A well-done, 10-minute presentation of a scientific paper is a summary of a study that includes only the data that support your main findings and the conclusions of these findings.

General Outline:

- Overview- What are you going to present (i.e. type of study and key findings)
- State the problem- Present the data , methods, and results
- Interpretation of the data
- Conclusions- Summarize key findings, control measures, public health impact
- Implications

Tips on Preparing Slides:

Purpose: Slides should contain only important and useful data and text

Format:

- Slides should be horizontal rather than vertical format.
- Text slides should use no more than six bulleted text items, and no more than eight lines of text
- It is best not to use three dimensional slides

Text:

- Each slide should present a single concept
- Use key words, do not use sentences.
- Do not read from your slides

Effective bullet text slides:

- Use consistent verb form
- Use the same style of bullet at each level
- Be consistent with capitalization

Type:

- Sans serif bold, Arial, Humanist, Optima and Swiss (Helvetica) are recommended typeface.
- Avoid Times New Roman, Courier, Complex, and Italic typefaces.
- Highlight titles with larger size and bold text.

Coloration:

- Clear slides with black text have good contrast and they project well in an over-lit room.
- Dark blue background with white or yellow text projects well.

Tips on preparing your written presentation:

You will be communicating the key findings and importance of your study to a diverse audience so focus on presenting your message clearly, rather than on impressing them with the complexity and enormity of your investigation.

Prepare a written script of your talk. A 10-minute oral presentation can be given from approximately 5 typewritten, double-spaced pages.

Use clear, plain, direct language and explain epidemiologic associations clearly:

- Always present the case definitions used.
- Use sentences that describe the people studied, rather the risk factor in question.
- For example, the sentence, "Persons who ate turkey were x times more likely to become ill than those who did not ($p<0.05$)," is clearer and more direct than the sentence, "Illness was significantly associated with eating turkey ($p<0.05$)."
- Since most epidemiological studies are observational studies (not clinical trials), it is appropriate to express findings in terms of proportions (percentages of cases and controls with a given factor) and the likelihood that the observed findings occurred by chance (i.e. p-value).
- When presenting cohort data, use rates and relative risks with confidence intervals. When presenting case-control data, use odds ratios and confidence intervals.
- Use incidence vs. prevalence correctly.
- Orient the audience to each slide that has a figure. Do this by explaining to the audience what is represented by the x-axis, y-axis, and each series in the figure. For example: "This slide shows the incidence of X over the past ten years; incidence among blacks is indicated by the yellow line and incidence among whites by the white line."
- Do not project a slide with figure on the screen and comment, without looking up and using a pointer, "As shown in this slide ..." The audience may only see a lot of numbers and not the pattern or trend in the data.

Tips for Delivering Presentations:

Rehearse!

The best way to fine-tune a presentation is to rehearse it in front of critical reviewers. Friends and significant others can be enlisted in this process. If they have trouble following your presentation, chances are that someone in the audience will as well.

Practice! Practice! Practice!

In a time-limited presentation, such as a 10-minute scientific paper presentation, a script is necessary. Practice allows you to become familiar with the sequence and timing of your slides and text so that you can concentrate on good delivery. You cannot practice a presentation too often!

Do not begin your presentation at the Conference until you are ready.

When you are scheduled to present, take your time in walking up to the podium and finding the equipment you need. The audience is willing to wait while you locate the controls, pointer, and microphone. Adjust the podium if necessary. If the presentation is timed, the clock does not start until you start speaking.

Speak slowly and project your voice.

Speak loud and slow. Do not try to give a talk that is too long by speeding up your delivery. If you cannot give a talk within the allotted time, shorten the presentation. For those who naturally talk quickly or softly, practice the "unnatural" louder, slower way of delivering a talk. Take a breath between sentences; it's a good technique for slowing down. Pause between major points or slides: it gives your audience a chance to catch up and think. Project your voice by articulating and speaking with energy….make your voice reach your audience. It is unlikely that you will speak too loudly or too slowly.

Look out at your audience.

This may seem difficult to do with a scripted talk. In reality, a scripted and well-rehearsed talk allows you the freedom to look out at the audience and speak directly to them, between glances at your written material. The best way to convey to the audience that you are speaking directly to them is to make eye contact with a member of the audience and speak as though you were speaking directly to that person. At the end of a thought, pick somewhere else in the audience to focus for awhile.

Check that the correct slide is projecting.

Projection errors happen. As you change each slide, be sure that the correct slide is being shown. If the wrong slide is projected, ask the projectionist to search for the right one. Don't worry about the pause you take while checking slides or the delay that occurs if you have to search for the correct slide. It gives the audience a chance to relax and think.

Remove each slide when you're done with it.

When you finish talking about a slide, remove it from the screen or move to a blank slide. What you project on the screen should always reinforce what you are saying.

Use the pointer correctly.

Keep in mind that the small tip of light from a laser pointer may be hard for the audience to follow. So, circle the items you wish to highlight with the laser pointer, rather than simply pointing at them. When you are not using a stand-alone pointer, put it down. Otherwise, you will inadvertently wave the point around and distract your audience.

Make the most of the Question-and-Answer period.

This is often the most stressful period for a presenter. Here are some pointers:

- Take the time to make sure you understand the question. It is very common and normal that a presenter finds it hard to understand or remember the question posed, especially if questioner asks a long question or series of questions. Feel free to ask the questioner for clarification or to repeat the question.
- Pause for a while to think out your answer. Take a deep breath and gather your thoughts. What may seem like a panic stricken eternity to you will merely seem like a thoughtful pause to your audience
- Keep in mind that you know more about your own investigation than does the audience.
- Give short, direct answers.
- Sometimes you can anticipate some questions and rehearse answers ahead of time.
- Consider all questions to be queries for information and treat them that way even if they may sound hostile to you. Avoid projecting a defensive attitude.
- Don't feel that you have to give an answer when you can't or there isn't one. If you are well prepared and confident, you can answer "I don't know" comfortably.