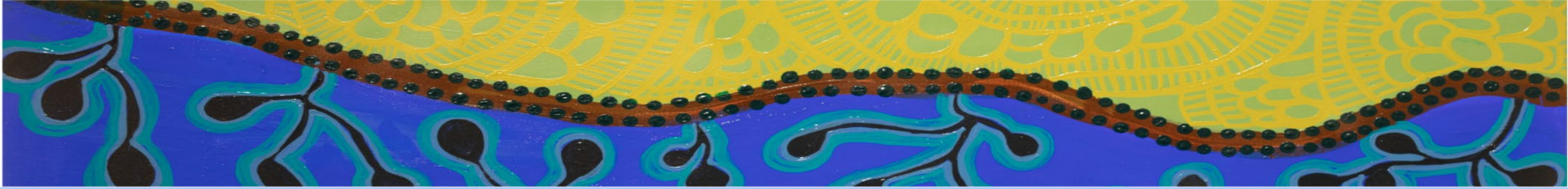
## Cultural differences in body language

- Eye contact
  - Sign of respect and attentiveness vs aggressive or confrontational
- Hand gestures
  - “Thumbs up” positive sign in many cultures, but offensive in some parts of the world
- Facial expressions
  - A smile can be friendly or approachable vs insincere or inappropriate
- **Be aware, and adjust accordingly**



# Communication

- Direct
  - Speak their minds and express opinions openly
- Indirect
  - Nonverbal cues, such as facial expressions, body language, avoid direct confrontation or criticism



# Hierarchy

- Strong emphasis on hierarchy and respect for authority
  - (PhD) Students expected to defer to profs/seniors
- Emphasis more on equality
  - Different organizational structure, more informal atmosphere



# Time

- Punctuality and strict adherence to schedules
- More flexible, less structured
- May also depend on the setting
  - Ex. In Australia → punctuality in academic settings vs more flexible in social situations
  - **Be on time for and keep within the minutes of your presentation, but you can be fashionably late to the congress dinner**