

Session Title: **So you want to be a speaker?**

Session Track: MedTed

Session Date/Time: Monday, March 9th at 8:30 AM - 9:10 AM

Session Faculty:

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Course Description:

This talk will begin by describing ways to get selected to give a conference presentation. We next will analyze best practices for giving effective presentations in medical education. Covering both the aspect of the speaker and the tech, learners will leave this session more confident in their ability to give a high quality talk to their prospective audiences.

Goals & Objectives:

At the end of this session, participants will be able to:

1. Implement behaviors and strategies that create opportunities to be invited as a guest speaker.
2. Understand your audience and how they acquire information in order to maximize learner retention
3. Reimagine your lectures as short stories, focusing on key points that repeat and build
4. Learn at least one new technique for improving the quality of presentation slide decks.
5. Identify opportunities to change your verbal and nonverbal communication skills to maximize presentation effectiveness

Conflict of Interest:

No conflict of interest to report

Lecture Outline:

Landing the Gig

- Create a meaningful network
 - At this stage in our careers who you know is far more valuable than resume bling
 - Building relationships can create a snowball effect that sets you on the path to your goals
- Be a pro
 - Your most valuable entity is your reputation and you have to protect it. You cannot grow a meaningful network without it stemming from integrity and professionalism
 - Be early or on time
 - Only submit/present work that you are proud of
 - Be willing to take risks
 - If 10% of people don't think what you're doing is terrible then you're doing something wrong. It's good to be a little controversial and push the envelope. Not everyone will like you.
- Be your own advocate
 - It's easy to convince yourself you aren't qualified, but you are only holding yourself back. Experts didn't start out that way. You ARE qualified, just prepare.
 - When choosing a topic to present remember the value of choosing something unpopular. Being willing to present an "undesirable" topic carves out a niche for yourself that other people weren't willing to fill.
 - If you are declined, try again the next year. Persistence is meaningful.
 - Talk about your goals to anyone who is interested to listen. You never know who will be able to help you.
 - We are not all social butterflies, but shyness can easily be confused with arrogance
 - Push yourself to meet people
 - Don't wait to be asked. Instead, ask for what you want.

Understanding the learner

- Dual Channel Processing
 - Richard Mayer explained how oral and visual data use separate channels in the brain to form memory.
 - If the two stimuli cause a split in the receiver's attention, then you get what is called 'Cognitive Overload' and an overall decrease in retention of information.
 - Therefore, in order to maximize retention and use both channels of processing to their fullest, we should present visuals that support the oral presentation, instead of competing with it.

- Learner Retention
 - Many studies have shown that during lectures, learners' best attention lasts for 10-15 minutes.
 - The overall average amount of a lecture that is retained ends up being about 20%.
 - Studies show that by focusing on engaging story telling, or offering up breaks between heavy content areas, can help reduce learner fatigue.
- Building your Story
 - Humans are wired to listen to stories, which are the preferred way to both be entertained and acquire information.
 - Like a story, lectures should have a clear pathway with a beginning, a middle and an end, build around a concept to fill gap's in learner knowledge in an engaging manner
 - Paying attention to having a consistent feel with smooth transition of topics is as important as the content themselves

Creating your slides and performing your presentation

- Less text, more high quality images
 - Imagery that grabs the audience with emotion and complements text has been show to be a powerful tool to improve learner attention and retention.
 - Text should be minimized with avoidance of bullets or complete sentences.
 - Avoid falling into the classic trap of copying and pasting confusing graphs, or taking a poor quality screenshot of the chart.
- Verbal Skills
 - Identify your audience, and speak their language
 - Practice your delivery and cadence
 - Can do this with others but also by listening and mimicking presentations you find helpful
 - Don't underestimate the helpfulness of a vocal coach
 - A disproportionate amount of time is spent on developing presentation material, and not enough on delivery. No matter how great a powerpoint presentation is, it will never be as memorable as an effective presenter!
- Nonverbal Skills
 - Video your presentation and watch for tics. Ask colleagues to help identify mannerisms, and come up with a solution for those that are distracting.
 - There is some very interesting research on the concept of power posing, with research by Amy Cuddy. You can find some great details on this with her articles or by watching her TED talk.
 - Stage presence is a real thing, and you can learn it. Basic acting classes or coaching from a performer can really improve your skill set.

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