

# How to not bore your audience to death

Presentation skills for patient advocates

**Kathy Oliver**  
Director, International Brain Tumour Alliance (IBTA)  
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# What we're going to do in this session:



- Talk about the four presentation “Ps”
- Talk about dos and don'ts for patient advocate presenters
- Conquer our nerves
- Do some practical exercises

# But first...

# some questions for you...



Pixabay

# In the beginning...



# CONGRATULATIONS!



Flickr

**As a patient advocacy leader, you have been asked to give a presentation at a conference or meeting.**

# It's in the diary



“  
**ACCEPTED**”

# Ahhhhh....summer holidays



Flickr.com

# Two days to go before the date of the presentation



# “What have I let myself in for?”



Sleepless nights, severe stomach butterflies, nervous headaches and nightmares.

In fact, giving a presentation can be quite an enjoyable experience.



The key to a great presentation is

**preparation!**



...and knowing some tricks of the trade.

# The four crucial presentation “Ps”



## Purpose

In order for your presentation to fly, you need to know, with absolute clarity, what you want to achieve.

**You need to set a goal and an outcome for your presentation.**

- telling your own story and sharing information to raise awareness
- talking about inefficiencies in healthcare systems with a view to creating improvement or change
- building a call to action for a specific campaign with particular deliverables

# Purpose

Who are you trying to influence?

Policy  
Makers



Advocacy  
colleagues



Healthcare  
professionals



Pharma  
companies



The media



Academia



# Purpose

Think about it...

**Whatever patient advocacy presentation topic you're given, think carefully about these questions:**

Why have you specifically been asked to speak about a topic - what practical experiences have **you** had?

- Patient yourself?
- Experience of an Health Technology Assessment (HTA)?
- Involvement in clinical trial design?

From your perspective as a patient advocate, what are your three key messages about the topic?

If you can only achieve one thing by giving your presentation, what would that be?

# Plan

## Create a written outline

Remember the 90-second rule. In that first minute and a half you can capture your audience and really make an impact.

Include the main points you want to tell your audience.

Have a logical beginning, middle and end.

Research and collect information well in advance of your presentation day.

Keep a detailed list of your evidence-based references in case you need to refer to them again later or footnote them in your presentation.

# Plan

Anticipate your audience's  
potential attitude



**Aggressive towards  
you or your topic?**



**Non-committal/sitting on  
the fence/uniformed?**



**Apathetic – would they  
rather not be there?**

# Plan

## Put yourself in your audience's seats

What does the audience already know?

What do I need to tell them that they probably don't know?

Is my message relevant, timely, meaningful to them, memorable, authentic, sincere?

What do they expect from me?

What will keep them focused on me and what I am saying?

How can I employ powerful language (verbal and body) to share my story?

What would hold an audience's attention (a short, hard hitting personal story or perhaps a prop to demonstrate a point)?

# Plan

## Building your case for persuasion

Make the audience believe in what you're saying.

Make the audience want what you want.

Include facts and figures and hard evidence.

Add a modest sprinkling of opinions, thoughts and quotes to spice things up.

Showing your passion for your subject is also a powerful tool.

Don't be afraid to use visual aids or some of your own story to add impact.

# Plan

## Building your case for persuasion

You can use a visual aid or prop to help support and give dramatic emphasis to what you are telling your audience.

### Example 1 – shoes



### Example 2 – yarn



Personal stories and photographs give your audience an emotional experience.

Stories can evoke images and turn on memory.

Telling a story is like painting a picture of your idea.

Stories bring the listener into a presentation, cognitively and emotionally, as an active participant.

Each story should have a point to it that your listeners can easily grasp and identify with.

You can even incorporate props.

Stories should be fairly short.

Use stories sparingly.

Watch Ted talks - a great source of inspiration and examples of superb presentations which incorporates storytelling.

# Plan

## The “one perfect moment”

*“The ‘one perfect moment’ is a burst of incandescence that ignites the entire presentation and gives it an everlasting impression on the audience’s memory.”*

Spalding Grey, American Actor and Writer and Monologist

**Don’t be afraid to use presentation props to help achieve your “one perfect moment”.**

# TIME OUT FOR A WORKSHOP EXERCISE



# Quiz

## Presentation skills: how to not bore your audience to death

### **Question 1 – Your presentation identity**

What do you think your main strength is as a presenter?

*Your answer may help you to create a presentation style that will make you stand out from other presenters and still allow you to present in a way most natural and comfortable for you.*

### **Question 2 – Banish the weakness**

What do you think is your main weakness as a presenter?

*Your answer will help you to conquer this weakness as you have now recognised it as affecting your presentation skills. Write it down here, then banish it for good!*

### **Question 3 – Aspire to success!**

What would you like your audience to say about you after you have given your presentation?

*Your answer will help you identify what you would like to aspire to and give you the confidence to achieve that.*

# Prepare

## Preparing the design of your PowerPoint presentation

Minimise the amount of text.

Number your slides.

One picture is worth a thousand words.

Avoid complex graphs and charts.

Include an introductory and summary slide.

Animations – use sparingly.

Include your organisation's logo in the presentation.

Go for contrasting colours between background and text.

# Prepare

## Preparing the design of your PowerPoint presentation

Check your **speling** spelling.

Font size - anything between 20 point and 40 point is good.

Cite sources on the same slide but in smaller font.

Font style – must be simple and readable.

Check with the organisers – should your PowerPoint be in standard (4:3) or widescreen (16:9) format?

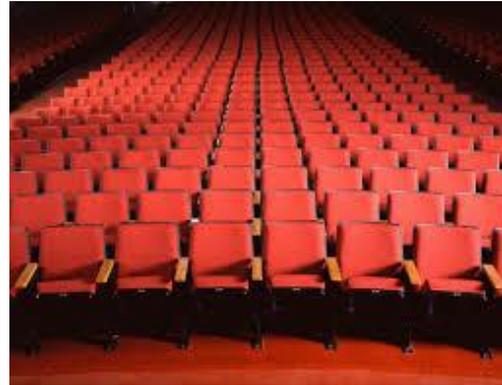
Rehearse your presentation at home with a timer so you know how long your presentation takes.

# Present

## On the day of your presentation...



Run through your slides in the speakers' room at the venue prior to the presentation



Check out the venue (podium, mic, pointer, slide advancer) Arrive 15-20 minutes prior to the start of the session.



Say hello to early comers, learn a bit about them and encourage them to ask questions.



Dress appropriately for your audience. Clothes communicate too!

# Present

## Helpful tips for conquering nerves \* and boosting your confidence

### Visualise



Imagine yourself doing a great job!

Pretend you are watching yourself starring in a film about a presenter who wows the audience.

Slow down your speech – 110/150 words per minute is ideal.  
200-300 words a minute is far too fast.

\*“Glossophobia” means fear of public speaking

# Present

## More helpful tips for presentation nerves



Get some **fresh air** before your presentation – take a five minute walk.

**Look in the mirror** – all okay? Looking good gives you confidence.

Remind yourself of **your important objective** in giving your presentation and your reason for being there.

Remind yourself that **you are an expert** on the patient/caregiver perspective. You've done that. You've been at the coal face.

But at the same time, be reassured that **a bit of nervousness isn't a bad thing**. It gets the adrenalin going and can push you to excellence.

Do a couple of **quick warm-up and breathing exercises** before you present.



Present

## Body Language and Verbal Tone

The wrong body language can send an alarm, without making a sound.

Stand firmly.

Make eye contact and rotate your glance.

Never turn your back on your audience.

Be lively but don't fidget.

Put enthusiasm into your voice.

Don't be afraid to use hand gestures but do so in moderation

Don't move away from the podium mic unless you have a body mic

# Present

## Be aware....



Monitor your **audience's behaviour** and their body language and adjust accordingly.

**Ignore interruptions** – latecomers, people sneezing or coughing, a mobile phone ringing. Just get on with it.

Be aware of your **allotted time** and stick to it.

If you do lose your train of thought, **ask the audience** if they have any questions. You can gain time to recover this way.

# Present

## Quick tips when you're being filmed



Make eye contact with the camera

Think of the camera as someone you love (or at least like!) and speak to them as though you were telling them your story

Relax your facial muscles and smile

Use the pitch and volume of your normal, everyday voice

Remember not to speak too quickly and to add pauses for dramatic effect

Avoid wardrobe malfunctions and don't wear stripes or polka dots – they do funny things on camera

Feel free to use your hands to illustrate a point

Don't forget to breathe.

Faced with a tough question? If you really don't know the answer, be honest and say "I don't know the answer to your question but I'll find out and get back to you." Otherwise, try and bridge back to a point from your presentation that you are confident about. Use these phrases to buy yourself some thinking time.

"From a patient perspective what matters is..."

"I'm not an expert on that but what I can tell you is..."

"That's a good point but what really concerns me is..."

A quick word about asking presentation questions from the audience when you are the questioner in that audience

## Remember these 4 Ms!

**M**icrophone

**M**e – who am I? Establish your credentials

**M**umbling – a no no!

**M**ake your point succinctly

# TIME OUT FOR A WORKSHOP EXERCISE

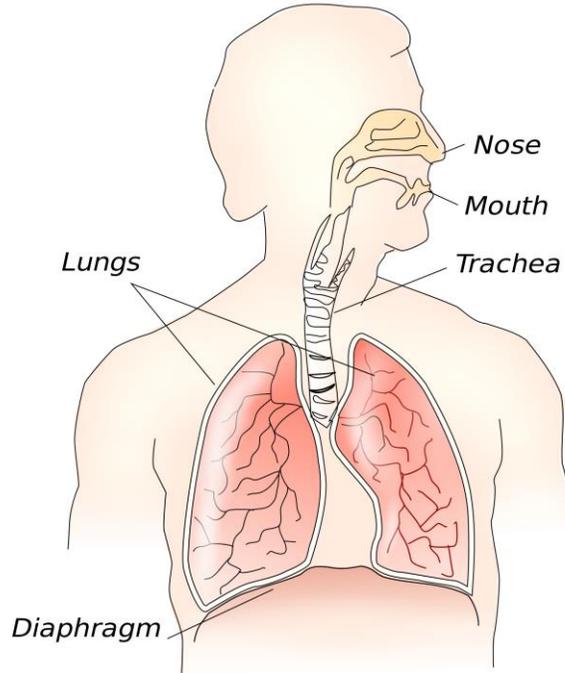


Presentation  
warm-ups

# Workshop exercise: presentation warm-ups

## Exercise 1:

A breathing exercise using the diaphragm relaxes you and also gives you more energy in your voice



## Exercise 2: Voice warmups

Big face – little face

Yawn

Freezing cold lips

Bubble gum

Two-way head rolls

Shoulder rolls

“Peter Piper picked a peck of pickled peppers” X 3 times

## Exercise 3:

### Opening your frame

Feet planted on the ground

Shoulders down

Arms down and back, palms up

Right leg back

Step forward and at the same time bring your arms forward

Say: “Hello!”

Smile and hold it for five seconds

Step back to normal position.

<https://www.youtube.com/watch?v=1sgb2cUqFiY>

# Four final thoughts...

You are the **EXPERT**  
in patient advocacy  
and your disease  
area.

If you have  
**CONFIDENCE** in  
yourself, everyone  
else will too.

Be **PROUD** of  
what you are  
doing and  
representing.

**ENJOY** the  
experience!



@theibta



The International Brain Tumour Alliance

[www.theibta.org](http://www.theibta.org)