



From Clinic to Conference: Present Like a Pro

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Objectives

1. Describe how speaker poise, presentation style, and personal touch enhance a successful presentation.
 2. Compare and contrast the delivery of education to a patient, preceptorship to a student, and continuing education to professional colleagues.
 3. Discuss the components of an engaging presentation that is evidence-based, up-to-date, and effective.
 4. Identify the different options for professional speaking engagements.
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Who is Here?



What?

What are your goals for presenting?

What topic do you want to present on?

What makes your topic or information compelling?



Why?

Why should the audience trust what you have to say?



Where and to Whom?

Where are you planning to present?

Who is your anticipated audience?

The background of the slide features a repeating pattern of light blue question marks on a darker blue background. The question marks are stylized and appear to be floating or layered, creating a sense of depth and movement. The overall color palette is a range of blues, from light to dark.

How?

How do you plan to deliver the material?

How will you engage the audience?

How will you know it was effective?



Clinic vs. Conference

The background is a solid blue color. On the left side, there is a pattern of many small, grey paper airplanes. On the right side, there is a single, larger yellow paper airplane. A white dotted line starts from the yellow airplane and curves in a wavy pattern across the blue background.

10,000 Foot View

1. Plan
2. Prepare
3. Practice
4. Perform

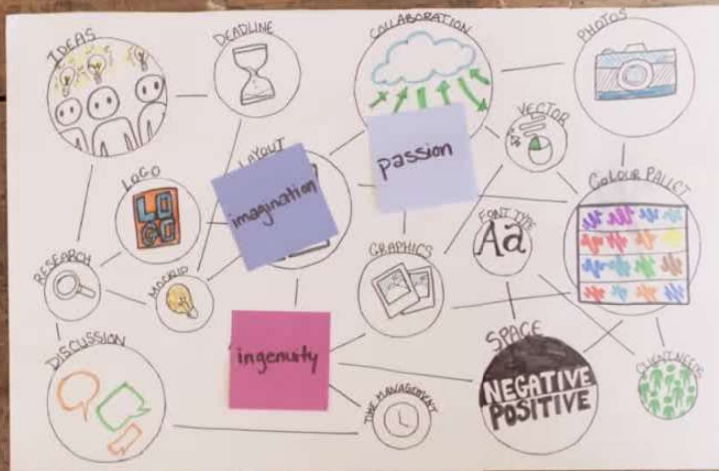


Plan: Framing the Presentation

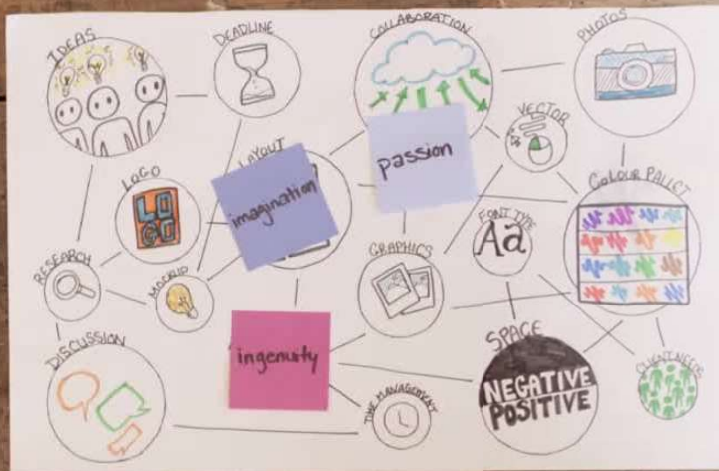
- Who, What, Where, Why, How
- Start and end
- Format

Prepare: Content of the Presentation

- Materials
- Organization and flow
- Audience and setting
- Engagement strategies



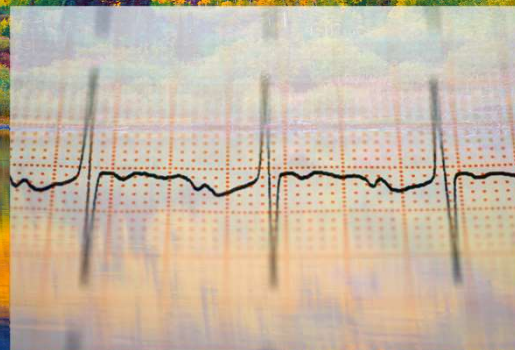
Prepare: Slideshow Do's and Don'ts



- **Title slide:** 38+ font
 - Keep titles succinct and catchy
- **Text:** 28+ font
 - 7x7 rule?
 - Less is more
- Colors/Fonts
- Images = Impact

Example: DON'T

- This is a slide with way too much text on it.
- The color of font is barely legible.
- The size of the font is too small.
- There are paragraphs of information as opposed to simple bullet point words or phrases. Not all the information you are saying needs to be written on the slides. You should rehearse to the point that you will remember what to say without it being on the slides.
- There is a picture, which is great, but it is prohibiting the information on the slide. There was no specific impact intended by this image. It has nothing to do with the theme of the slide or what the presentation is about.



This image is blurry and fragmented.



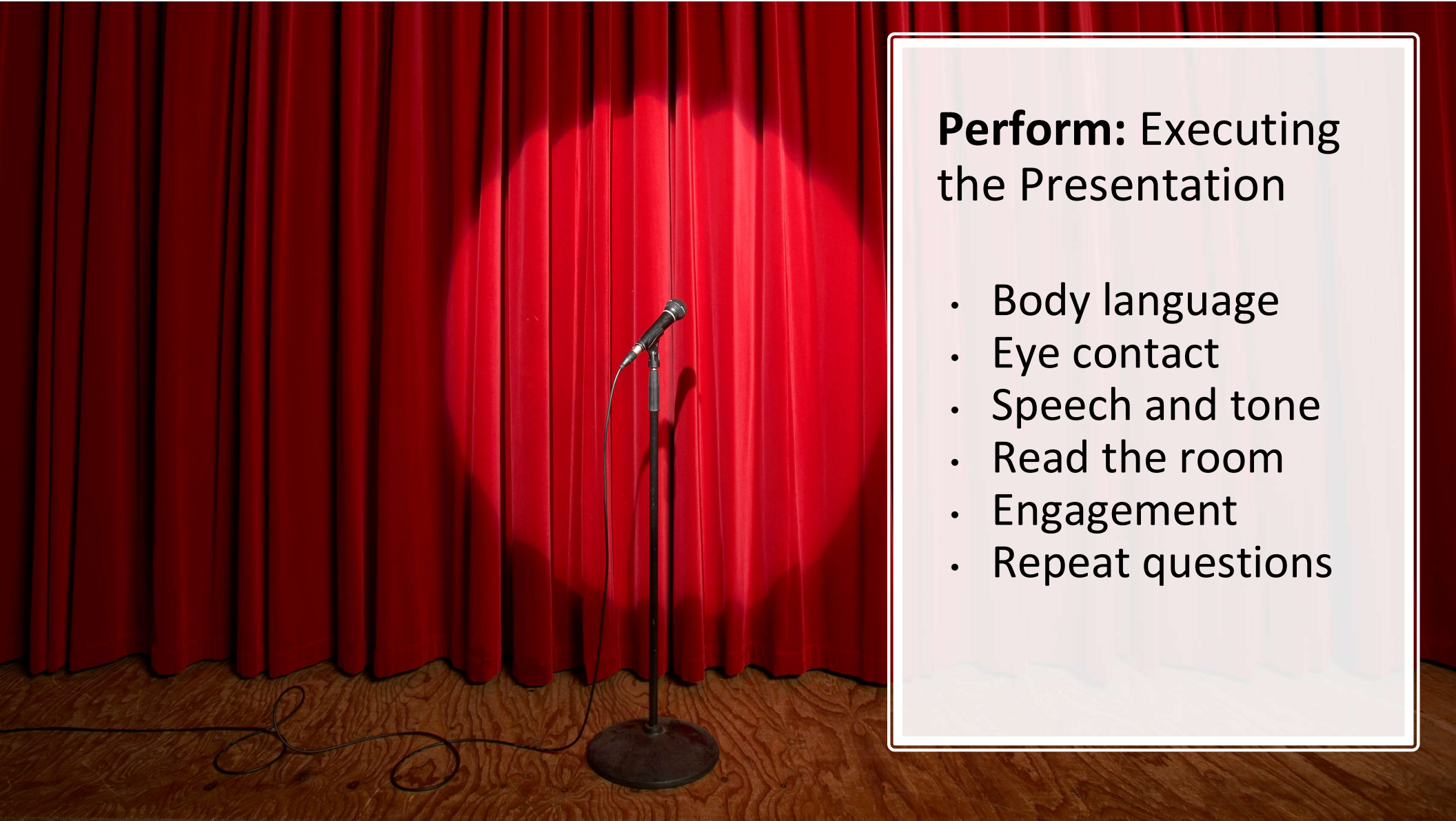
Prepare: “Edutainment”



A photograph of a stage with red curtains and a microphone on a stand. A circular white overlay is on the left side of the image, containing text and a list of bullet points. The background is a stage with red curtains and a wooden floor. A microphone on a stand is positioned in the center of the stage.

Practice: Rehearsing the Presentation

- Know your material
- Timing and animations
- Familiarize yourself with room
- Check, double check, re-check



Perform: Executing the Presentation

- Body language
- Eye contact
- Speech and tone
- Read the room
- Engagement
- Repeat questions



**What Do the
Best Presenters
Do Differently?**

Final Thoughts

Exude confidence

Be passionate

Appeal to your audience

Use creativity

Pace yourself

Engage

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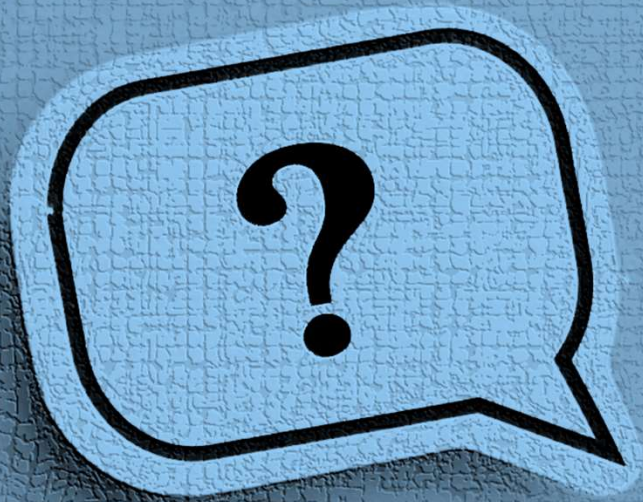
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References

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