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
  - Others need to learn 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

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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 sufficeint 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

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