Platform presentation tips

Essential requirements

The following information is provided to help platform presenters prepare and record their presentation.

1. Platform presentations are included in the on demand section of the online congress platform.

2. **Platform presentations must be submitted as mp4 files.**

3. You must upload your presentation by **11 March 2021** for inclusion in the programme.

4. Abstracts will be available from 31 March and presentations and ePosters are accessible from 8 April. They will be available for all registered participants until 8 July 2021.

5. Classic platform presentations are pre-recorded and last up to eight minutes.

6. State of the art platform presentations are pre-recorded and last up to 12 minutes.

A series of speaker preparation webinars was offered to support platform presenters in February 2021. If you missed the webinars, you can still watch the recordings:
https://congress.physio/2021/programme/training

Preparation

What are your aims?

To inform, inspire, maybe to demonstrate, prove, or persuade: your choice of presentation style should match the aim of your presentation.

Who is your audience?

The World Physiotherapy congress audience is mostly made up of physiotherapists. They will join from all over the world. English is the language of delivery for all presentations. However, English is not the first language for many. It is important to keep your messages clear for everyone.

Structure

There are different schools of thought about the order in which material should be presented. One recommended order for research presentations is:

- clearly set out your purpose;

- state your results; then

- give your conclusions and recommendations

An alternative to engage your audience is:

- state the conclusion to provide a focus for the talk;
- develop an attention grabbing opening that spells out the benefits of listening; then
- spell out the data and arguments

Focus on the key message that you want the audience to take away from your eight or 12 minute presentation and do not try and fit in too much.

Draft the three to four take home messages you want to convey before starting the preparation of your presentation.

In preparing your draft, use an active voice and concrete language (things you know and are tangible) rather than abstract ideas and concepts. Give specific examples that are relevant to your audience.

Include case studies, examples, quotations, analogies, questions and interesting statistics as appropriate to the topic and the audience. With a recording for an online meeting, you do not have the constraints of a typical congress setting. You might want to think about alternative and creative ways to present your messages. Perhaps include a video demonstrating a certain activity rather than describing it or present a certain tool instead of providing a picture.

Preparing visual aids

Tools like Microsoft PowerPoint should support the verbal presentation, not replace it.

Remember:

- keep slides simple but interesting
- people find it difficult to read and listen at the same time
- too much information on one slide makes it difficult to read and attracts the attention to the slide rather than the speaker
- PowerPoint may provide for greater creativity and formatting, but the temptation can be to have too many slides with too many points; number of slides is less of an issue if you split your points across slides to support what you are saying
- the layout of the slide should have light and empty space

Content

- the title of the presentation should be the same as on your abstract
- have a slide at the beginning, or include it on the title slide, showing any declarations of interest and ethical approval (naming the appropriate committee/body) – you do not need to speak to this
- consider using the headings given in the guidance for abstracts, however, many presenters simplify this to introduction, purpose, participants, methods/materials, results, discussion/conclusions and recommendations /implications (for practice, research, education, management and/or policy); alternatively you may not need headings if you focus on the messages and information you are covering
- the text, tables and graphics should look integrated with words and illustrations complementing each other

- references, if used, should be kept to a minimum or avoided altogether

- have an acknowledgments slide at the end where you acknowledge contributors and funding organisations, you do not need to speak to this

- provide contact details on the final slide

- there is no need for a 'thank you' slide

Text

- try to use keywords and phrases and include no more than four to five points per slide

- leave space between lines of text

- use different size fonts for main points and secondary points

  - font size for headings should be at least 38pt

  - font size for text should be at least 24pt

- use fonts that are easy to read, such as Arial

- use upper and lower case and avoid using too many style changes eg shadow, bold, italics

- text should be left aligned (with the right side ragged) as this is easier to read

Colour

- check if your institution has a house style that must be followed

- keep in mind that your audience might include people with visual impairments

- consider accessibility guidelines to make your slides easy to read (for example, see Lighthouse International: https://www.lighthouseguild.org/website-accessibility-guide/)

- select colours with high visibility and high contrast

- use colours that will stand out and be easy on the eye

- limit the use of colour to two to four shades/colours

Images, graphs and charts

- a picture can speak a thousand words and encourages the audience to listen to you

- examples for sources where you can find royalty-free images and icons:

  - stock images accessed from within PowerPoint – insert a box shape, select format picture and then fill and select picture, opting to insert picture from online – this will take you to a search of stock images that have a creative commons use

  - Pixabay

  - Pexels

- use graphs, charts and images that introduce or complement the findings/concept presented, focus on one key fact and don't overcrowd them

- use colours to distinguish different data groups in graphs and avoid using patterns or open bars in histograms

- labels should be placed on the graphics itself, a legend is usually not required

- remove all non-essential information from graphs and tables (this may mean you need to create a specific graph or table for the presentation, rather than the one from your research itself)

- illustrate your point by verbally discussing the graph or chart, explaining what the data shows and where the audience should focus its attention

Sound and animation

- if you elect to use animation use MPEG4 for video files and MP3 for audio files

- use sounds and animation if they help convey, complement, or enhance the message

- use animation if it helps to make a point

- insert video files using the <<insert>> function within PowerPoint and ensure they are embedded in the presentation itself

Transitions

- keep transitions to a minimum and use the same transition or a variation of the transition throughout

Delivery

The online congress format and the requirement to record your presentation allows you to take your time and make as many recording attempts as you want. Don't delete any as you go, you might be surprised to go back and find your first one was the best! Pre-recorded or live, there are ways to prepare for your presentation. You need to think like a TV presenter without an audience in front of you to give feedback.

Preparation

- consider a test run in front of colleagues or friends, which allows you to make mistakes when they do not count, allowing time to make corrections to content or in style before the actual presentation

- think about the language you choose and keep it simple to help make it accessible and easier to follow for everyone

- you don't need to start by introducing yourself as this information is already available so think about an opening statement to grab attention and persuade people to keep listening to you

- consider your pace of delivery; avoid speaking too quickly, whether you are a native English speaker or not

- consider the tone of your voice and verbal expressions

- consider non-verbal communication (body language, facial expression and gestures)

- consider where visual aids would enhance, but not replace, your verbal presentation

- consider the setting and background where you want to record your presentation

- standing up or sitting at the front half of your chair might help you to maintain an active posture

Recording your presentation

- your performance in the first few moments will set the tone

- check your audio is clear and there is no background noise

- think about lighting so you are not in shadow and your background is not distracting

- keep your energy levels up

- focus on the camera lens – it may help to put a soft toy or marker next to it

- remember to **keep to the time allocated to you**

- make a final check of the presentation after you have recorded it

- most computers have a built-in simple editing tool in case you need to chop off a few seconds at the beginning or the end of your presentation

- you can record using PowerPoint or think about using another tool or platform, such as a free Zoom account, to capture your presentation and image

Questions from viewers

Participants will have several ways to contact you with any questions:

- using the comments function on your dedicated presentation page where you are advised to check the questions once a day during the live congress days and weekly during the three months post congress

- through private messaging using the congress platform if you have activated it in your profile so that participants can find you in the list of contacts

- through the email address you have provided in your presentation

Uploading your presentation

Make sure you have uploaded your presentation according to the instructions you will be sent by the World Physiotherapy congress team. Please click on the help button in the upload system for technical guidance on recording your presentation using PowerPoint or Zoom.

Generate additional content to add value to your presentation

You will have eight minutes (or 12 for state of the art presentations) to convey your key messages but without the physical presence in a room you might want to consider including a QR code in your presentation that leads to a website with further information to complement your presentation. Check with your workplace if there is an option to do this via your institution's/facility's website. This could:

- expand on some of the elements presented in your recording

- provide a summary of your presentation in a different language

- include a combination of the above

There are a number of free QR code generator websites, for examples see:

- http://www.qr-code-generator.com/
- https://www.the-qrcode-generator.com/

You insert your website URL for a QR code to be generated as an image; you can then download and insert the image in your poster that anyone can scan with a smartphone or portable device

Contact details

Add your contact details so that people can follow up with you for more details. If you are on social media add your details and remember to post about your presentation. It's also a great way to connect with the global physiotherapy community and remember the hashtags #WorldPhysio2021 for the congress and #globalPT to connect with physiotherapists around the world.

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