

université
PARIS-SACLAY

GRADUATE SCHOOL
Health and
Drug Sciences



Presentation techniques

**Development of Drugs and Health
products -**

**International Master 1
D2HP**

The Golden rules

The 10-20-30 Rule

The venture capitalist Guy Kawasaki has a very neat rule about using visuals. He calls it the 10-20-30 Rule. Ten is the number of slides you should have – just ten. And 20 is the number of minutes you should speak for. Of course, Guy's job is listening to people pitching to him for venture capital, so if you can't say it in 20 minutes in ten slides, you probably don't have much of a venture! But the best bit of the rule is the 30. Guy says don't use fonts smaller than 30 point because older people, the ones with the money, can't read them! He says find out who the oldest person in your audience is, divide their age by two and that is your optimal font size. So, as Guy puts it, 'Unless you are presenting to 16-year-olds, don't use the eight point font!'

The Five Golden Rules You Must Follow to be Effective in Presentations

- Long introductions at the beginning are a complete waste of time – get to the point!
- Never apologise for being unclear, skipping points, having difficult-to-read visuals, etc.
- It's a mistake to get too involved in the details – put those in the handouts.
- Quoting figures is not as effective as telling anecdotes and stories to illustrate your point.
- Conversation, not presentation – that's how to build rapport with your audience.

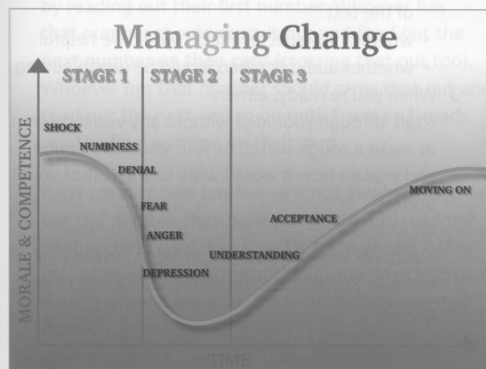
The 666 Rule

The 666 Rule basically states that you should never have more than six words per bullet point, no more than six bullets per slide and no more than six bullet-point slides in a row. This is supposed to reduce the amount of textual information and make your slides easier to read. But, if you think about it, you don't really want your audience to be reading – you want them to be listening! And the 666 Rule can actually mean your audience has to get through 216 words! What are you supposed to be doing while they do that? Because if you speak, they certainly won't be listening! One solution to this problem is to display the bullets one at a time, always making sure to *tell* before you *show*.

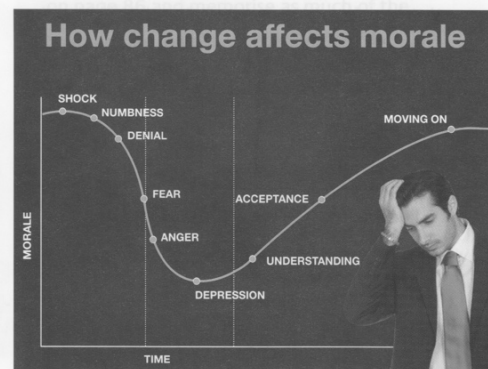
4A Visual aids

8 BEFORE AND AFTER How successfully do you think the designer has improved the slides?

Before



After



The text is gradually revealed as the presenter speaks using 'custom animation'.

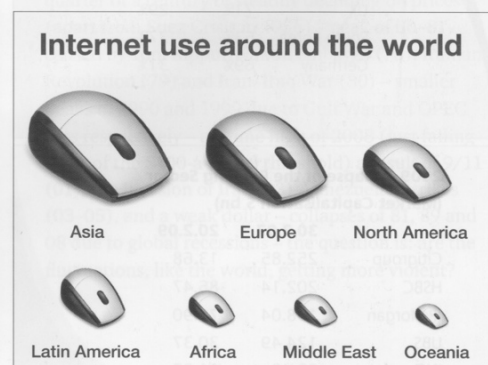
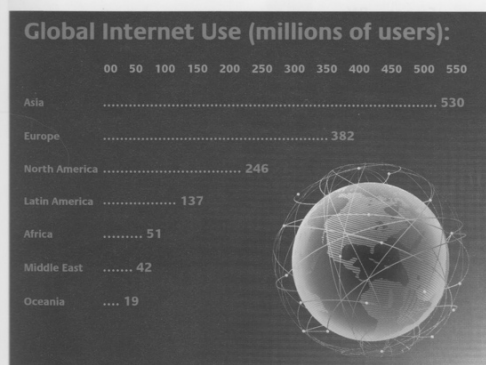
Ideas are like turtles ...

- many are born
- most die quickly
- some require nurturing
- all are vulnerable
- few survive to maturity

Ideas are like turtles – many are born ...

... but few survive.

The text is revealed in two parts as the presenter speaks using 'custom animation'.



Better Public Speaking-Vocal Exercises

Exercise 1

Here is an example of Text-scripting. Read through it a few times alone, practicing all the indications, and then read it to several classmates. Select some people who have followed the indications as closely, and naturally, as possible. Have them read their "interpretation" to the class. Then listen to the video for the original version.

"These are grim economic times, fellow "TEDsters," grim economic times indeed. And so, I would like to cheer you up with one of the great, albeit largely unknown, commercial success stories of the past 20 years. Comparable, in its own, very peculiar way, to the achievements of Microsoft or Google. And it's an industry that has bucked the current recession with equanimity. I refer to organised crime."

"Michel Glenny investigates global crime networks", TEDGlobal Sept 2009

http://www.ted.com/playlists/126/the_big_picture.html

Exercise 2

Split the class into groups. Each group will mark one of the three following texts (you can have 3, 6 or 9 groups). After they have scripted the text, they must practice speaking it to each other, following all their markings. One person selected from each group will present the text; then the whole class will listen to the original version.

No. 1

"...we shall defend our Island, whatever the cost may be, we shall fight on the beaches, we shall fight on the landing grounds, we shall fight in the fields and in the streets, we shall fight in the hills; we shall never surrender, and if, which I do not for a moment believe, this Island or a large part of it were subjugated and starving, then our Empire beyond the seas, armed and guarded by the British Fleet, would carry on the struggle, until, in God's good time, the New World, with all its power and might, steps forth to the rescue and the liberation of the old."

Winston Churchill, "We shall fight on the beaches" 1940

http://www.youtube.com/watch?v=MkTw3_PmKtc (minute 1:30)

No. 2

"We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that challenge is one that we're willing to accept, one we are unwilling to postpone, and one we intend to win."

John F. Kennedy, "The decision to go to the moon" 1962

<http://www.youtube.com/watch?v=g25G1M4EXrQ> (minute 1:31)

No. 3

"I have a dream that one day down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of interposition and nullification – one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers.

I have a dream today."

Martin Luther King, "I have a dream" 1963 <http://www.youtube.com/watch?v=smEqnklfYs>

You now have enough tools and techniques to help you become a much more effective and interesting speaker. Your vocal image sends a message that is separate from your words. It can contribute or detract from your credibility. "A man's style is his mind's voice. Wooden minds, wooden voices." - Ralph Waldo Emerson

So Intonation 1

Once you have mastered the basic technique of pausing and stressing in the right places, you can start to give real expressive power to your presentation by making full use of the rise and fall of your voice.

ass TASK 1

Listen to the following presentation extract. Notice how the speaker keeps their voice up or level in the middle of statements, and lets it drop at the end:

As a **business** EVOLVES
it goes through **FOUR BASIC STAGES**.
And at every **stage** of the **business** LIFE cycle
your **company's** financial **needs** are going to **CHANGE**.

So, what **are** those **FOUR STAGES**?

Well, **obviously**, when your **business** is **NEW**
what you **need** most of **ALL**
is **INVESTMENT capital**
and a **detailed BUSINESS plan**.

But **once** your business is **established** and **GROWING**
and you've got a **solid CUSTOMER base**,
then it's time to look into **INVESTMENT**
and the proper **use** of your **RESOURCES**.

Companies that fail to **GROW**
simply **DECLINE**.

So as your **business** **EXPANDS**,
you're almost **certainly** going to **need additional FINANCING**.

And **FINALLY**,
by the **time** the **business** is **MATURE**,
you'll **want** to get an **accurate VALUATION**
so that, **should** you **WANT** to,
you can **sell off** the **company** at a **decent PROFIT**.

TASK 2

Present the above extract until you are happy with the way you sound. Compare your version with the one on the cassette.

Notice how a dramatic rise in your voice creates anticipation and suspense, but a sharp fall gives weight and finality to what you have just said. Keeping your voice up tells the audience you are in the middle of saying something and mustn't be interrupted. Letting your voice drop lets them know you've completed what you wanted to say.

Sound Scripting 2

After knowing where to pause, knowing which words to stress is the most important skill you need when you are presenting to an audience.

TASK

Complete the sound script from the previous unit on your PC by:

1. changing all the stressed words into bold
2. printing in CAPITALS the heavily stressed words (especially at the end of each chunk and for contrast)

Then compare your version with the one below:

The world's most popular DRINK
is WATER.
You probably knew that ALREADY.
After all,
it's a basic requirement of life on EARTH.
But did you KNOW
that the world's SECOND most popular drink
is COKE?
And that the human race drinks
six hundred million Cokes a DAY?
Now, let's just put that into some kind of PERSPECTIVE.
It MEANS
that EVERY WEEK
of EVERY YEAR
people drink enough COKE
to fill the World TRADE Center.
In FACT,
if all the Coca-Cola ever CONSUMED
was poured over Niagara Falls
instead of WATER
it would take nearly TWO DAYS to run DRY.
There's almost nowhere on the PLANET
from MIAMI
to MALAWI,
where the word COKE
isn't instantly RECOGNIZED.
The brand name ALONE
is worth THIRTY BILLION DOLLARS.
And that's what makes COKE
a GLOBAL MARKETING PHENOMENON.

Radio Sales Pitch -The Max SD Tens machine (Now you script!)

Do you suffer from backaches, headaches, toothaches, muscle ache? Do you want instant pain relief? Are you longing for a reliable, safe, rugged, user friendly device, which is not only "state of the art" but moreover cost effective?

Let me upgrade your knowledge on a much-improved version of the Tens machine. A new means of relieving pain. Our Max SD which provides the answer to your utmost requirements and is already available on the market.

Let me explain to you all the features of this outstanding device. It can be worn under your clothes. It is small in size, thin, light weight, and battery operated. It has a removable cover which makes it possible for you to have easy access to the display panel which is readable even for our senior citizens. You can choose you cycle (as with a washing machine). You can adjust the intensity, switching from a low intensity current to a high intensity current.

To use it you simply plug in the wires, stick the electrodes onto the nerve ends of the painful area of the body. They are adhesive like Post Its.

There is a wide range of possibilities and the Max SD comes with a complete, very easy to follow operating manual. Moreover, the energy consumption is low. It is a versatile device that can be used wherever you wish except underwater or in a bath tub.

Why suffer needlessly when you can take advantage of our "state of the art" advanced technology? If you're not satisfied with this product, you will get your money back.

Call our toll free 800 - number 800 000 001! Call now for a free ten-day home trial.

Call now and get a special leather case free. Call now and you'll never suffer again! Thank you.

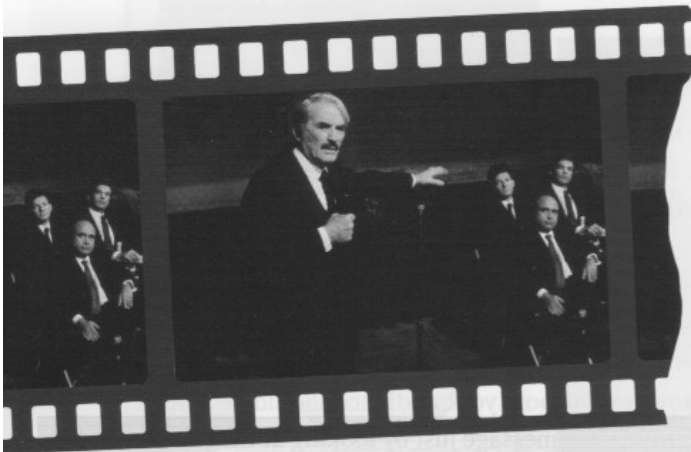
Voice power

Work in opposing teams. You are going to re-enact two dramatic presentations from the classic business movie "Other People's money"

The scene: Andrew Jorgenson is the old chairman of New England Wire and Cable, a company which is not doing well. Lawrence Garfield, also called "Larry the Liquidator" a major shareholder is trying to persuade the others to vote him as chairman so he can sell off the company's assets before the share price falls further, but which will mean the closure of the firm and the loss of thousands of jobs.

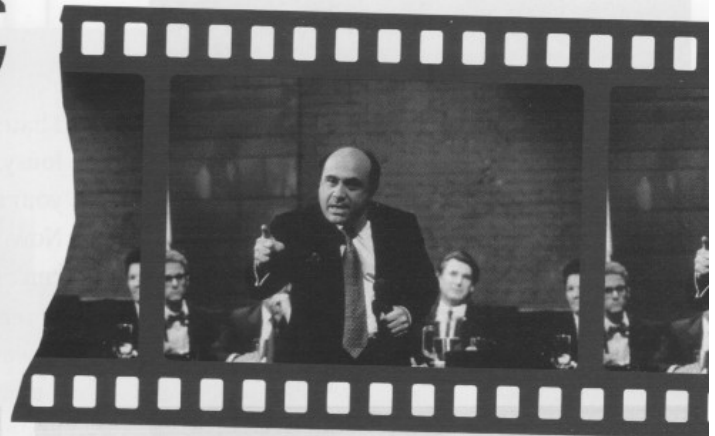
Each team should choose a presenter to oppose the other team and coach them to deliver their speech by going through the text:

- marking short pauses (|), longer pauses (||) and very long pauses (|||)
- marking intonation (↑ or ↓)
- underlining stressed words and phrases
- highlighting louder and quieter parts of the speech in different colours.



Gregory Peck as Andrew Jorgenson

I want to share with you some of my thoughts concerning the vote that you're going to make in the company that you own. This proud company, which has survived the death of its founder, numerous recessions, one major depression, and two world wars, is in imminent danger of self-destructing – on this day, in the town of its birth. There is the instrument of our destruction. I want you to look at him in all of his glory, Larry the Liquidator, the entrepreneur of post-industrial America, playing God with other people's money. This man leaves nothing. He creates nothing, he builds nothing, he runs nothing.



Danny DeVito as Lawrence Garfield

This company is dead. I didn't kill it. Don't blame me. It was dead when I got here. It's too late for prayers. For even if the prayers were answered, and a miracle occurred, and the yen did this, and the dollar did that, and the infrastructure did the other thing, we would still be dead. You know why? Fiber optics. New technologies. Obsolescence. We're dead all right. We're just not broke. And you know the surest way to go broke? Keep getting an increasing share of a shrinking market. I'm not your best friend. I'm your only friend. I don't make anything? I'm making you money.

Rehearse your talk a few times. When both teams are ready, give your presentations to the annual stockholders' meeting of New England Wire and Cable. Who did the better job? Who gets your vote?

Opening and Closing

Many of the techniques you can use to open a presentation will also work well to close one. But this is your last chance to get your message across.

“People tend to remember openers more than any other part of a presentation, except perhaps for the closing remarks.” Andrew Leigh, presentation coach.

“The secret is: have a good beginning, a good ending and keep them as close together as possible” George Burns, actor and comedian.

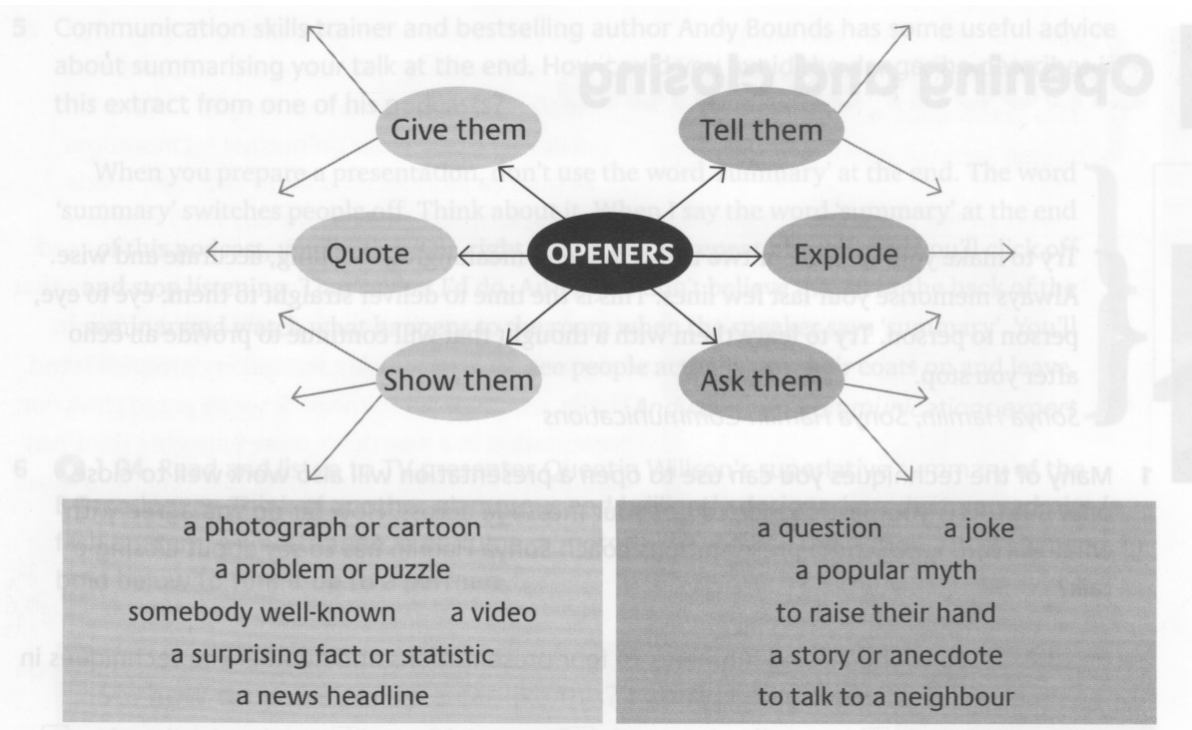
2 According to communication expert Andrew Leigh, there are four stages to opening a presentation. He calls these the A, B, C and D of openings. What do you think those letters stand for?

- 1 Capture your audience's interest instantly = A _ _ E _ T _ _ N
- 2 Explain what they will gain from the talk = B _ N _ F _ T
- 3 Show them you have the authority to speak = C _ _ D _ B _ _ _ _ Y
- 4 Give them a route map of the presentation = D _ R _ _ T _ _ N

3 Now match the openings below to the stages in 2. There are two openings for each stage.

<p>a</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> In the 60 minutes it will take me to give this presentation, 7,000 US businesses will go bust. </div>	<p>b</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> In my 15 years in Silicon Valley I've learned quite a bit about managing risk. </div>	<p>c</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> Somebody once said: 'a brand is a promise'. But what happens when that promise is broken? </div>	<p>d</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> By the end of this morning's talk you'll know how to say 'No' and feel good about it. </div>
<p>e</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> My presentation this afternoon is in three main parts. Feel free to interrupt as we go along. </div>	<p>f</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> What I hope you'll get from this afternoon's session is a clearer idea of how CRM works. </div>	<p>g</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> I was fortunate enough to be part of the team at VW that developed the original Golf GTI. </div>	<p>h</p> <div style="border: 1px solid gray; border-radius: 15px; padding: 10px; background-color: #f0f0f0;"> Today we're looking at options A and B. And I'll be happy to take questions at the end. </div>

4 What ways are there of capturing your audience's interest right at the start of a talk? With a partner complete the mind map opposite, using the phrases in the boxes.

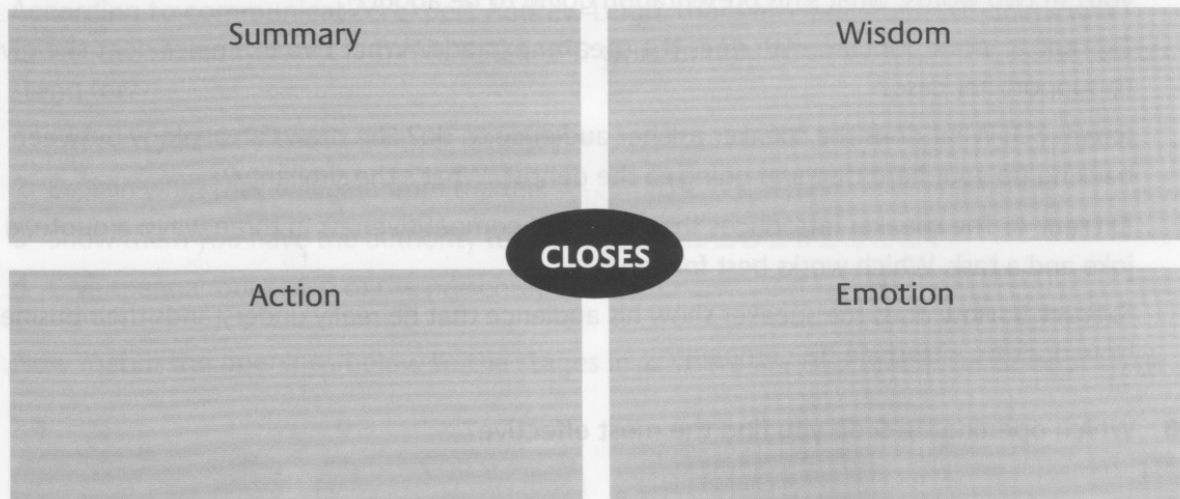


7 Some of the presentation openings you've just listened to are listed below. Write in the missing words.

imagine joke know like misconception raise said turn

- a Did you that ...?
- b Could I ask you to your hand if you ...?
- c Could you to a partner and discuss ...?
- d Just what it would be like to ...
- e I think it was ... who
- f There's a common that ...
- g My favourite about that is ...
- h How would you to be able to ...?

4 Group the expressions according to which closing technique they can best be used for.



- a Let's take a look back at what we've spoken about this morning.
- b I'm reminded of the words of ...
- c Now let's get out there and ...!
- d If you take just one thing from this talk, take this ...
- e In the end, this is what matters
- f Here, at a glance, are the main points I've made ...
- g So, how to sum up?
- h I'm counting on you to ...
- i We have a saying where I come from ...
- j So what does all this really mean for you – personally?
- k In a nutshell, then ...
- l In the famous words of ...
- m So, next time you ..., remember to ...

“Try to make your last line or two truly eloquent, meaningful, touching, accurate and wise. Always memorize your last few lines. This is the time to deliver straight to them: eye to eye, person to person. Try to leave them with a thought that will continue to provide an echo after you stop.” Sonia Hamlin, Communicator.

SIGNPOSTING YOUR PRESENTATION

Introduction

Can everyone see? Well, good morning ladies and gentlemen. Thank you for coming.
Before we start I'd like to introduce myself. My name is.....and I am the....(position)
of.....(company)
I am here today to talk about....
I'm going to look at three main areas.
First, I'll talk about

Then I'll cover
And finally

My presentation will take around 10 minutes. If you have any questions, I'll be happy to answer them at the end of my talk.

Main presentation

First of all, I'd like to look at ...
Any questions so far?
Secondly,

I must emphasize that
The question is

Explaining images, graphs or data

I'd like you to look at....You will see from this chart that.....
As you can see from the graph,...

The figures show that.....

Basic signposts

If I can *side-track/digress* for a moment
As I *mentioned earlier*
I'll *come back to* that in a moment ...
Now let's *move on to* the question of

I'd now like *to turn to*...
Let me *expand on* this point...
Let me *elaborate on* that
Let's *recap on* those last points
This brings me to my last point, which is
As you know,...

In general,...

On the other hand,...

Finally,....

Conclusion

In conclusion, let me briefly go through the main points again. First I talked about....., then I described, and finally I
Right, I think that's everything. Let me finish by thanking you very much for your attention. And now, if there are any questions, I'll be happy to try and answer them.

Dealing with questions

Could you be a little more specific?
Can I just check what you're asking?
You've raised an important point there. Could I ask what your own view is?
Anyone like to comment on that?
Jane, this is your area. Would you like to make a comment?
We only have a few minutes left. Is there one last question?

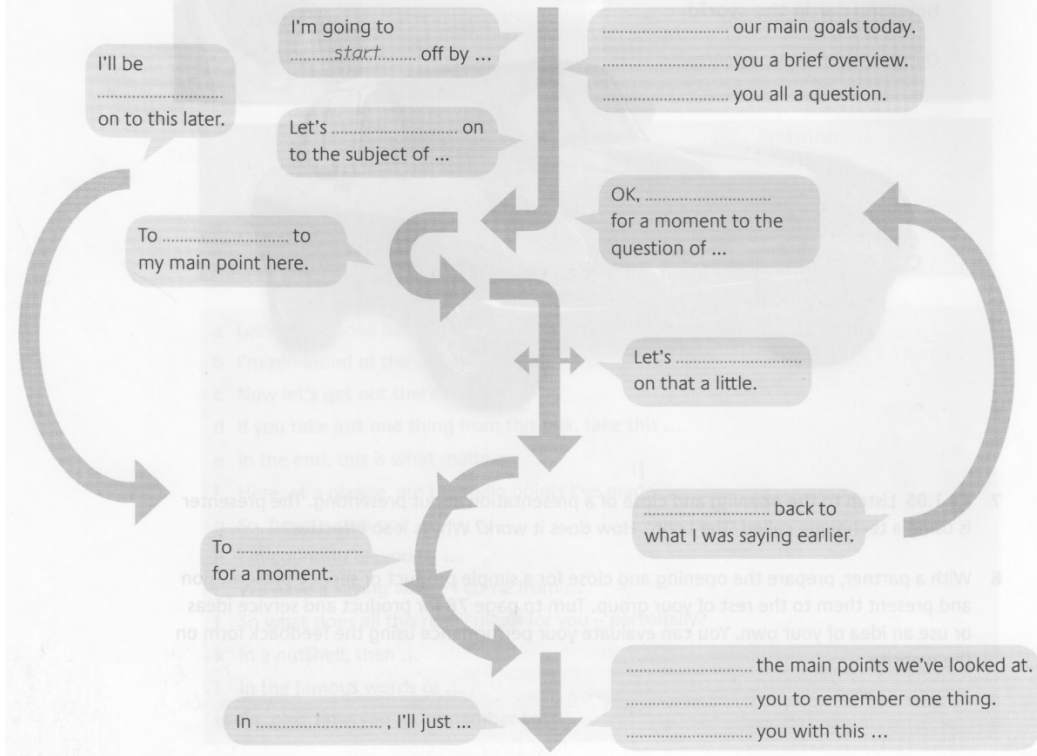
Smooth Structure



A presentation is very much like a journey. We need to explain: 'Where are we going?' And then along that journey as we move through it, we need to explain how we're moving on. Are we making progress? And, finally, when we get to the end, we've got to close our presentation in a way that's more engaging than 'Any questions?' So finding something that reiterates those key points at the end is absolutely essential.
 Rob Geraghty, *The Wow Factor*

2 If a presentation is a kind of journey, then the ability to signpost that journey is clearly critical. Complete the 'signpost language' below:

ask digress expand leave move return start summarise
 asking closing coming giving going outlining turning



5 THE SIGNPOST MAZE Work with a partner. You are going to play a game to practise using signpost language.

Enter the maze below and take it in turns to speak using the signpost notes to help you. One of you should take the grey squares and the other the blue. Follow the arrows until you reach the exit. Then swap squares and see if you can find a different route.

If you can't think of what to say, you lose a point!

Once you're used to the game, try just looking at the notes in each square as you play and then standing up to speak.

The situation is: a presenter is reporting to his/her superiors on an intercultural project he/she is involved in.

ENTER				
Then • like • talk you through • main phases • project	First • briefly • going • give • some background	Like • start off • outlining • main goals today	First of all • going • give • brief overview • project	Then • like • fill you in • some • details
But before • start • let • ask • question	Let's move on • subject • planning	Turning • moment • question • schedules	Moving on • some • initial problems • faced	By • end • talk • hope • clearer idea • progress • made so far
So • next question • how did • deal • cultural differences?	If • could just digress • moment here	Just • return • main point • a minute	This leads us • question • virtual teams	Perhaps • should just expand • that a little
We'll • coming on • this later	Going back • what • saying earlier	I'll • saying more • this later on	This brings us • question • budgeting	Like • take • moment • talk • logistics
Closing • just like • summarise • some • main points • looked at	OK, well • brings me • end • presentation • thanks very much	Conclusion • general • been • very successful project	OK, so • looked • logistics • let's finish • talking • next phase	Any questions • like • ask • this point?
EXIT				

Body Language

5 Look at the statements below and match them to the gestures that would best reinforce them. Are all these gestures acceptable in your culture?

1

I think there are three main issues here.



a

2

I ask you, what are we supposed to do?



b

3

I wonder what the answer is here.



c

4

OK, let's take these points one at a time.



d

5

This really isn't good enough!



e

6

Let's just remember one thing.



f

6 Work with a partner. Memorise the short presentation extracts below, one at a time, and then take turns to present them. What gestures feel natural for you?

- a As you know, the project has been a huge success.
- b On the one hand, it's very high quality. But on the other hand, it's expensive.
- c I think we can eliminate Option B straight away.
- d But this isn't about me. It's about you, every one of you here today.
- e So, what's the long-term trend? Frankly, who knows?
- f It just isn't working. And there are two main reasons for this.
- g We're aiming to expand our product range by 25%.
- h So, our goal is to increase productivity whilst cutting back on costs.
- i For us at the moment R&D is a top priority.
- j The whole thing has been a disaster from start to finish.
- k Profits have gone up from six to eight million dollars.
- l Firstly, it's highly effective. Secondly, it's highly efficient. And thirdly, it's high time we did it.
- m And it's powered by the tiniest microchip you've ever seen.

7 How do you rate your partner's body language overall? How does it compare with yours?

A little bit static

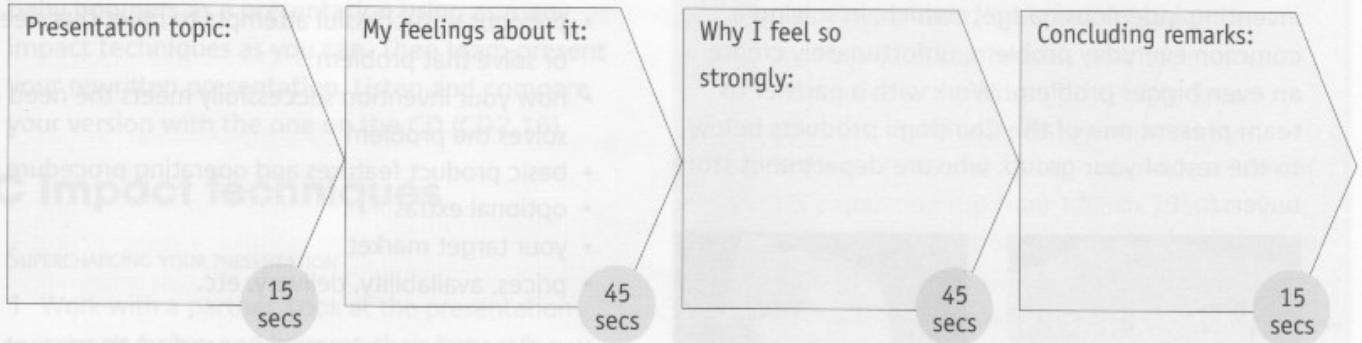
Confident and expressive

A bit too theatrical



6B Body language

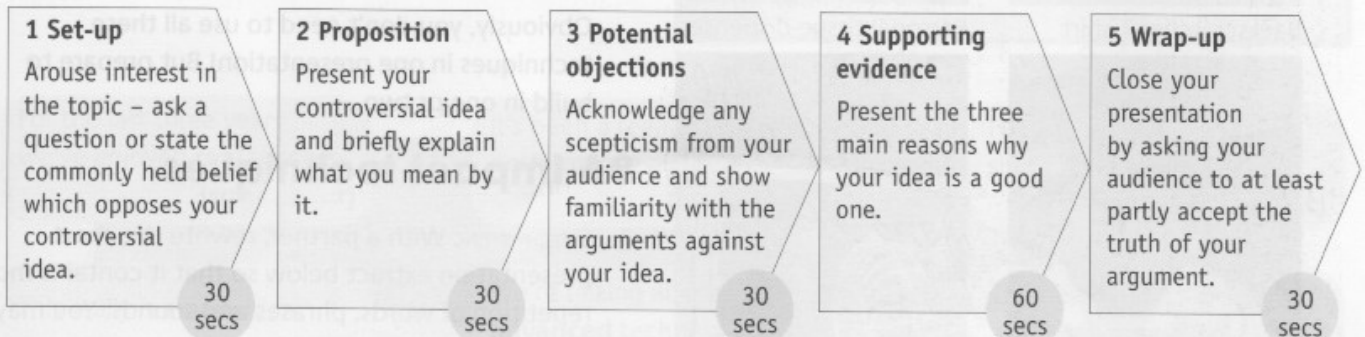
0 BODY LANGUAGE Use the template below when you are preparing your presentation.



7A Rapport building

7 CONTROVERSIAL IDEAS You're going to give a three-minute presentation of a controversial idea. Your objective is to persuade your audience that your idea, though it may seem ridiculous at first, is right. Try to use some of the rapport language you've been practising (first person plural, question tags, negative question forms, involvement expressions) to make your speech more persuasive.

Here's a basic template to help you prepare:



And here are some suggestions for controversial ideas you could present:

Controversial ideas bank

- | | |
|---|---|
| If what you're doing is working, try something else. | You're only a leader if other people say you are. |
| A happy workforce is an unproductive workforce. | Globalisation is a myth. |
| Try hiring people you don't like for a change. | In business, big is still beautiful. |
| Always judge a book by its cover. | Stop working. Start playing. |
| If you don't look anything like your customers, something is seriously wrong. | Dreams have zero value. Anyone can dream. |
| Routinely disobey your boss. | Recession can be a very good thing. |
| There's no dividing line between products and services. | The customer is not always king. |
| Work as if you were going to be a lifetime employee of the same company. | 90% of the time mediocrity is good enough. |
| | Success is a bigger problem than failure. |

Asking questions

At the end of the final presentation each student will be asked to ask 2 questions. To start a conversation with the presenter, please **reformulate and ask open questions**.

-Give context: When you were ... talking about, telling us about, describing, presenting, outlining, considering, discussing, dealing with, evaluating, explaining, summarizing

-Zoom in : You ... mentioned, spoke about, referred to, suggested, questioned, emphasized, recommended, gave the impression, made the point that, quoted a figure of, showed us a slide

-Questions: Ask a WH- question so the presenter can engage in a conversation with you (Why, who, what, what for, when, where, whose, which, how, how far, how old, how often, how many, how much...)

QUICK REMINDER:

WH- questions- Open questions- WH- word+ auxiliary + subject + Verb (BV)+ Co?

Remember to do the **inversion** between the verb and the subject!!!! And to **use DO** if no other auxiliary is available in the affirmative sentence

Questions with simple tenses:

Where do you come from? (present + DO)

I come from Germany.

Why did you come here? (past + DO)

I came here to see you.

Questions with present perfect (HAVE+ V Past Participle):

Why have you decided to come? (present perfect – no DO because HAVE is an auxiliary)

I have decided to come in order to speak to you.

When had you decided to come? (Past perfect- no DO because HAVE is also an auxiliary)

I had decided to come for a long time before I contacted you.

Questions with continuous tense (BE+V-ing):

Whose house are you looking at? (present continuous- no DO because ARE=BE is an auxiliary)

I am looking at John's house.

Whose house were you looking at? I was looking at John's house. (past continuous)

Questions with WHO and WHAT:

WHO and **WHAT** can be the **subject** or the **object** of a question. The order of the words in the question is different.

WHO /WHAT as object = An object questions asks about the object of the verb.

It needs inversion and an auxiliary- like a regular question – the object comes after the verb:

Ex: **Who** did you see? I saw Bob / **What** did you do? I did my homework.

Who object = **Who** + aux + subject +V + Co?

ex: Who did John dismiss? John dismissed his secretary

ATTN-WHO / WHAT as subject = A subject question asks about the subject of the verb.

It needs NO inversion and no auxiliary - subject comes first in affirmative answer)

Ex: **Who** called you? **John** called me. / **What** happened to Paul? Paul fell.

Who subject = **Who** + V +Co ?

ex: Who dismissed his secretary? (notice no verb subject inversion) He/John dismissed his secretary

Mimicking Exercise in medical presentation

Each of the 3 teams will now divide the text according to the number of participants in each group, read and prepare the medical text that will be given to you. You may also listen to the presenter and mimic them to hear how they have used their voice to make their medical presentation interesting.

The medical potential of AI and metabolites- Leila Pirhaji - <https://youtu.be/nbYA5pPzfCw>

Math can help uncover cancer's secrets- Irina Kareva - <https://youtu.be/Tu01sNfs5SQ>

Why genetic research must be more diverse-Keolu Fox- <https://youtu.be/C44r6knuJtU>

Oral communication – What am I doing well?

- My slides are numbered + 1st slide with my name, my class, the date, my topic
- There is no fully written sentence on my slide
- My slides are clear and well presented
- I have checked the pronunciation and stress-pattern of the key words in my presentation
- Introduction-I have given an overview of my topic and explained why it is interesting
- Introduction- I have given the outline of my presentation
- I am not speaking too fast
- I speak clearly (pronunciation)
- I am making pauses to prepare my audience for important information & to help them understand my key ideas
- I am making transitions between my ideas (using signposting)
- I am using rhetorical devices to help my audience follow (repetition, rhetorical questions, storytelling, ...)
- I have an open body language expressing confidence
- I am making eye-contact with my audience
- I am **not** reading from my notes or my slides
- I am concluding on my topic at the end, thanking the audience and offering to answer questions

Homework 1

For the second English class, prepare a **2-minute PowerPoint presentation of a rare/ horrible/ strange/ bizarre sickness**. You get to choose the one you want.

You will speak **one minute on the sickness** (genetic or not/ what part of the world/ how many people have it ...) and **one minute on the possible treatments**. Use at least **4 slides** for your presentation and bring it on a **memory stick**.

Please use as many **presentation techniques and sign postings** as possible along with the appropriate body language you were taught. The rest of the class will give positive feedback and a few suggestions to enhance your final presentation.

Homework 2

Now prepare a **2-minute presentation** of a **sickness** and its pathology. A **well-known person** has this particular sickness. Tell us how **it affects them** and how **they live/contain the effects of the sickness**. No need for PPT but **one picture** of the chosen person on a memory stick. **Use as many presentation techniques as possible**.

Your presentation will be on: (you fill this up when you have signed up with your teacher)

Person: _____ **Sickness :** _____

Final Graded Oral Exam- Poster session Presentation of a Clinical Trial Article

You have to find an article on a clinical trial on Internet or elsewhere and prepare and present it as a poster as you have been taught.

Your Poster will be in Powerpoint or PDF (more secure) or Prezi. You can put all material on one slide (small) and then have multiple slides focusing on each part of your poster.

You will present it to half your class for 3 to 5 minutes maximum.

Your presentation should include:

- an introduction (a HOOK/ striking information)
- the description of what you are going to talk about (the outline)
- the description of the clinical trial using rhetorical questions / repetition / storytelling / pauses/ intonation and **Signposting**.

Part:

- Type of study: double blind, randomized, open label, multicentre etc
- Goal of the study
- Inclusion criteria. If relevant, exclusion criteria
- Main evaluation criteria
- Design of the study: number of patients, control group, posology, length
- Main result of the study. Comment on a graph or table. What outcome/result
- Conclusion of the study. If relevant, limitations of the study. Where do we go from here? What needs to be done/discovered? At what stage of medical discovery are we with this sickness?

-Discussion- After your presentation the other students and teachers will ask you questions.

And remember to **practice your presentation** as practice makes perfect!!!!