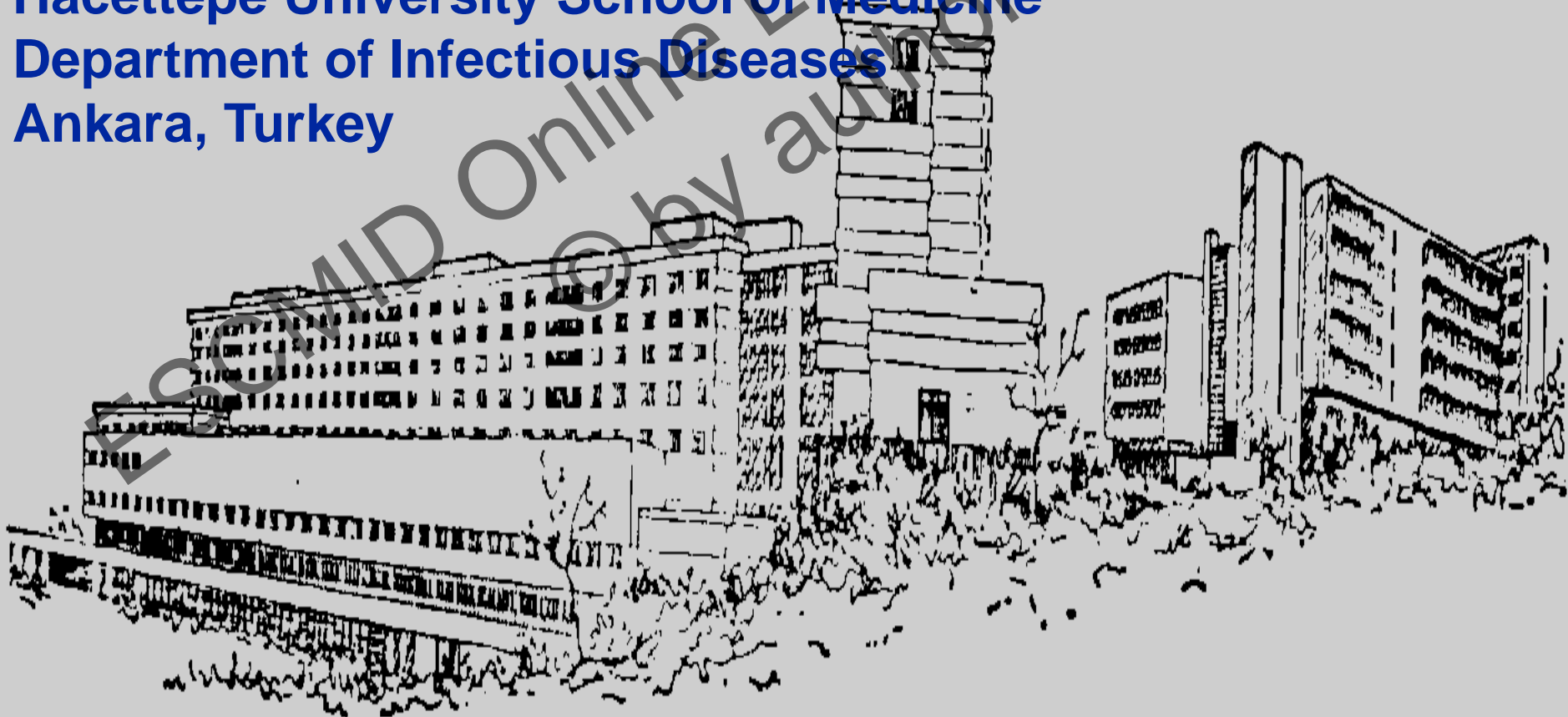


Presenting Your Data: How to Make a Great Slideshow?

Dr. Murat Akova

**Hacettepe University School of Medicine
Department of Infectious Diseases
Ankara, Turkey**



The Secrets of Giving a Memorable Talk

The answer is

I don't know...

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...The Bad News

- All young scientists experience strong anxiety when they present for the 1st time
- Scientific meetings are becoming much *'younger'*

...The Good News

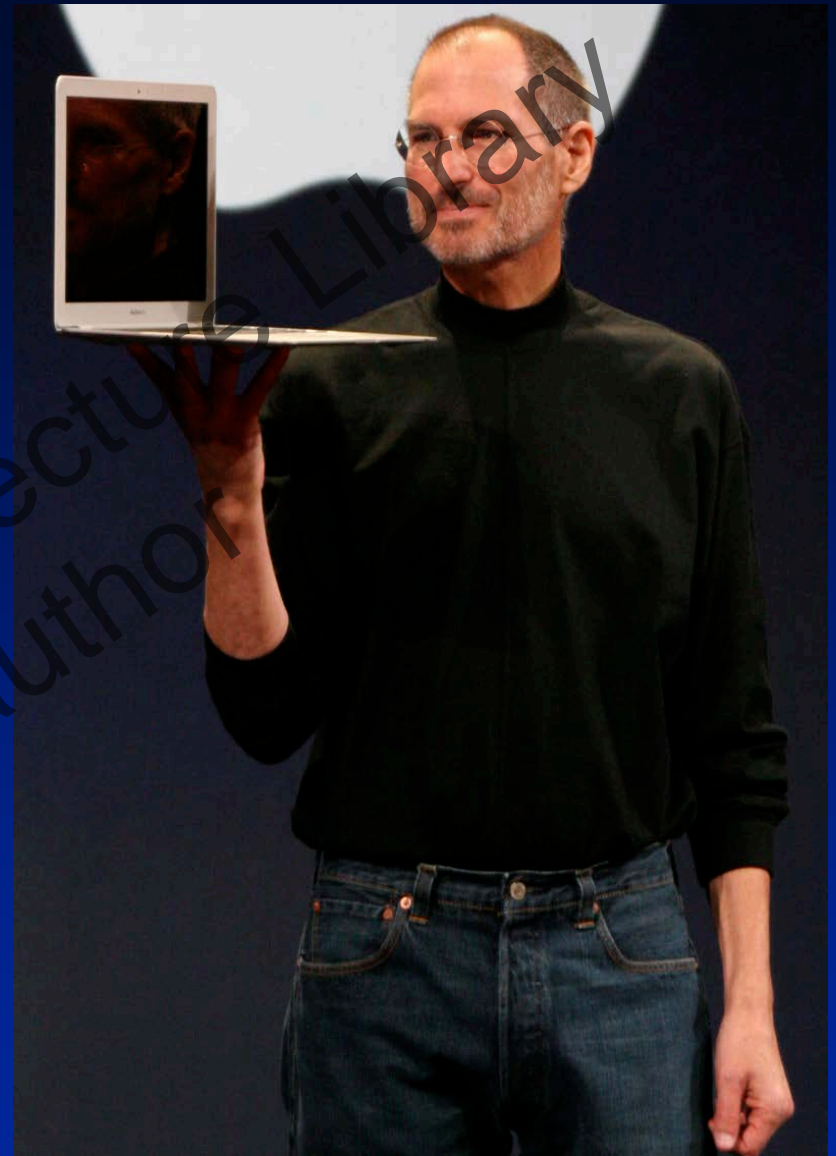
- All young scientists experience strong anxiety when they first present
- **Next time it will be easier**
 - Scientific meetings are becoming much ‘younger’
- **That is how we learn. Practice makes it perfect**

How *not* to Give a Scientific Talk

- **Violate the three cardinal rules**
 - Exceed the allotted time
 - Never practice beforehand
 - Never be prepared for a total failure of modern technology

Venial Sins...

- **Wear clothing that distracts from your science**
- **Wear clothing that doesn't permit easily attaching a portable microphone**



Mannerism

- Continuously wander around the room
- Jingle change in your pocket
- Overdo the use of hand gestures
- Act nervous and confused
- Never make an eye contact
- Face screen and read
- Continuously wave your pointer on the screen

Level of Talk

- Make the talk either too technical or too simple

What You Know vs How much you know about it

What You Know

Everything

Nothing

Undergrad

Master's

Ph.D.

Oops! You overshot it!

A Little

A Lot

How much you know about it

A person can have the greatest idea in the world.

But if that person can't convince enough other people, it doesn't matter.

Gregory Berns

Simplicity is the ultimate sophistication...

Steve Jobs

1955-2011



If information is presented orally, people remember about 10% of the content 72 hours later. That figure goes up to 65% if you add a picture.

BIRD



10%

65%

MACBOOK AIR

Display

13.3 inch LED-backlit glossy widescreen display

- Support for millions of colors
- Supported resolutions:
 - 1280 by 800 (native)
 - 1024 by 768 (pixels)
 - 4:3 (aspect ratio)

Size & Weight

- ✓ Height: 0.16 - 0.76 inch (0.4-1.94 cm)
- ✓ Width: 12.8 inches (32.5cm)
- ✓ Depth: 8.94 inches (22.7 cm)
- ✓ Weight: 3.0 pounds (1.36 kg)

Storage

120 GB hard disk drive
or
128GB solid-state drive

Processor & Memory

- 1.6ghz processor
 - 6MB shared L2 cache
- 1066 MHz frontside bus
- 2GB of 1066 MHz DDR 3 SDRAM

Battery Power

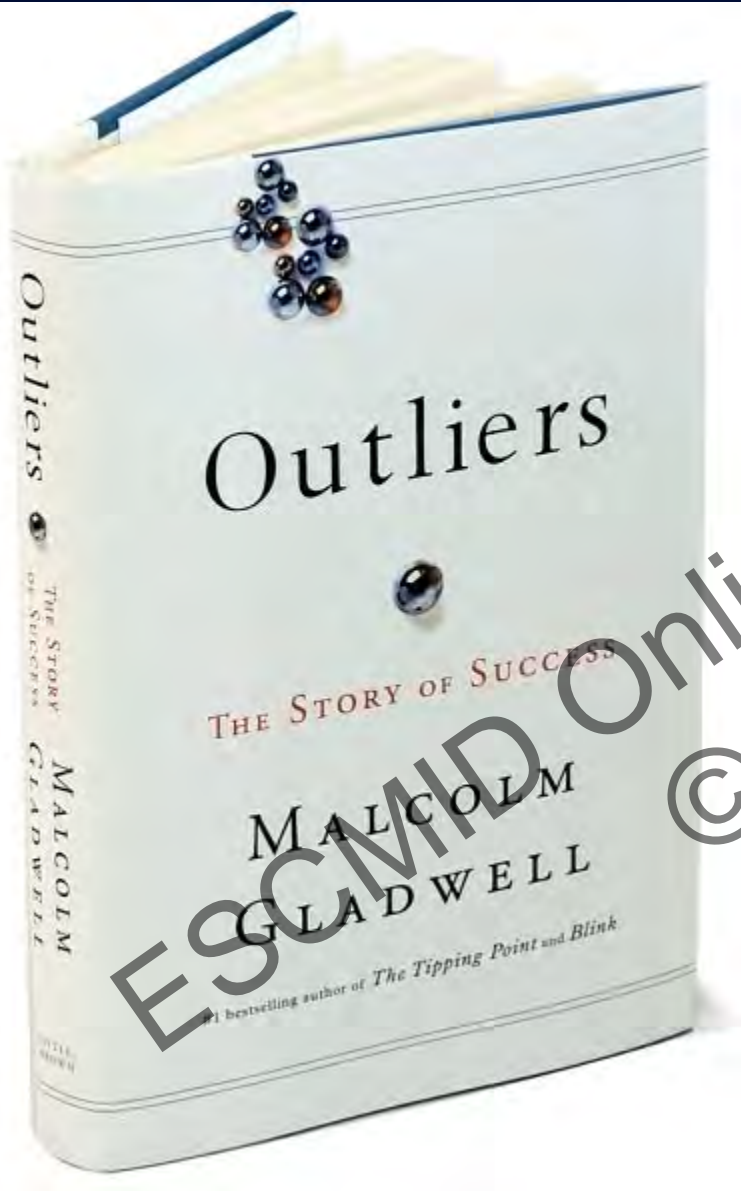
- Integrated 37-Watt-hour Lithium-polyr
- 45W MagSafe Power Adapter
- MagSafe power port
- 4.5 hours of wireless productivity





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10,000-hour Rule

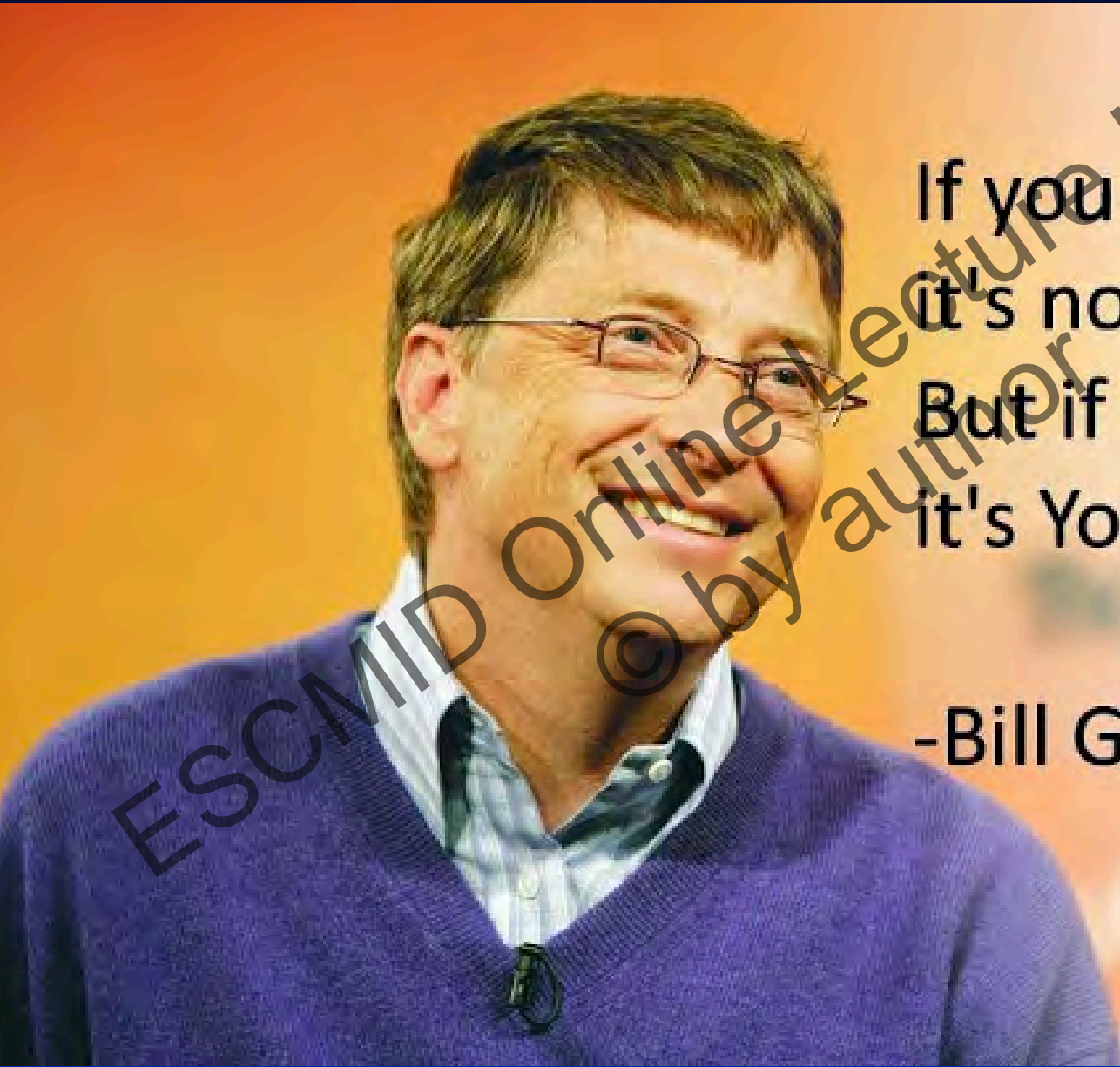




THE BEATLES

The Story of The Beatles

- **Came to the US on February 1964 starting British invasion of the American music scene**
- **Had been invited to perform in a strip club in Hamburg in 1960**
- **While in Hamburg, they played 8/24 for the entire week as compared 1-h sessions in Liverpool**
 - **By 1964, they had performed live almost 1200 times**



If you Born Poor
it's not Your Mistake,
But if you Die Poor
it's Your Mistake

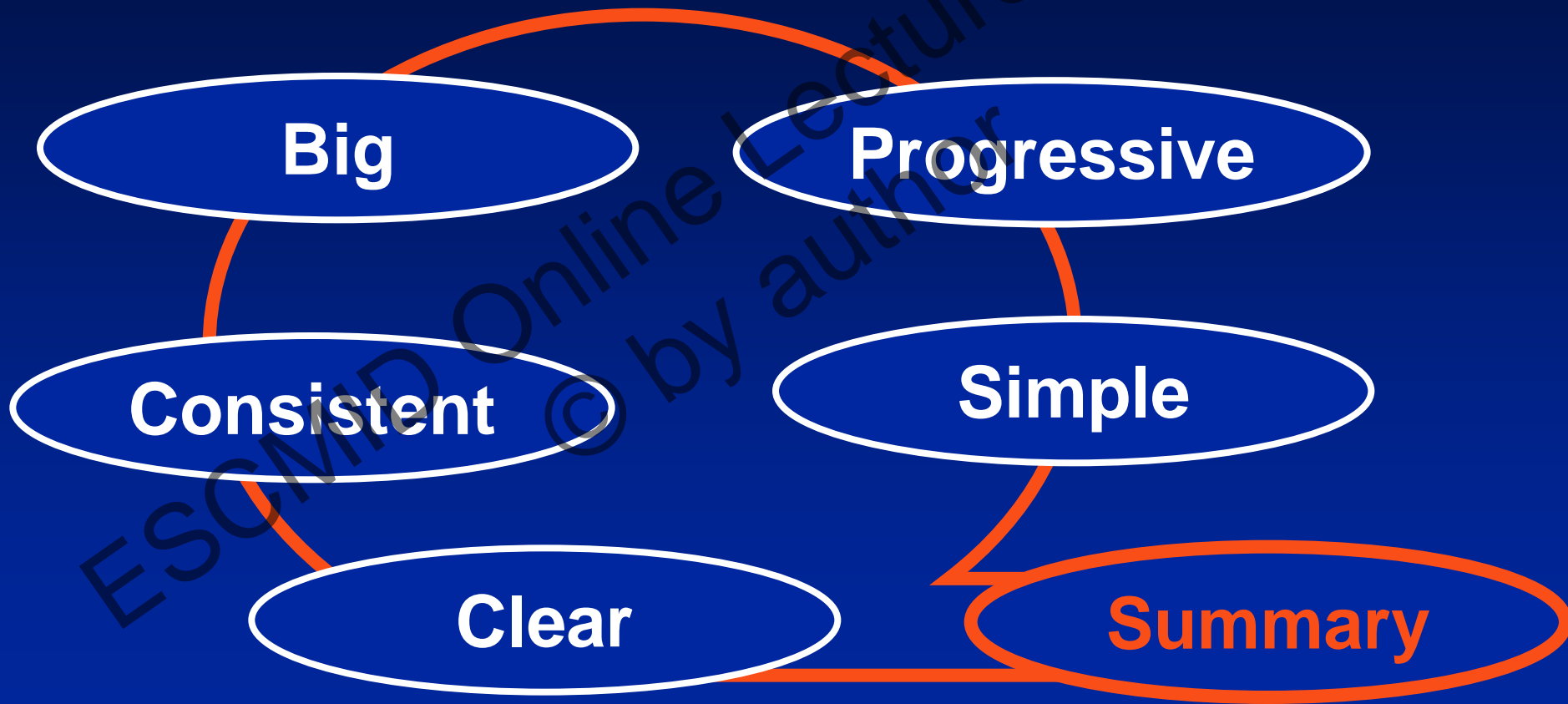
-Bill Gates

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Bill Gates' Story

- Born to wealthy family
- Sent to a private school in 7th grade in 1967
- The 2nd year in the school, a computer club is established and Gates started to live in there!
 - Started real-time programming as an 8th grader

Designing Effective PowerPoint Presentation



Make It Big

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Make it Big (Text)

- This is Arial 12
- This is Arial 18
- This is Arial 24
- This is Arial 32
- This is Arial 36
- This is Arial 44

Make It Big (How to Estimate)

- Look at it from 2 meters away

2 m



Keep It Simple

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Keep It Simple (Text)

- **Too many colours**
- **Too Many** Fonts **and** Styles
- **The 6 x 7 rule**
 - No more than 6 lines per slide
 - No more than 7 words per line

How can You Evaluate a Slide Prepared to Diagnose Infection and Gram Stained?

- When you evaluate a Gram-stained slide, you cannot see any microorganisms if the concentration of the bacteria in the fluid which you are examining below 10^4 cfu unless this fluid is centrifuged before preparing the slide
- SWABS FROM THE SKIN LESIONS OR ANY DRAINING LESIONS USUALLY ARE NOT VALUABLE AND MISLEADING; THUS THEY SHOULD NOT BE USED IN ANY CASE
- One should always use deep-tissue aspirates not draining sinus whenever possible. If you get a positive culture from a swab, you may almost always consider it as a colonizer

Hints for Gram Stain

- Concentrations $<10^4$ cfu are invisible unless centrifuged
- Swabs usually are not valuable and misleading
- Always use deep-tissue aspirates not draining sinus cultures

"ESKAPE" Pathogens

Clinical Outcomes: Mortality

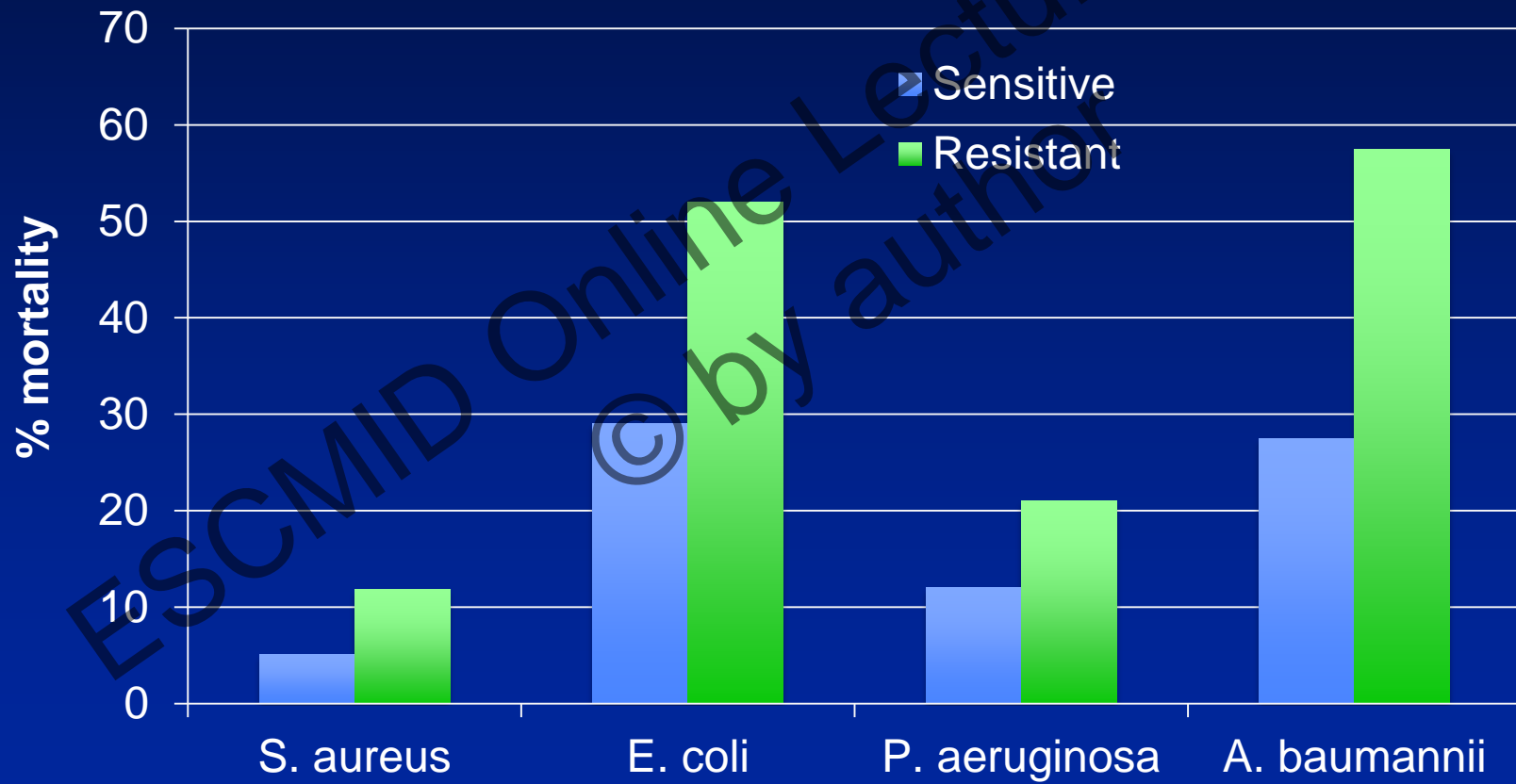
	VRE	VSE	
Bacteremia ¹	n=683	n=931	OR 2.52*
	MRSA	MSSA	
Bacteremia ²	11.8% (n=382)	5.1% (n=433)	p<0.001
	KPN-ESBL+	KPN-ESBL-	
Bacteremia ³	52% (n=48)	29% (n=99)	p<0.05
	AB (IMP-R)	AB (IMP-S)	
Bacteremia ⁴	57.5% (n=40)	27.5% (n=40)	p=0.007
	MDR-Pae	No-MDR-Pae	
Bacteremia ⁵	21% (n=40)	12% (n=40)	p=0.08
	EB (IMP-R)	EB (IMP-S)	
Serious infections ⁶	33% (n=33)	9% (n=33)	p=0.038

*95% CI, 1.9–3.4

VRE=vancomycin-resistant enterococci
 VSE=vancomycin-susceptible enterococci
 MRSA=methicillin-resistant *S.aureus*
 MSSA=methicillin-susceptible *S.aureus*
 KPN=*K.pneumoniae*
 ESBL=extended-spectrum β -lactamase
 AB=*A.baumannii*
 IMP=imipenem
 Pae=*P.aeruginosa*
 EB=*Enterobacter spp.*

1. DiazGranados et al. *Clin Infect Dis*. 2005; 41:327–33.
2. Melzer M, et al. *Clin Infect Dis*. 2003;37:1453-1460.
3. Tumbarello M, et al. *Antimicrob Agents Chemother*. 2006;50:498-504.
4. Kwon K. et al. *J Antimicrob Chemother*. 2007;59:525–530.
5. Aloush V. et al. *Antimicrob Agents Chemother*. 2006;50: 43–48.
6. Marchaim D. et al. *Antimicrob Agents Chemother*. 2008; 52:1413-1418.

Comparative Mortality in Bacteremia with Resistant Pathogens



Diaz-Granados, et al. CID 2005;41:327

Melzer M, et al. CID 2003;37:1453

Aloush V, et al. AAC 2006;50:43



Keep It Simple (Picture)

- Art work may distract your audience
- Artistry does not substitute for content



Keep It Simple (Transition)

- This transition is annoying, not enhancing
- "Appear" and "Disappear" are better

Keep It Simple (Animation)

2 m

Too distracting !



Keep It Simple (Animation)

2 m

Simple & to the point



Make It Clear

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Make It Clear (Capitalisation)

- **ALL CAPITAL LETTERS ARE DIFFICULT TO READ**
- **Upper and lower case letters are easier**

Use Contrast

These colors contrast

These colors don't contrast

These colors don't contrast

These colors contrast (harder to read?)

These colors contrast (harder to read?)

Make It Clear (Fonts)

Sanserif



clear

Serif



busy

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Make It Clear (Fonts)

- **Serif fonts are difficult to read on screen**
- **Sanserif fonts are clearer**
- *Italics are difficult to read on screen*
- **Normal or bold fonts are clearer**
- **Underlines may signify hyperlinks**
- **Instead, use colours to emphasise**

Be Consistent

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Be Consistent

- Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract

Be Consistent

✓ Differences draw attention

• Differences may imply importance

• Use surprises to attract not distract

┆ This tick draws attention

Be Consistent

- ✓ Differences draw attention
- Differences may imply importance
- Use surprises to attract not distract



These differences distract!

Be Consistent

- Differences draw attention
- Differences may imply **importance**
- Use surprises to attract not distract

This implies importance



Be Consistent

- Differences draw **attention**
- Differences may imply **importance**
- Use **surprises** to **attract** not **distract**

**Confusing differences!**

And...

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When Presenting

- **Speak loudly and clearly with fluctuation**
- **Maintain eye contact with your audience**
- **Ask questions of your audience**
- **Don't read the slides word-for-word**

When Answering Questions

- Repeat the question
- If you don't know the answer then say 'I don't know'
- If the questioner disagrees, then defuse the situation
- Never insult questioner

In Summary

- **Big**
- **Simple**
- **Clear**
- **Progressive**
- **Consistent**

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Yes, you can make it...

Good luck....

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References

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2. <http://www.slideshare.net/cvgallo/the-presentation-secrets-of-steve-jobs-2609477>
3. http://www.kumc.edu/SAH/OTEd/jradel/Preparing_talks/103.html