

Presentation (and Writing) Tips

- Humans are story tellers. Tell a story.
- *Plan to engage* the audience immediately. *Lead them* to see the significance of your work. If you must say your work is important you have already failed
- Know your audience
- Remember you know your data better than anyone in the room
 - Be confident. Make your enthusiasm infectious
 - Teach others what you know



More Presentation (and Writing) Tips

- Oncologists accept negative data and question advances
- Don't bore with the obvious: ie a slide with depressing small cell lung cancer statistics for an oncology audience. Better to open with "You know that small cell lung cancer is a tough disease and any new treatment is welcome. Today, I will show you"
- Don't undermine yourself. No need to say "Thymoma (NRG1, NTRK, ...) is a rare disease". Rare is irrelevant when the patient is in your office.



Even More Presentation (and Writing) Tips

- No insider and dumb abbreviations, ie CIE, LUAD, “SCAT Trial”
- No jargon.... Salvage therapy, palliative chemotherapy
- No pharmaspeak“Phase 1a non-randomized trial of a next-generation, novel, potent, oral, cns-penetrant, ...
- Don’t overwhelm with numbers and decimal places ...42.23% women
- Make sure numbers and percentages “add up”
- Realize audiences may not use (or know) generic names



Slide Presentation Tips

- Lead your audience to grasp the significance of your work. If you must say your work is important you have failed
- 8 text lines max
- No less than 30 seconds per slide
- Font size sufficient for the whole room to read it. Use all space
- Never show a data slide that is too small to be seen
- No pointers. Use graphics and build slides instead
- Don't confuse presentations with publications – highlights ok



Slide and Writing Tips

- Slides for the internet are different from slides for in person lectures. Never show a slide that can't be read in the room.
- Medical writers represent the interests of the organizations that pay them, not necessarily yours
- Learn to work with an editor you choose (not a medical writing company hired by the sponsor)
- Write the first draft of a manuscript or presentation where you are the first author. A requirement at many institutions.



More Writing Tips

- When preparing a manuscript, know that the first step to acceptance is convincing the editor to send it out for review
- When writing a grant, give the reviewer the information (and even the text) they need to prepare their critique
- Instead of a penultimate paragraph on limitations of your research, write a section on *limitations and strengths*, so the last thing the reviewer and reader sees before the conclusion are the strengths of your project

