



Public Speaking Made EASY:

**Tips and Techniques to Make
Clinical Research Presentations
Enjoyable and Effective**

Ruth Ann Nysten, PhD

The RAN Institute

Paul Mastoridis, Pharm D

Schering Plough Research Institute



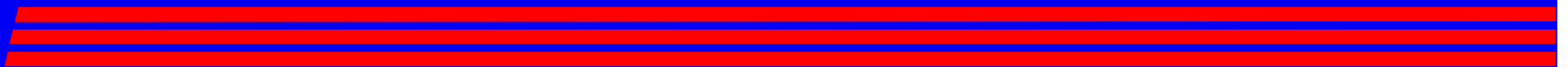


Ruth Ann Nysten, PhD
The RAN Institute
Tampa, FL



Discussion Topics

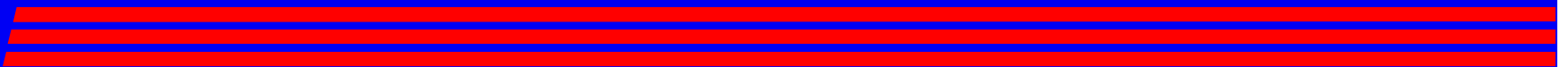
- 1. Speaking Skills and Techniques**
- 2. Investigator Meeting Techniques and Tools**
- 3. Effective use of Technology**





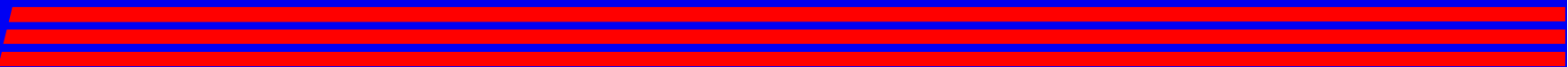
Public Speaking Opportunities in Clinical Research

- Meetings at your work place
- Conventions
- Investigator meetings



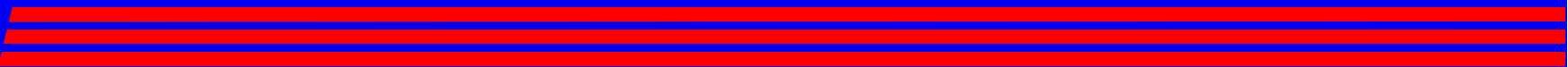


Factors Impacting the Quality of Delivery

- 1. Program Content/Methods**
 - 2. Applicability to Work**
 - 3. The Environment**
 - 4. The Speaker**
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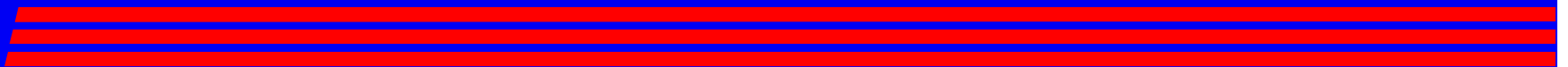


*So many choices of method... yet
only one delivery opportunity*

- Present/Lecture
 - Teach
 - Educate
 - Train
 - Facilitate Learning
- 

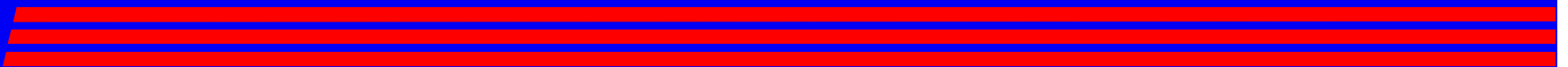
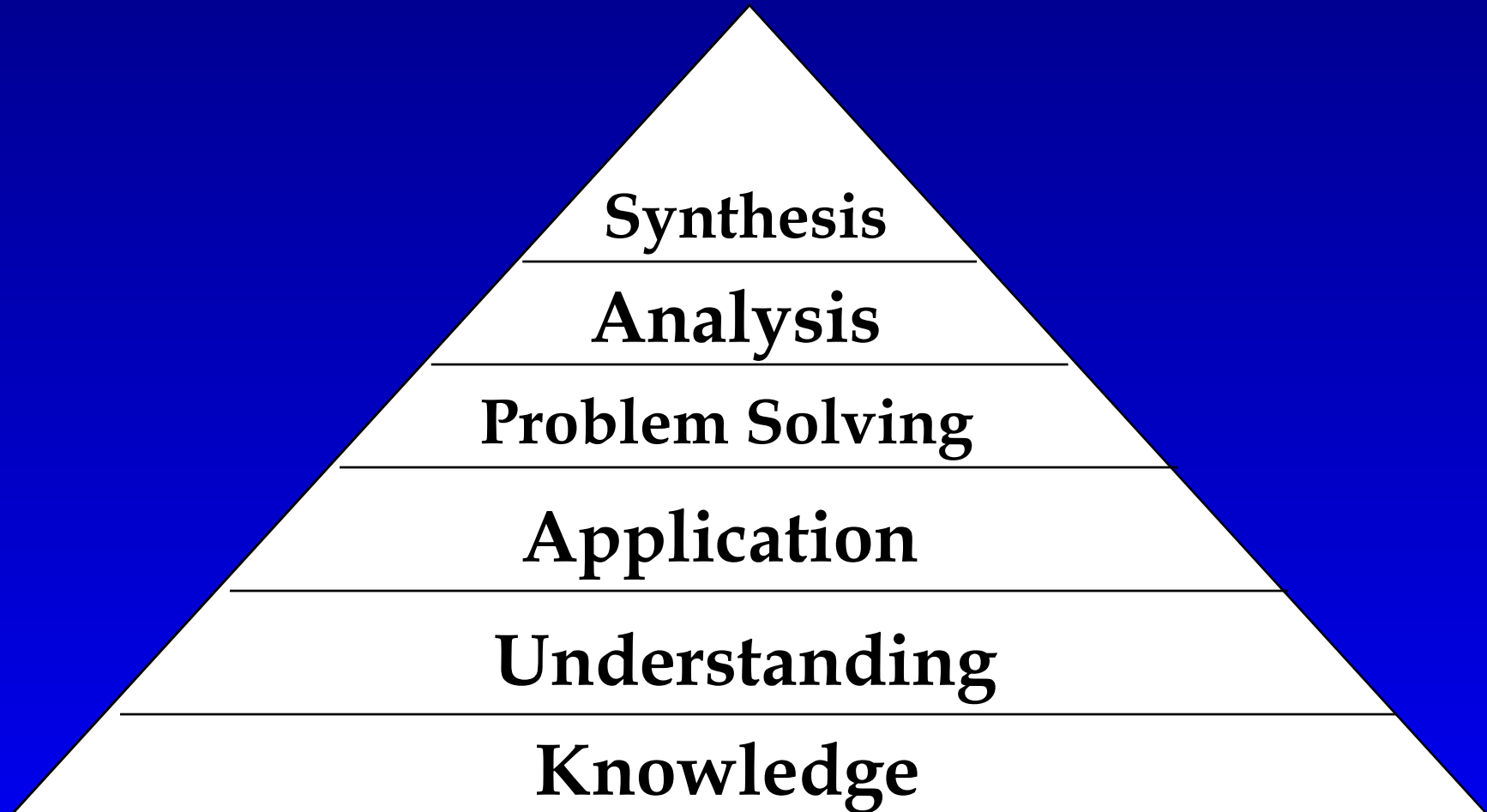
Choosing the method of delivery

1. What do you want the audience to be able to do after you have spoken?
2. Who is in the audience?
3. Tailor your information to achieve the intended goal for the audience.





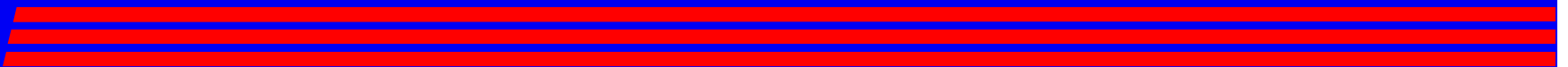
Expected Performance **Bloom's Taxonomy**



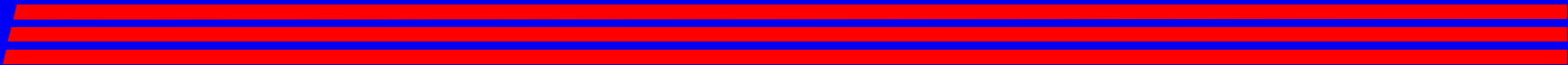


Learning Preferences of the Audience

- **Auditory**
- **Visual**
- **Kinesthetic**



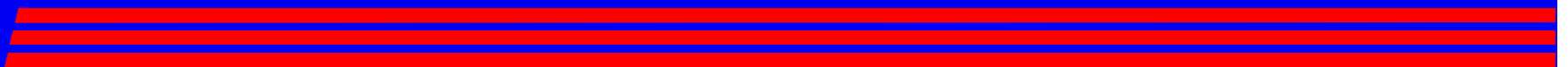
Preferences and expectations of adult learners

- Require respect
 - Want to share learning
 - Love to talk about their experiences
 - Are focused on specific goals
 - Want relevant information
 - Are usually self-directed
 - Learn best by doing
- 



Knowing your Audience

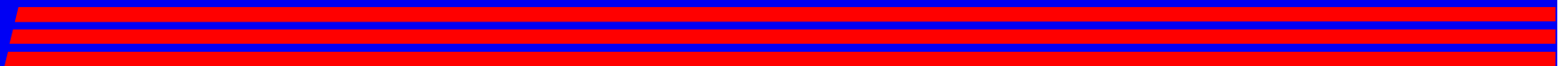
- What is their experience?
- What do they want or need?
- What is their job?





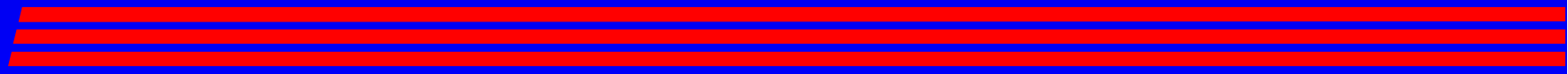
The Bottom Line

**Tailor the method of
delivery to the expected
performance and the
audience.**



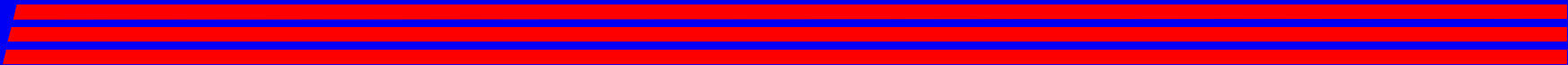


The Environment

1. Visit the facility prior to speaking.
 2. Request optimal-set up, if the flexibility exists.
 3. Expect the unexpected.
 4. Make the best of the environment you are given.
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Tips for Controlling your quality as a speaker

1. Know your content.
 2. Mind your appearance.
- 



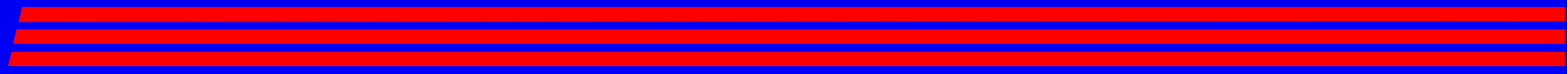
Tips for Controlling Your Quality as a Speaker

3. Be fully prepared:

- » Equipment/technology
 - » Your slides/overheads
 - » Rehearse!
 - » Back-up Plan
- 

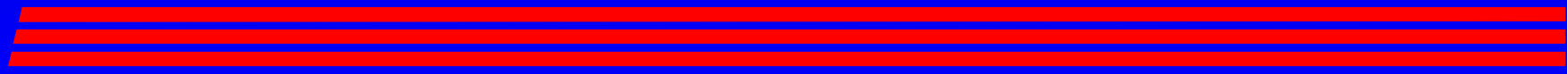


Tips for Controlling Your Quality as a Speaker

4. **Speak confidently**
 5. **Respect participants**
 6. **Continue to learn and improve as
a speaker**
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Summary

- **Know the Content**
 - **Tailor your Delivery to the Audience**
 - **Be Prepared**
 - **Relax and Have Fun!**
- 



Paul Mastoridis, Pharm D
Schering Plough Research Institute
Kenilworth, NJ



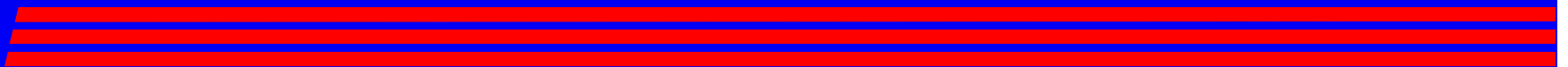
Innovative Transitions

- PowerPlugs™ by CrystalGraphics
 - PowerPlugs: Transitions™ adds high-quality 3D transitions with synchronized sound effects between your PowerPoint slides.
 - PowerPlugs: Templates, 3D Titles, Charts, Animation, Quotations, Headings
 - WEB SITE: www.crystalgraphics.com
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Investigator meeting techniques and tools

- Promote a consistent message among study centers.
- Provide a global question and answer forum.
- Discuss expectations for conducting the clinical trial





Clinical Research meeting techniques and tools

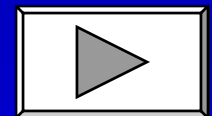
- Identify Subject Matter Experts (SMEs)

- not all SMEs know how to present or train

- Standardize Content/Presentations

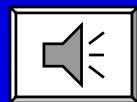
- Electronic Clock

- » <http://www.abc.se/~m8501/spclock>

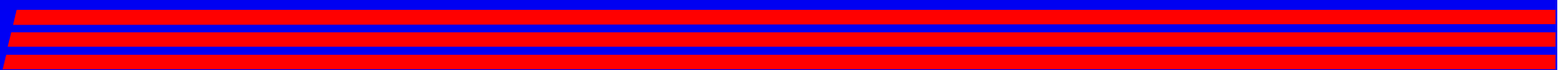


- Music

- Karaoke

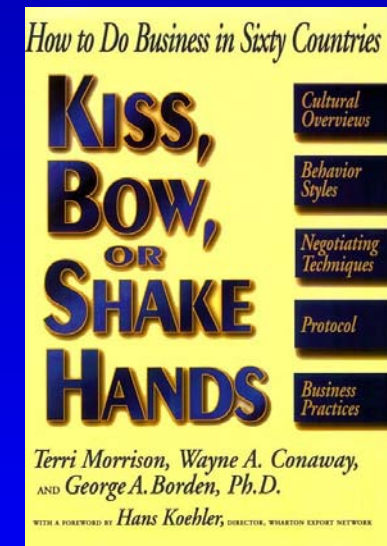


- » <http://www.vanbasco.com>



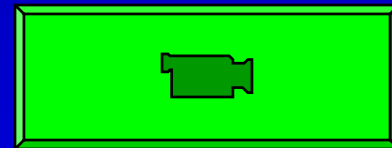
International: Investigator meeting techniques and tools

- Know your audience, country, culture
- International Etiquette:
 - Up-to-date and relevant information on international business culture, customs and protocol, gift-giving, negotiating tactics, business entertainment, cross-cultural communication and more.
 - <http://www.executiveplanet.com/community/default>.
- World Holidays
 - <http://holidayfestival.com/ctr.html>
- World Bank Holidays
 - <http://national-holidays.com/>





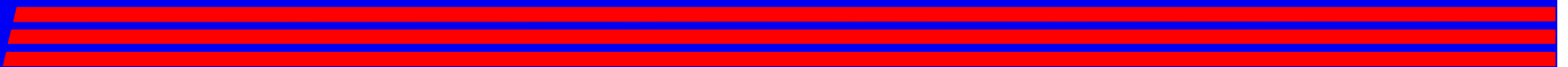
- What you should know before negotiating
- Entertaining for business success
- Making appointments
- Selecting and presenting an appropriate business gift
- Respectfully addressing others
- Guidelines for business dress
- Acceptable public conduct
- Welcome topics of conversation
- Canada profile outlines key facts and figures, the country's political landscape, and the responsibilities of the Bank of Canada.





Investigator meeting techniques and tools

- Identify methods to better interact/communicate at Investigator Meetings

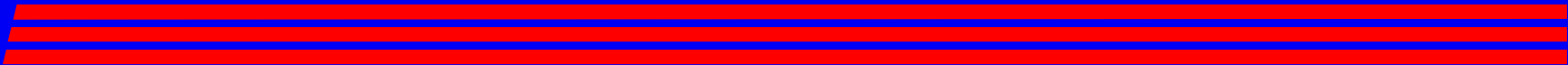


LINKS to a Better Presentation

- Cool Word of the Day
<http://www.edu.yorku.ca/wotd>
- Famous Quotations
<http://startpage.com/html/quotations.html>
<http://www.bartleby.com/100>
- Knowledge Seeker
www.infoplease.com
- Rhyming Dictionary
<http://www.rhymezone.com/>
- Rogets Thesaurus
www.thesaurus.com
- Webster Dictionary
www.m-w.com/dictionary.htm
- Webster Thesaurus
www.m-w.com/thesaurus.htm



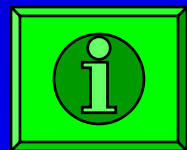
LINKS to a Better Presentation

- presenteronline.com
 - effective presentation skills
 - free templates, clip art, sound clips
 - presentersuniversity.com
 - courses (content, delivery, visual aids)
 - free downloads
 - trainingsupersite.com
 - magazines/newsletters
 - products/demos/resources
- 

Investigator meeting techniques and tools

● GameShowPro™

- www.learningware.com
- 5 Games: Tic Tac Toe, Jeopardy, Millionaire, Family Feud, Wheel of Fortune



Investigator meeting techniques and tools

ComTec

- Group Response System (Poll-the-Audience)

– <http://www.consensor.com>




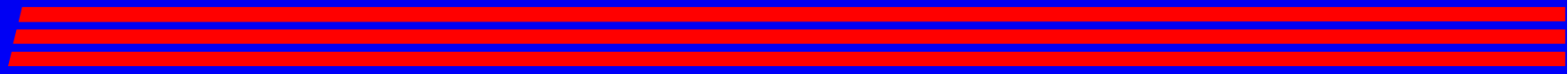


*Copies of this presentation can be found
at the RAN Institute web site*



<http://www.raninstitute.com>



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- AUTHOR: Winston Churchill
 - QUOTATION: If you have an important point to make, don't try to be subtle or clever. Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time – a tremendous whack.
 - ATTRIBUTION: On public speaking, quoted by Edward, Duke of Windsor, A King's Story Putnam 51
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GROUP RESPONSE SYSTEM

