2018 QSEN Conference: Presentation Logistics & Tips

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Introductions:

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Road Map for Webinar

Welcome & Housekeeping

Nuts & Bolts of a good presentation
  Tips, Tricks, & General Guidelines

Conference Logistics
  Podium Presentations
  Poster Presentations

Questions / Answers
Objectives

1. Discuss best practices related to the development and delivery of a professional poster presentation.

1. Discuss best practices related to the development and delivery of a professional podium presentation.

1. Discuss key deliverables the 2018 QSEN forum presentations.
The Nuts & Bolts of a Professional Presentation

Adapted with permission from Shannon Graham RN, DNP & Joan Walker RN, MSN
What is Your Greatest Fear?

Death?

Or Public Speaking?
Would You Rather...
So what the worst that can happen?
How to avoid the “worst case” scenario:

Content

Delivery ↔ Design

Mackiewicz, 2008
Determine key points that need to be covered.

Use slide sorter view to create story board & assess the flow
Design:

People can not process two forms of verbal information (words & speech), but can images and speech.

Messages should be developed as visually as possible with meaning - use graphs, maps, & pictures

Pictures should add to the story not simply “fill space”.
Design:

The right font for the job:

Sans Serif fonts – ideal for presentations
- Arial, Verdana, & Tahoma are examples from Microsoft office
- Font size > 22 point for bullets & > 16 point for figure legends

Contrasting:

- Use high contrast text-to-background combinations
- Avoid red-green contrast
Design:

Charts & Graphs:

Avoid 3D option

No more than 5 colors or shapes

Use text boxes to move legend closer to data being displayed
Special Considerations for Podium Presentations

*Less is more, as long as it is enough*

- Delete unnecessary words, slides, & clip art
- Animation is generally avoided
- This will also help prevent you from “reading” your slides

For slide presentations:

- “Six by Six” Rule
  - Six words per line, no more than 6 lines

- “Seven by Seven” Rule
  - Seven words per line, no more than 7 lines
Special Considerations for Poster Presentations

Telling a story - Goal grasp story in 5 min
Read from ~ 4-6 feet away (24+ font)
Flow left to right or top down
Use visuals - pictures, graphs, diagrams, & flow charts
Limited text - highlight key points
No jargon

Use Poster Presentation ppt template :o)
Things to avoid:
The Power of Contrast...

Background & Rule of Three

Rule of Three: People gravitate towards information organized by 3s.
Effective Delivery – Pulling it all together

Appreciative Inquiry –

“Begin with the end in mind” –

“Know thy self” –

“Know your audience” –

Be smarter than the object -
Appreciative Inquiry...

Think back to one of the best presentations (posters) you attended...

What made it great?
What are you looking for in a presentation?
What are you looking for in presenter?

How can you incorporate those into your work?
Begin with end in mind....
Writing objectives

What do you want ‘them’ to get out of the presentation?

Objectives should be measurable

Required for CME, CE

~3 per hour
Bloom’s Taxonomy Verbs:

**Knowledge**
- Remember previously learned information.

**Comprehension**
- Demonstrate an understanding of the facts.

**Application**
- Apply knowledge to actual situations.

**Analysis**
- Break down objects or ideas into simpler parts and find evidence to support generalizations.

**Synthesis**
- Compile component ideas into a new whole or propose alternative solutions.

**Evaluation**
- Make and defend judgments based on internal evidence or external criteria.

**Higher Order Thinking Skills**
- Analyze
- Appraise
- Breakdown
- Calculate
- Categorize
- Compare
- Contrast
- Criticize
- Diagram
- Differentiate
- Discriminate
- Distinguish
- Examine
- Experiment
- Identify
- Illustrate
- Infer
- Model
- Outline
- Point out
- Question
- Relate
- Select
- Separate
- Subdivide
- Test

**Practical Application**
- Appraise
- Argue
- Assess
- Attach
- Choose
- Compare
- Conclude
- Contrast
- Defend
- Describe
- Discriminate
- Estimate
- Evaluate
- Explain
- Judge
- Justify
- Interpret
- Relate
- Predict
- Rate
- Select
- Summarize
- Support
- Value

**Practical Application**
- Arrange
- Assemble
- Categorize
- Collect
- Combine
- Comply
- Compose
- Construct
- Create
- Design
- Develop
- Devise
- Explain
- Formulate
- Generate
- Plan
- Prepare
- Reconstruct
- Relate
- Reorganize
- Revise
- Rewrite
- Set up
- Summarize
- Synthesize
- Tell
- Write

Begin With the End in Mind... write the story...

Create what you want your presentation to be

Scripts are your friend, but just like an actor you might not always follow them to the letter.

Content outline

Stories

Practice, Practice, Practice...
“Know Thy Self....” Presentation Tips

Topic:
Choose a topic that interests you
Know topic/materials
Prep for questions

Voice
“Goldilocks” Voice
No swearing

Gestures
*Appropriate Gestures
Do you have a nervous habit?
Eye contact

Humor
Find comfort level
Let your personality shine
Laugh at self
## Know thy self – tips...

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get a glass of water</td>
<td>Drink carbonated drinks</td>
</tr>
<tr>
<td>Relax</td>
<td>Start with an apology</td>
</tr>
<tr>
<td>Try to feel comfortable – you probably know more than they do</td>
<td>Read</td>
</tr>
<tr>
<td>Cite your sources / ©</td>
<td>Lean on podium</td>
</tr>
</tbody>
</table>
Know your audience.
QSEN Forum Specifics:
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Podium Presentations:
- 20 minutes with 10 minutes for Q/A
- Presentations are due May 11, 2018

Poster Presentations:
- Double sided poster cork boards, 4 feet high x 8 feet wide, will be set up for your use.
- Presenters are responsible for poster set up and take down
- Please do not bring printed copies of your poster
- Please do bring business cards
Podium Presentation:
Internet Posting Agreement
Due May 11, 2018
Questions or need additional follow up - please let us know....

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