

'1-2 Minute' Poster Stump Speeches



“Be interesting. . . Be enthusiastic. . . and don’t talk too much.”

—Norman Vincent Peale

Two Main Types of Speeches:

1. Engagement – to a general audience.

Communicate general ideas and the excitement of your research. Keep the talk general and non-technical.

2. Education – to other scientists.

Communicate technical information so that the listener can fit the work into their own context.

Both are difficult to design and perform

Write Out Your Talk!

- *Especially* important at the *beginning* of your career, – *write it out!* By doing so:
 - You will be as effective as possible in conveying information, communicating with audience.
 - It will help you to organize your thoughts.
 - It will provide useful feedback for content of your poster.
 - It will help with timing.
 - This is your base!
 - This is also a good technique for the first slide or two (maybe more) of any talk, particularly a short one.

Rules for Poster Speeches:

In general, you will have a diverse audience, so:

1. Always give some background and context.
2. Use plain language and avoid jargon and acronyms – they already know you are smart.
3. Keep eye contact to see if you are losing or boring them.
4. If you are unsure if losing/boring audience: just ask.
5. Be flexible – A memorized speech repeated verbatim is as big a loser as a speech that is too long. On the other hand, a disorganized speech is equally bad. This takes practice ...
6. Don't read your poster, but do make use of it: alternate connecting what you are saying to figures on the poster with eye contact. This takes practice ...

More Tips For Poster Sessions:

1. During a poster session, **never leave a poster unattended!** Do not give up the opportunity to network and publicize your research.
2. **Be remembered** – there are LOTS of posters in poster sessions! Have copies of your related papers and 8½ x 11” printouts of your poster. Business cards may also be useful.
3. Keep a **blank pad** where you can write and explain. Hang it if possible. It also may help save your poster (see 4).
4. Be professionally attired. Tastefully coordinate your **wardrobe**.

When Someone Approaches:

- Introduce yourself and look at his/her name tag.
- “Hi! I’ve been working on ...” and pause to give an opportunity for a response
- If get a response – try to use it to get into your presentation
 - If not, or if in doubt, move into your regularly scheduled ‘presentation’

Rules for Answering Questions:

1. If you do not understand the question, **ask for clarification**.
2. If you do not know, just say so. **Park ego and defensiveness at the door**. Be GLAD they pointed out where you can grow – for you and how you appear.
3. Do not be afraid to **disagree with comments**, but keep to the science. NEVER take attacks personally!
4. **Share e-mails** and get back to the person with answers or more comments. Many collaborations begin here.
5. They may be right and you may be wrong in some interpretation – that is what science exchange is all about. **Enjoy the learning!**
6. **Always be gracious!**

General Outline of Speech:

1. Context of your poster and why it is important (**Background**).
2. State your objective (**Introduction**).
3. State succinctly what/how you did it (**Methods**).
4. State what you found (**Results**).
5. State what results meant (**Discussion**).
6. Give the grand finale' (**Conclusion or Summary**).

Make sure these words are no more than 1-2 minutes and be prepared to be interrupted at every phrase – This is **improv** here: Show 2nd City what for!

Some Web Resources:

- <http://www.ncsu.edu/project/posters/NewSite/> – some nice, simple pointers from NC State U. and U. Miami.
- <http://www.rcjournal.com/contents/10.04/10.04.1217.pdf> – “How to Present, Summarize, and Defend Your Poster at the Meeting,” – Robert S. Campbell, Respiratory Care **49**, 1217(2004).
- <http://www.youtube.com/watch?v=m02leV4gxE> – Presentation on How to Design a Poster.
- <http://www.youtube.com/watch?v=tlrVKbHO7YU> – ACS Webinar on Poster Presentations. Start at 34 minutes for the speech part.
- <http://www.youtube.com/watch?v=J-SRWog-5Is> – ACS Webinar on Impactful Scientific Posters - The Basics .
- <http://www.youtube.com/watch?v=AXKEGmYSNFg> – ACS Webinar on Impactful Scientific Posters – Including Abstracts – yes or no?