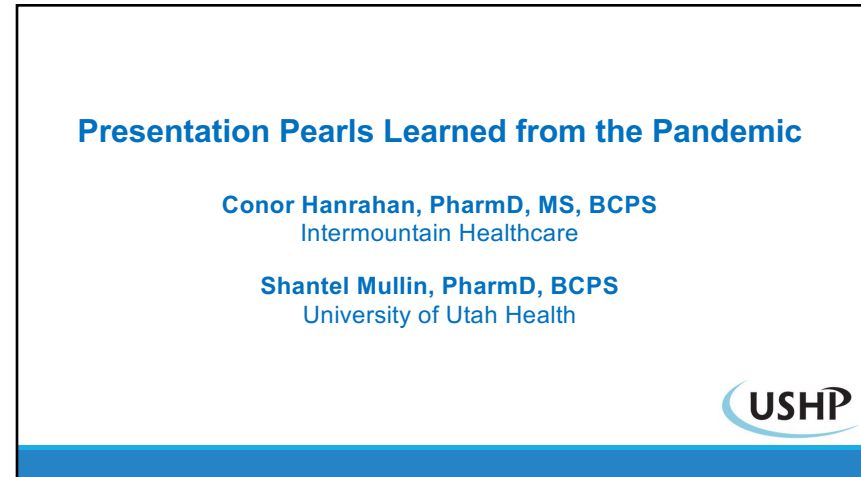
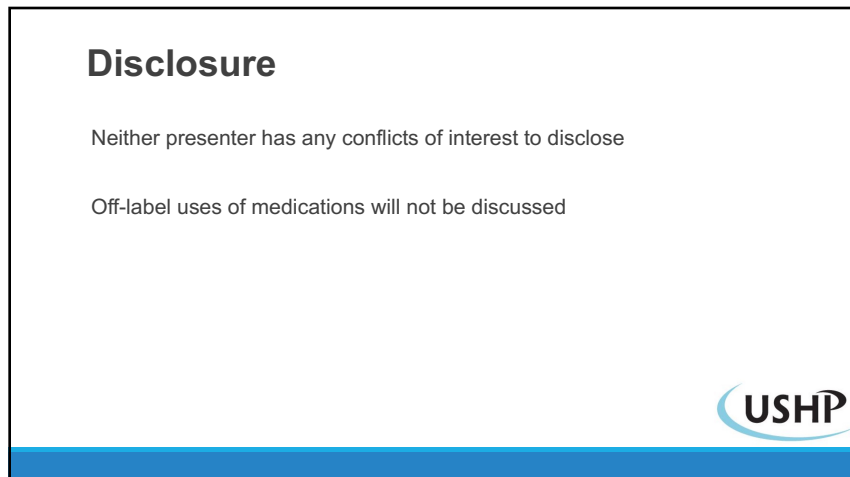


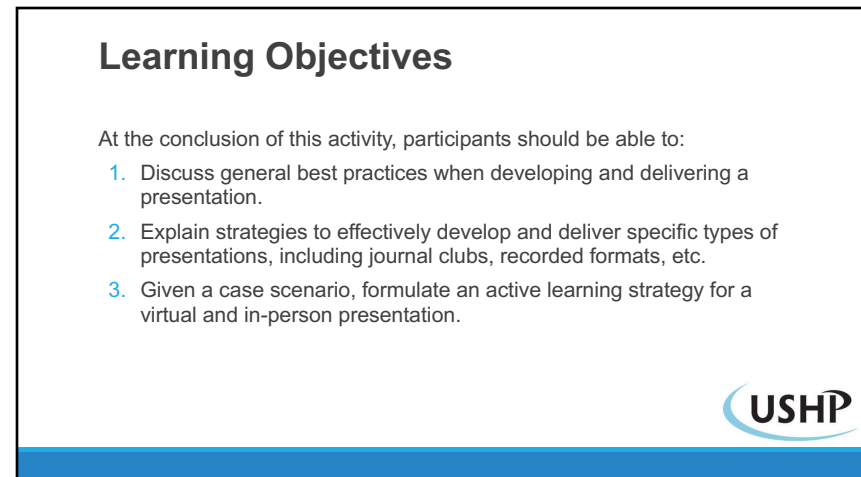
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4

Audience Response Question

Which of the following best describes your current role?

- A. Student (not in APPEs)
- B. Student (currently on APPEs)
- C. Resident
- D. Practicing pharmacist
- E. Practicing technician
- F. Other



5

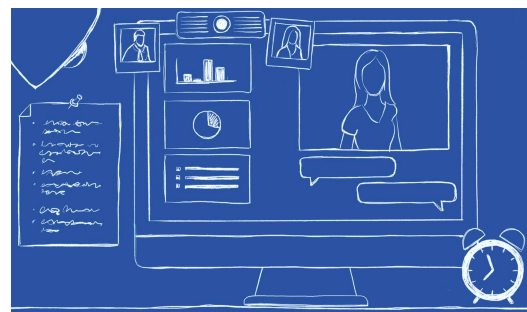
Audience Response Question

What are some of the worst presentation blunders you've seen during the pandemic?



6

General Best Practices



7

Know Your Audience

- Do your homework beforehand
 - Demographics and training
 - Prior experience with the topic
 - Know that they already know
- Understand why your audience is attending
 - What are their needs?
 - What are they looking to obtain?
- Ask probing questions during the presentation
- Consider how to best connect with them
 - Communication styles and preferences

Why is this Important?

- Helps them receive information
- Helps you be more effective in meeting objectives



8

Presentation Basics: Get Ready

- Get Organized!
 - Know expectations
 - Set objectives ... Then set your own deadlines
- Prepare
 - Become the expert!
 - Outline and organize
 - Create audience-friendly materials
 - Work ahead of deadlines to ensure you meet deadlines
 - Anticipate questions & potential problems
- Practice
 - Practice on your own... then with another human
 - Practice with the technology
 - If possible, in the presentation space



9

Pearls for Making Presentation Materials

- Think of your presentation as a story...
 - Outline - then create visuals
 - Attention getter, clear points, summarize
- Materials should support, not distract
 - Limit slides, words, animations, fonts & colors
 - Maximize font & graphic size
 - Use a professional template
 - Proofread
 - Ask a friend to review your slides...



10

Rules of Thumb for Slides

- 6X6 Rule
- Font \geq 18 point
- Black text on white/light
- No sentences
- Slide count \leq minutes in talk
- AVOID ALL CAPS!!!!



11

Presentation Basics: Presentation Day

- Dress for success
- Be early & visualize success!
- Manage your pace
- Make eye contact & show enthusiasm for your topic
- Expect the unexpected
- Leave time for questions
- Close with a summary & gratitude



12

Audience Engagement

- In-person vs. virtual
- Ensure YOU are engaged & enthusiastic
- Prepare them to be involved
 - Give a heads up (e.g., log in to PollEv, cameras on, etc.)
 - Explain the technology (e.g., virtual white board)
 - Give clear instructions for activities
 - Give people time to read & process
 - Sprinkle in active learning



13

Active Learning

- Less lecturing, more interacting
 - Interactive cases
 - Think-pair-share
 - Role play
 - Small group discussion
 - Games & activities
- Leverage tools and new technology
 - The Chat –notes, questions, emojis (e.g., Zoom®, Teams®, Webex®)
 - Breakout rooms for small group activities (e.g., Zoom®, Teams®)
 - Quizzes & polling (e.g., Poll Everywhere®, Kahoot!®, Mentimeter®, Vevox®)
 - Word clouds (e.g., PollEv, Kahoot!®, Vevox®, Mentimeter®, Slido®, Zoom®)
 - Shared document notes (e.g., Google docs®, Teams®)



14

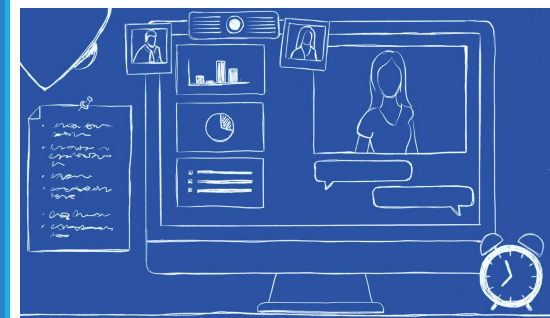
Presentation Basics: After the Presentation

- Celebrate your accomplishment!
- Follow-up on questions you couldn't answer
- Learn from the experience
 - Self-reflect, journal, etc.
 - Ask for feedback
 - Review evaluations
- Make adjustments for encore presentation
- If invited presentation, thank the organizers for the opportunity
- Update your curriculum vitae



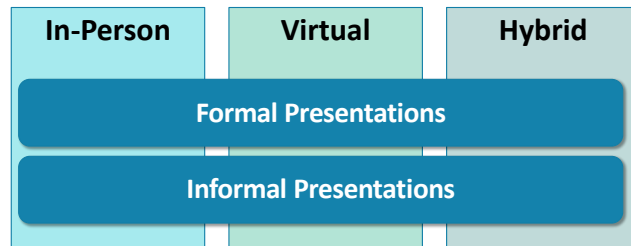
15

Special Topics



16

Presentation Types and Formats



17

Formal Presentations

- Opportunity to grow your career
- Invited versus submitted
- Common types:
 - Lectures
 - Continuing education (CE)
 - Seminars
 - Research platforms
 - Case presentations
 - Formal journal clubs
 - Workshops
 - Job interviews



18

Formal Presentation Considerations

- What is your goal?
 - Inform/instruct
 - Decide/problem solve
 - Inspire
 - Persuade
- How do you engage your audience?
- Example: Job Interview
 - Goal: Inform and persuade them to give you the job
 - Engage through content and presentation style
 - Virtual challenge!



19

Informal Presentations

- Still maintain professionalism
- Still be prepared and take it seriously!
- Common examples:
 - Case presentations
 - Journal clubs
 - Inservices



20

Virtual Presentations

- Consider how you want to tailor the virtual experience
- Consider strategies for retaining audience engagement
- Ensure a quiet space, stable Internet, etc.
- Test the technology beforehand
- Ensure meeting settings are correct
- Practice active-learning activities with a colleague
- Have a plan for monitoring the chat and addressing questions

Don't fall
into traps!



21

Hybrid Presentations

- Hybrid presentations have an in-person and virtual component
- **Key point:** Do not forget about the audience members online!
- Consider all the nuances (e.g., pointing to content on slides)
- Use active learning and engagements activities that apply to both audiences
- Ensure appropriate camera and audio set-up for both audiences
- Have a plan for monitoring the chat and responding to questions



22

Recorded Presentations

- Numerous recording options are available, ranging from simple to complex
 - Audio recordings in Microsoft® PowerPoint, etc.
 - Recordings in Zoom®, Microsoft® Teams, Cadmium®, etc.
 - Single presenter vs. coordinating with multiple presenters
- Try not to sound too rehearsed or read from a script
- Be mindful of camera angle and where you're looking
- Must be creative with active learning

Leverage the
advantages!



23

Virtual Conversations – Things to Know

- Be cognizant of virtual meeting fatigue
 - Individuals are staring more intently at one another longer than in-person
 - May precipitate physiological states associated with high-alert, fight-or-flight
 - Information overload is overwhelming to participants
 - Multiple distractions (chats, video backgrounds, multi-tasking, etc.)
 - Self-consciousness due to constantly seeing one's self-image
 - Always being "on"
- Virtual is not the same as in-person
 - Different social dynamics
 - Harder to view communicative signaling
 - More difficult to discern engagement



Karl KA, et al. Small Group Res. 2021 May 28 [e-Print ahead of publication]

24

Virtual Conversations – Tips

- Have an agenda or a plan, regardless of conversation type
- Set ground rules and expectations for meeting participations
- Encourage audience participation
 - Establish psychological safety
 - Be comfortable with pauses and silence; given enough response time
 - Practice ways to politely call on people, when necessary
 - Consider using games, rewards, etc.
- Send out pre-reads or materials beforehand (e.g., journal club articles)
- Leverage communication tactics to guide the flow of conversation



25

Communication Tactics

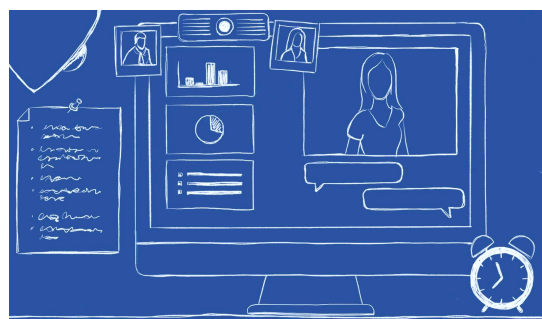
- Listening with intention
- Reframing
- Reflecting
- Summarizing



Image: <https://www.thishuman.com/blog/reframing-a-fresh-perspective>

26

Case Study



27

Case – Break Out Groups

- You will be leading an informal topic discussion on pain management for rotation with 2 preceptors and a resident in person and 3 other students on Zoom.
- Form a small group of 3-4 people or join a breakout room to create a plan:
 - How to you prepare for the hybrid format?
 - What active learning techniques would you use?



28

Case – Part 2

- You are asked to give a formal presentation for a virtual job interview on pain management.

- What questions would you ask this potential employer about the presentation?

- Form a small group of 3-4 people or join a breakout room to create a plan:
 - How will you prepare for this presentation compared with the inservice?
 - List your tactics during the presentation to ensure the presentation is a success



29

Final Thoughts

- Great presentations open doors
 - Networking
 - Career advancement
- Mastering live & virtual platforms essential



Image: <https://enterpriseproject.com/article/2020/8/zoom-tips-online-presentations>

30

References & Resources

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 Goyder C. Zoom Tips: 5 Ways to Make Online Presentations Pop. : <https://enterpriseproject.com/article/2020/8/zoom-tips-online-presentations>
 Karl KA, et al. Small Group Res. 2021 May 28 [e-Print ahead of publication]



31

Presentation Pearls Learned from the Pandemic

Conor Hanrahan, PharmD, MS, BCPS
 Intermountain Healthcare

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 University of Utah Health



32