Professional Presentations
Evolving from Ordinary to Exceptional

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Disclosure to Participants

- Notice of Requirements For Successful Completion
  - Please refer to learning goals and objectives
  - Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours

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  - Presenter: Melinda Maryniuk, MEd, RDN, CDE – Consultant: Diabetes What to Know: Day Two, Harvard Medical School, Joslin Diabetes Center

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Objectives

- Discuss 6 tips to improve presentation skills using the “OPEN UP” formula.
- Identify strategies to make lectures more interactive
- Describe tips to improve slides and increase engagement.

Self Assessment
What makes a presentation exceptional?

Getting clarity
• Lecture?
• Workshop?
• Teaching?
• Group size?
• Room set up?
• AV availability?

OPEN UP
6 Tips for more engaging presentations
• Organize
• Passionate
• Engaging
• Natural
• Understand Your Audience
• Practice
OPEN UP

Organize

• Objectives
  — What do I want them to know? To do?
• The Message
  — Engage / Inform / Interact / Evaluate
• Materials
  — Presenter / Audience

Tips to Organize your Talk

• Dale Carnegie
  — Say what you’re going to say – say it – say it again
• Chunking
  — E’s of Education; 5 Tips...; 3 R’s
• Mix it up!
Slide Design Tips
- Create your own look
- Seek assistance
- Format: 4:3 vs 16:9
- Use “Design Ideas” in PPT
- Stimulate thinking
- Animation
- Colors and fonts
- Key words
- Inserting videos
- Prezi – Conversational presenting
- Proofing tips

Choosing Images
Clip art
Stock photos:
- Pixabay
- Flickr
- Unsplash
Your photos

Tips from an AV Technician
- Don’t assume
- Laptop … or not?
- Confidence monitors
- Too tall … or short?
- Pointers
- Take time to test!

Thanks to Cameron Wright of PSAV.com
OPEN UP
Passionate

• Confidence
• What you see…
• What you hear…

How?

• Lectern
• Posture
• Body language
• Voice – tone and pace
• Clothing
• Expressive

OPEN UP
Engaging

• The opening words
• Personalizing / Tailoring
• Interactive
• Something unexpected
How can a “lecture” be interactive?
• Slide design to force thinking
• Paired sharing
• Worksheets
• Case discussions
• Audience input
  – Polling apps

Polling Apps
• Sli.do
• Mentimeter
• Poll Everywhere

OPEN UP
Natural
• Preparation
• Connecting
• Conversational
• Plan ahead
• Using notes
• Humor
• Visualize
OPEN UP
Understand the Audience

- Assess
  - Course organizer
  - Potential participants

OPEN UP
Practice

- Timing
- Opening
- Slide animation and transitions
- Prepare for Plan B!
Personal Improvement Plan

- Step 1 – Assess
- Step 2 – Plan
- Step 3 – Implement
- Step 4 - Evaluate

Skills essential to effective group communications
Four parts of an effective lecture

10 tips from the trenches

- Clarify expectations
- Understand AV
- Dress for success
- See the room
- Make a connection
- Personalize the opening
- Using notes
- Honesty
- Handling Q and A
- Taming the butterflies

Common habits to avoid...

- Over-the-top visuals
  - Animation should "add" not “detract”
- Stating the obvious
  - "You probably can’t read this..."
- Stating the unnecessary
  - "Most of you know this, but ..."
- Asking awkward questions
  - "Who hasn’t heard of the National DPP and wants me to explain it?"
- Making excuses
  - "I apologize, but I only have 30 minutes so I have to go pretty fast..."
Take Home Messages….

• Assess your own skills
• OPEN UP!
  – Organize
  – Let your Passion show
  – Engage, interact with your audience
  – Be Natural
  – Understand the audience
  – Practice!
• Try something new

Self Assessment

Thank you

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