Designing Slide Presentations that Engage and Deliver

August 27, 2025

Webinar will begin promptly at 11:00 ET

ISMPP International Society for Medical Publication Professionals™

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What topics are covered?

- Publication planning
- Visual communications
- GPP, best practices, SOPs
- PLS/PLSPs
- Practical AI
- Small group activities

Who should attend?

- Biotech, Small pharma and Medical device teams
- Newer to med pubs/comms
- Team knowledge-sharers
- Anyone who wants to build their expertise!

ISMPP International Society for Medical Publication Professionals

2026 European Meeting of ISMPP

26-28 January
London, UK

9 September

Registration, Exhibits and Sponsorships Open

3 October

Session Proposal Submission Deadline

17 October

Abstract Submission Deadline

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New MAP Article!

Accessibility Matters:

Easy Steps to Making Healthcare Information Accessible

Rachel Jenkins, BSc, Taylor & Francis; **Dawn Nicewarner**, PhD, CMPP, Organon;
Steve Palmisano, BSc, The Lockwood Group; **Kelly Soady**, PhD, CMPP, Oxford PharmaGenesis.

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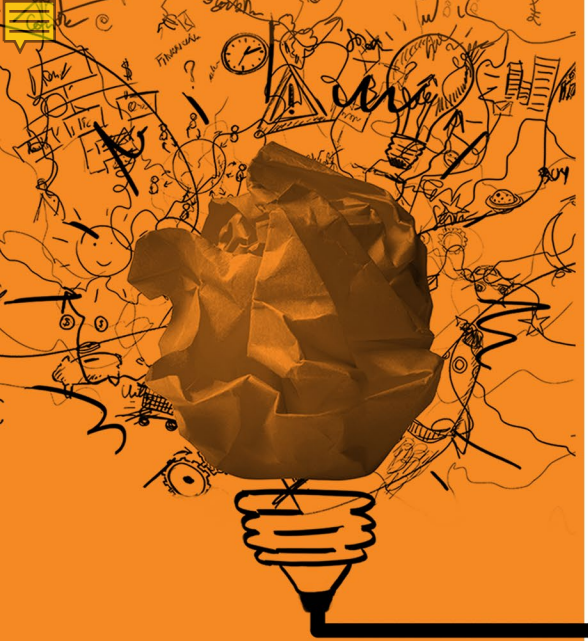
Today's Faculty

Steve Palmisano
EVP, Publication Services
The Lockwood Group

Ann Overton
Director, Presentation Services
Fingerpaint Medical

Sonya Snedecor, PhD
Chief Simplicity Officer
Science Clarity



Disclaimer

Information presented today
reflects the personal knowledge and opinions
of the faculty and does not necessarily represent
the position of their current or past employers.

WE LEAD

...the slides do not!

We steer the story—
let it drive our approach!

Ears listen,

...the eyes decide!

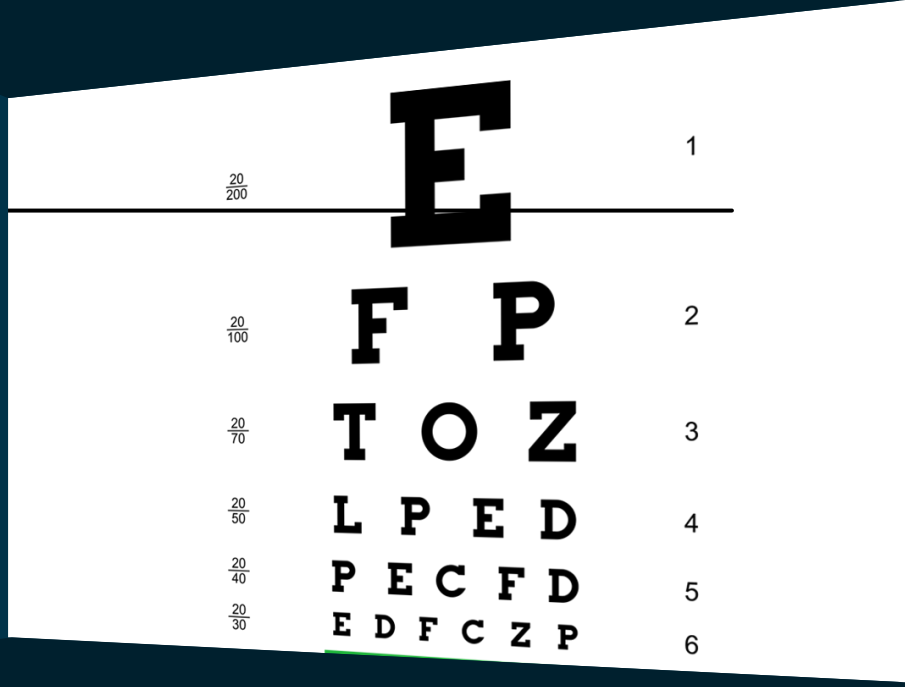
ACCESS
isn’t optional

…it’s design
done right!

CLARITY
for all

...beats cleverness for some!

This is a presentation,



not a vision test!

Audience Poll #1

If you have meticulously documented and presented your content, and IF only a handful of people were able to understand it … have you succeeded in communicating your message?

- Yes
- No
- Had not really thought about it from that perspective

Designing effective scientific communications

Sonya Snedecor, PhD

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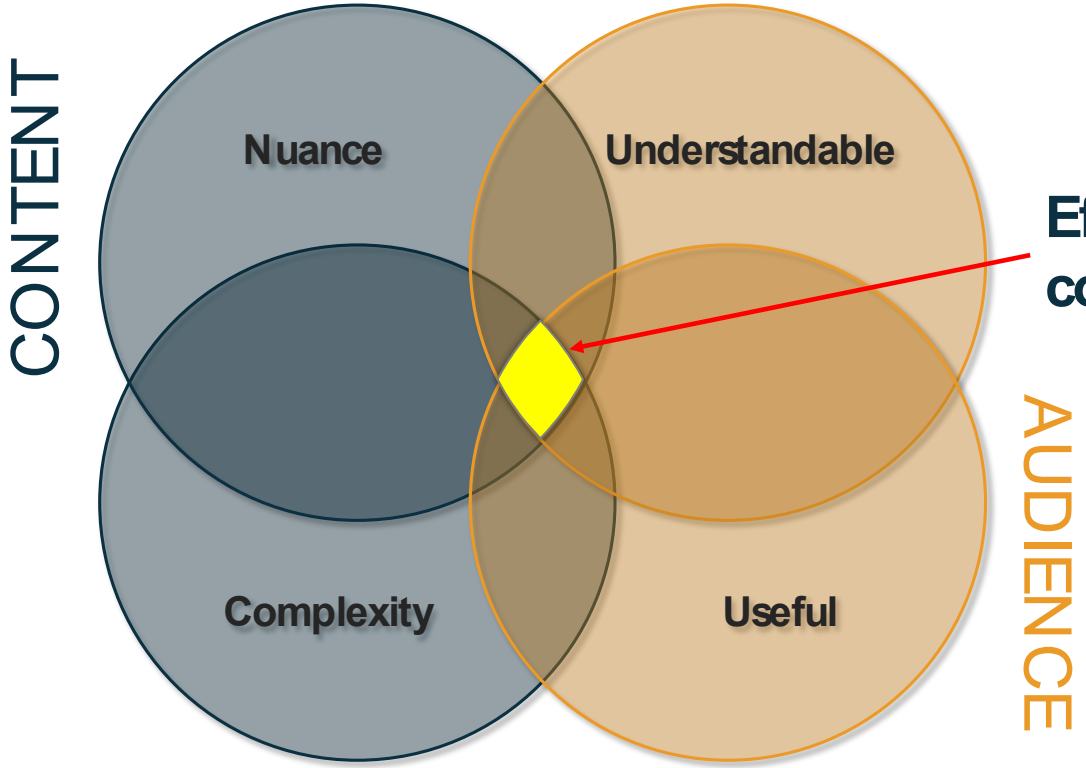
What does it mean to communicate science effectively?



Effective science communication

National Academies of Sciences, Engineering, and Medicine 2017. Communicating Science Effectively: A Research Agenda. Washington, DC: The National Academies Press. https://doi.org/10.17226/23674

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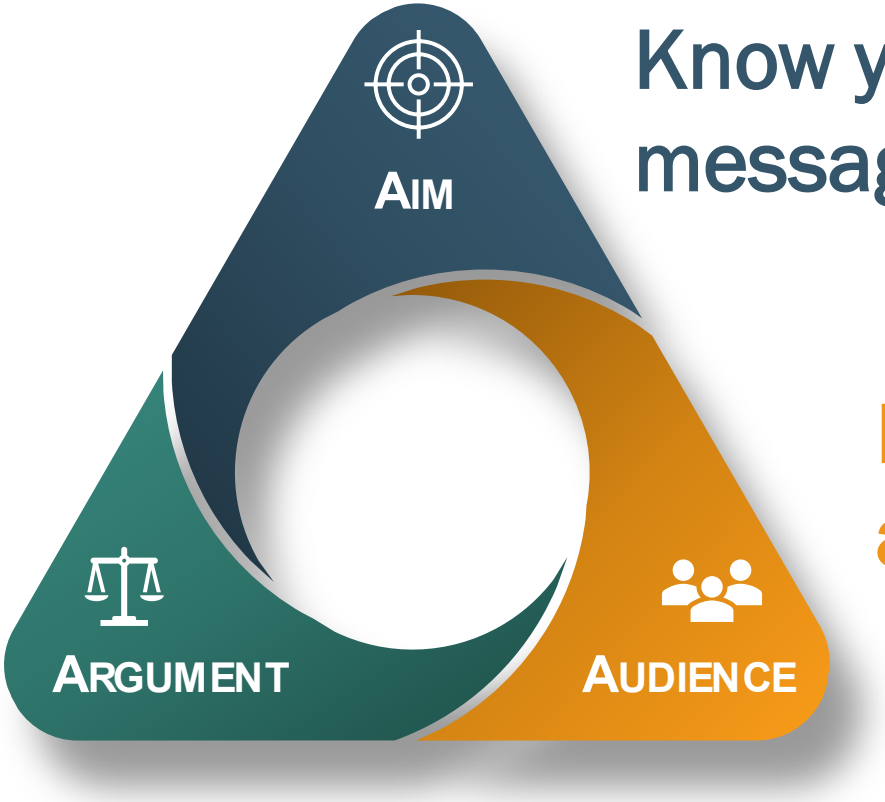
Well crafted science communications do more than inform

- Foster collaboration and innovation
- Enhance reputation and garner support for your team
- Enable informed decision making
- Reduce negative decisions
- Reduce requests for more info and wasted time

The goal is to make understandable and useful communications

What to consider when constructing your presentation

Know your key message



Build your content

Know your audience

What do I want to achieve with this communication?

AIM

What do you want the audience think?

What do you want the audience to do?

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Key message: The one thing you want the audience to know

1 sentence, in plain English!

You can’t communicate your idea clearly if you don’t know what it is

Today's key message:

There are concrete steps *anyone* can take to make your content easier to understand and design a more effective communication

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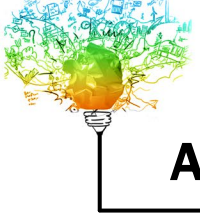

AUDIENCE

Assume your audience is smart, but knows NOTHING about your content

The most common mistake in scientific presentations is overestimating the audience's ability to understand your content in real time

ASSUME THE FOLLOWING!!!!!!

- People **know less** than you think
- People **can grasp less** content than you'd like
- People **need simpler** slides/graphics than you think
- People **will not work hard** to understand your content

The audience is the star of your presentation

The more audience-centric you can make your content and delivery, the more highly the audience will think of you

ARGUMENT

What and how to present info to support your key message?

1. Maintain laser focus on your key message.

2. Give enough details to be credible, but not too many!

3. Give one piece of information, then tell them what it means.

   Repeat.

4. Use informative headers.

5. Use visuals whenever possible

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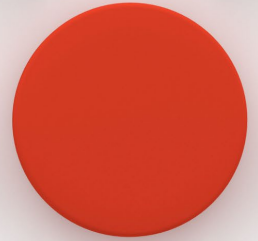
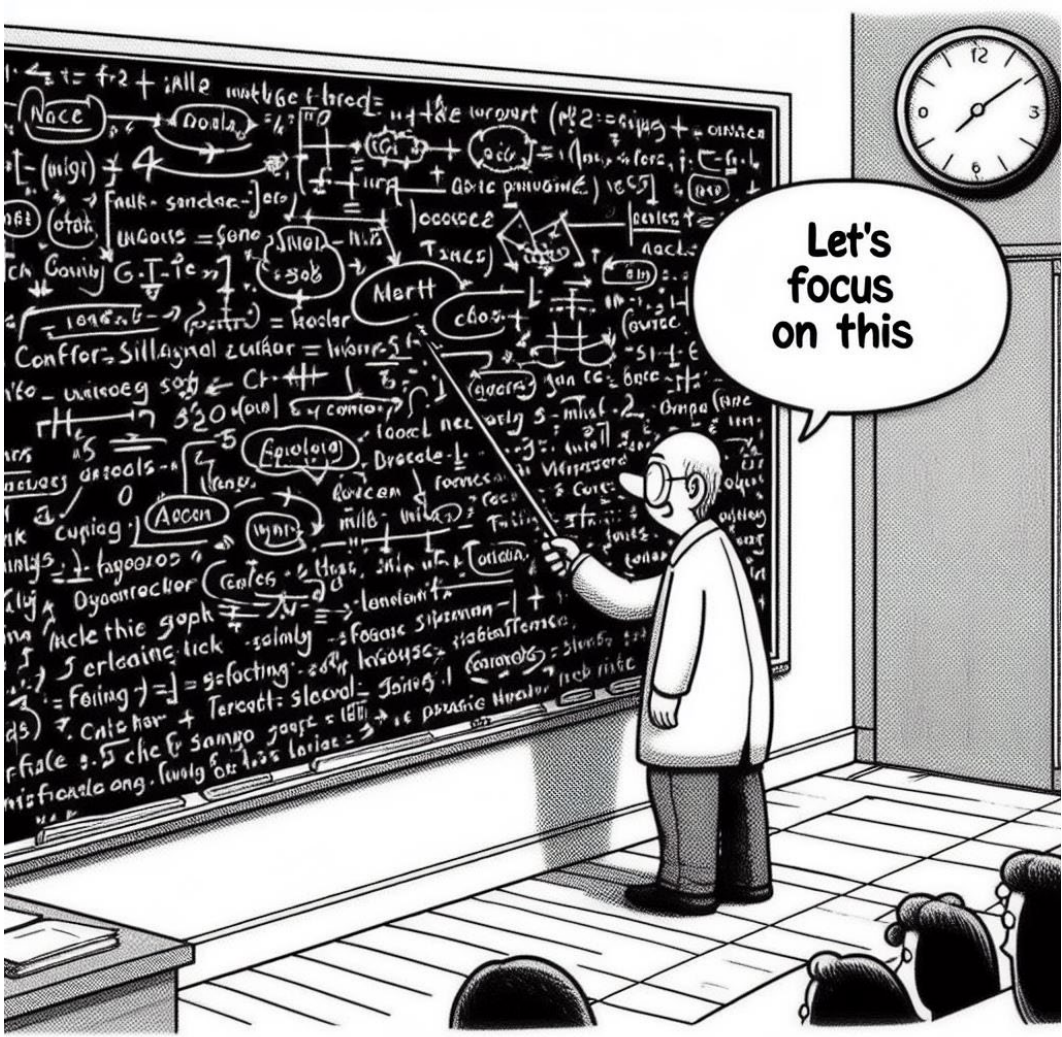
Maintain laser focus on your key message

All your content must directly support your key message



Give enough details to be credible

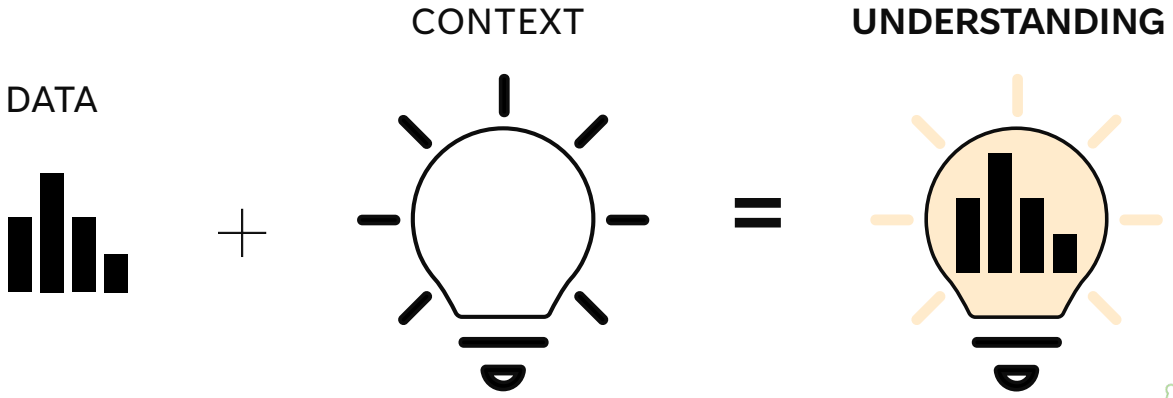
– but not too many!



You need to give more context and interpretation than you think

Give the audience one piece of information, then tell them what it means.

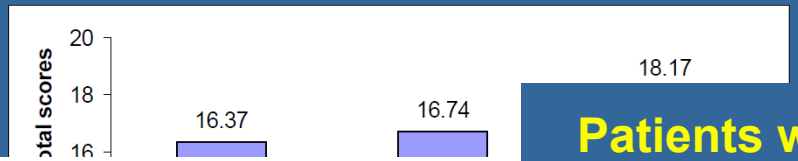
Repeat.



Make conclusions obvious with informative headers

RESULTS – Construct Validity (cont'd)

- Patients with a worsening tumor response tend to have higher PSALC total scores (ie, worse symptoms)



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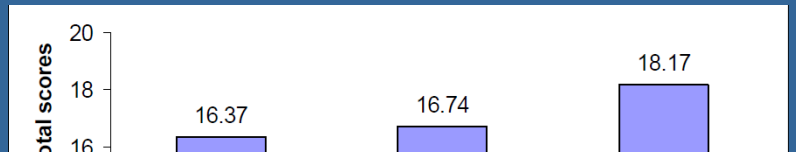


Visuals transmit information easier, faster, and more memorably

Imagine one diagonal line connected to two other lines to form one shape

Clear and simple information

Ease of audience understanding

More intelligent you will seem

> The best science doesn't get attention, the best communicator of the best science does.
>
> – Sonya

Source: 25+ years of scientific research experience

Audience Poll #2

What's the best way to present complex information?

- Put everything on one slide so nothing is left out
- Use big words to show expertise
- Organize and simplify so the message is clear
- Read directly from your notes

Slide Design

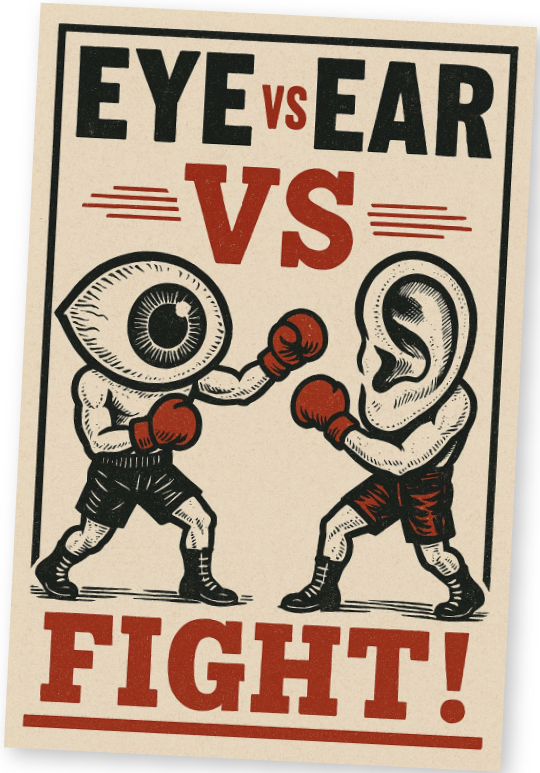
Ann Overton

Use slides as a TOOL to deliver information

Slides should **support**, not compete with the speaker

Battle of eye vs ear…

…EYE will usually win



Practical Presentation Tips
Know Your Venue

In-person

- Room size
- Screen size

Step 1: Determine the Maximum Screen Height

Formula:

`Maximum Screen Height = Ceili`

Formula:

`Optimal Screen Height = Farthest Viewer Distance ÷ 6`

Example:

`24 ft ÷ 6 = 4 ft`

Step 2: Identify the

Example (9-foot ceiling):

`9 ft – 4 ft (bottom) – 1 ft (top) = 4 ft`

Step 3: Calculate Optimal Screen Height Based on Viewer Distance

Example (Room depth = 28 ft):

`28 ft – 4 ft (aisle) = 24 ft`

Room & screen size: Plan for the worst (and hope for the best)

Source: https://blog.avrelated.com/av-room-screen-size-guide-determine-ideal-display-size-with-calculator/

Practical Presentation Tips
Know Your Venue

Digital-only

- Online meeting
- Downloadable

STILL important to follow good presentation design principles

Source: https://blog.avrelated.com/av-room-screen-size-guide-determine-ideal-display-size-with-calculator/

Use less copy and larger fonts

Goal is to ensure readability **in any situation**

MECHANISM OF ACTION OF ANTIBIOTICS

- **Inhibition of cell wall synthesis**
  Antibiotic agents, including but not limited to penicillin, exert their bactericidal effects in part by interfering with the enzymatic processes responsible for the cross-linking of peptidoglycan strands, thereby compromising the structural integrity of the bacterial cell wall
- **Inhibition of protein synthesis**
  A subset of antibiotic compounds functions by selectively interfering with the complex biochemical process of translation, specifically targeting the ribosomal machinery within bacterial cells, thereby impeding the synthesis of essential proteins required for cellular survival and replication.
- **Inhibition of nucleic acid replication**
  A specific category of antimicrobial agents possesses the biochemical capacity to obstruct and disrupt the intricate molecular mechanisms involved in the replication of bacterial deoxyribonucleic acid (DNA), thereby impeding the propagation and survival of the microbial organisms.
- **Disruption of cell membrane function**
  Certain pharmacologically active antibiotic substances exert their antimicrobial effects by compromising the structural and functional integrity of the bacterial plasma membrane, thereby inducing permeability alterations that lead to cellular destabilization and eventual microbial death.

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  Some antibiotics act by damaging the plasma membrane

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Add visuals to keep audience engaged

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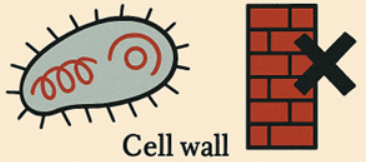
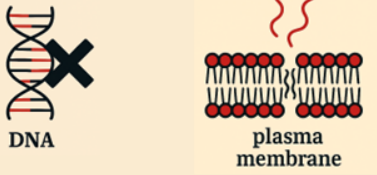
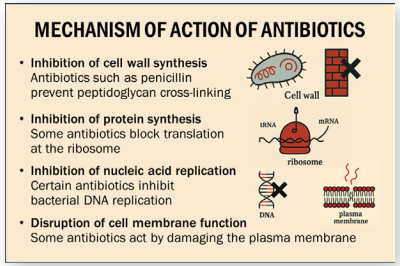




Spread heavy content across multiple slides

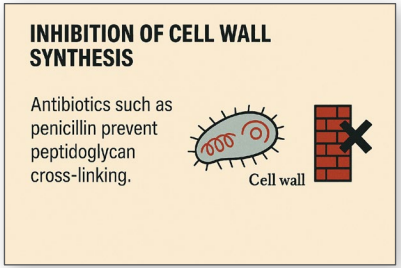
The same amount of content spread across multiple slides does NOT affect presentation length

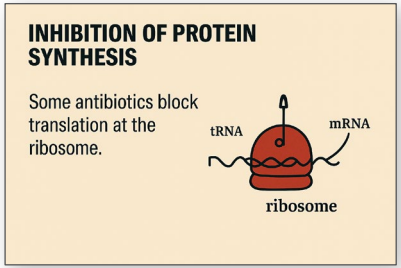


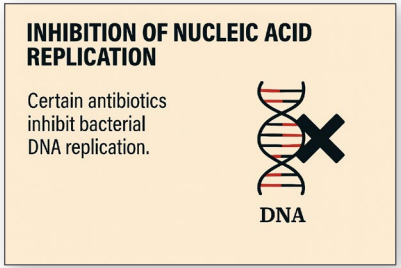
OR

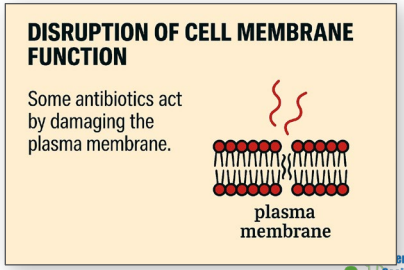
PRO TIP

Add more detailed information, if needed, to the speaker notes.









Slide samples created using MS Copilot

Use animations to guide audience focus

MECHANISM OF ACTION OF ANTIBIOTICS

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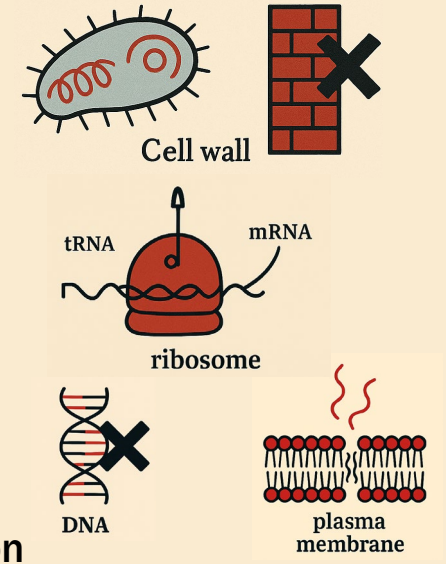


Help your audience follow the story

Use visual breaks to refocus and engage audience

Presentation section **divider slides**

SECTION 2

Mechanism of Action

Question or polling slides

If antibiotics were superheroes, which power would best describe their mechanism of action?

A. Laser vision that melts bacterial walls
B. Mind control that stops protein production
C. Cloaking device that hides DNA replication
D. Force field that blocks nutrient absorption

Provide downloadable materials when possible

QR codes

- At beginning of presentation to access presentation file with notes and/or script
- At end of presentation to access supplemental materials

Accessibility and Inclusivity

Why accessible content matters[1]

In short, **better patient outcomes. How?**

Accessibility is universal and **strengthens patient-centered healthcare**

Clear and inclusive communication **empowers informed decision-making and better health engagement**

Health literacy varies widely; **poor literacy can negatively impact outcomes**

Designing content that is easy to navigate and understand **promotes equitable access to information**

Accessible content helps close gaps to healthcare information for people with disabilities

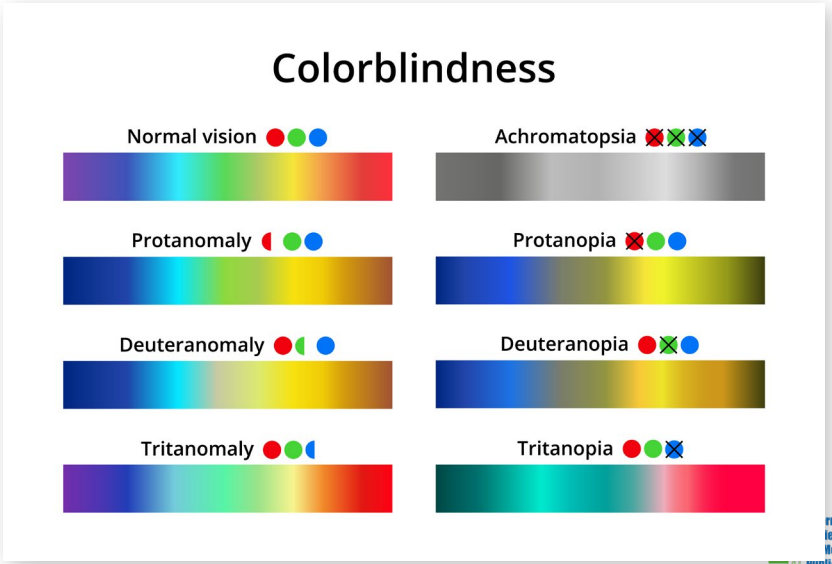
Inclusive design benefits everyone (example: subtitles help both hearing impaired and non-native speakers)

Accessibility drives innovation and improves communication standards across diverse audiences

[1]Jenkins et al. https://www.ismpp-newsletter.com/2025/08/19/accessibility-matters. Accessed August 20, 2025.

Types of disabilities

- Auditory, such as partial or total hearing loss
- Visual, such as color blindness
- Cognitive/learning, such as dyslexia
- Motor
- Speech
- HIDDEN



How can you create accessible presentations?

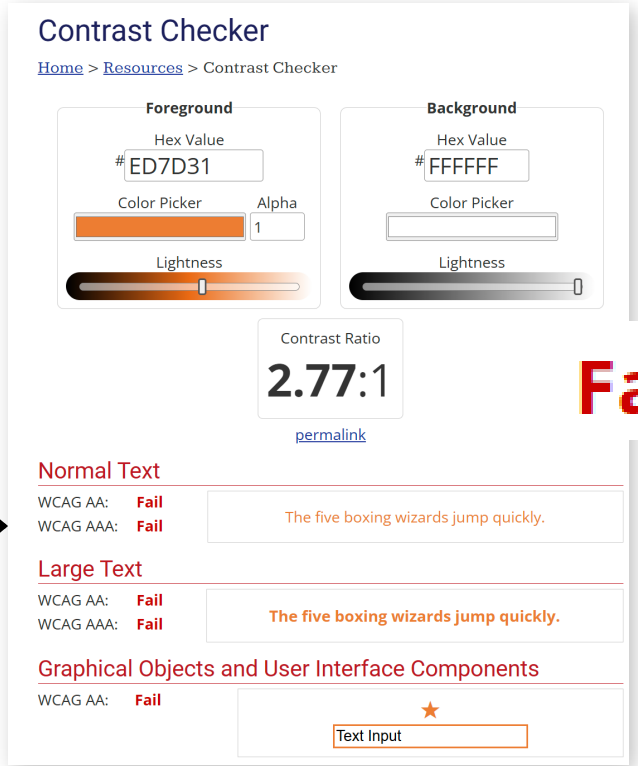
1. **Check color contrast,** particularly type/background

   Variables include formatting, font size, colors

https://webaim.org/resources/contrastchecker/

Example:

Hello



How can you create accessible presentations?

2 **Font selection**

- ✓ Clear
- ✓ Properly sized
- ✓ Clearly formatted (bold helps)
- ✓ Consistent

NOT this:

MECHANISM OF ACTION OF ANTIBIOTICS

- Inhibition of cell wall synthesis
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- Inhibition of protein synthesis
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- Inhibition of nucleic acid replication
  Certain antibiotics inhibit bacterial DNA replication
- Disruption of cell membrane function
  Some antibiotics act by damaging the plasma membrane

How can you create accessible presentations?

3 Use “alt text” on images, graphics, where applicable

- ✓ Concise but **descriptive**
- ✓ Focus on what is essential for understanding
- ✓ Include relevant data
  Example: “Bar chart showing antibiotic resistance increasing from x in 2010 to y in 2020.”
- ✓ Use plain language
- ✓ Avoid redundancy – don’t repeat information already present in surrounding copy

How can you create accessible presentations?

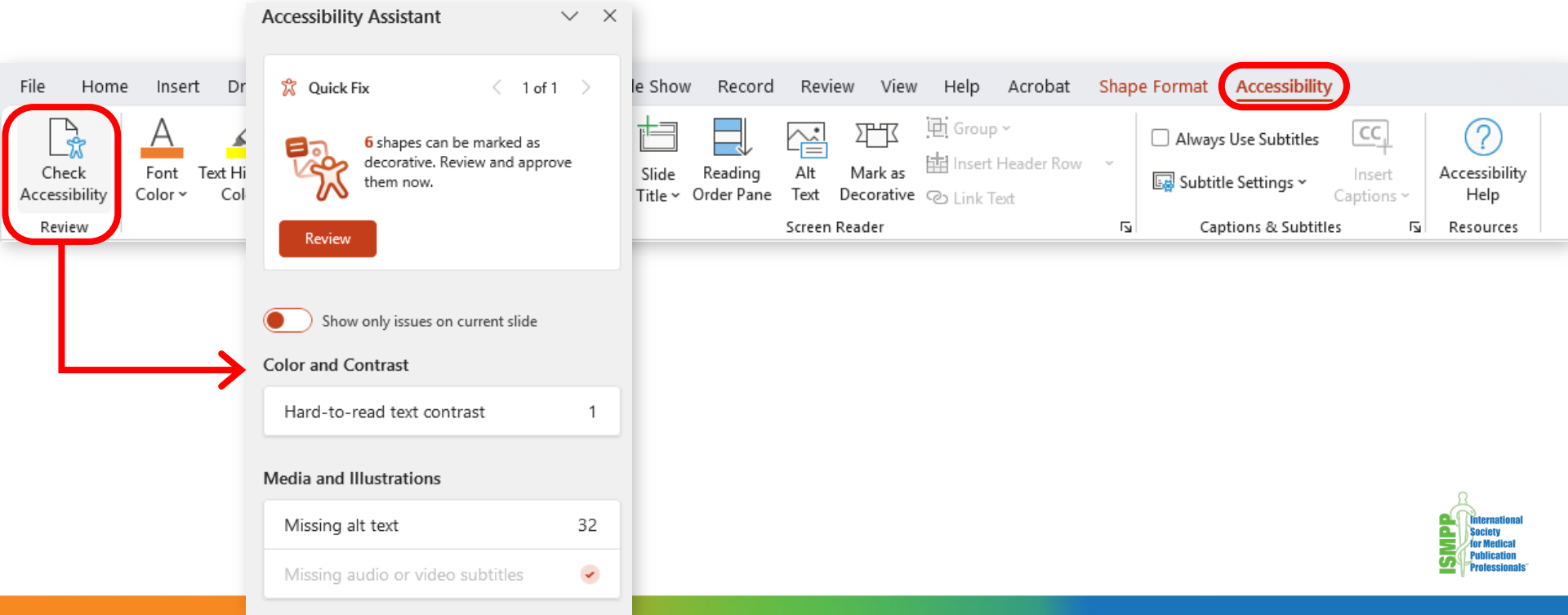
Alt text example[1]:

> Alt text: Image of a video article with key accessibility points annotated in text boxes. The annotations highlight that the video article content has optimized color contrast and includes a full transcript, subtitles, and captions.

[1]Jenkins et al. https://www.ismpp-newsletter.com/2025/08/19/accessibility-matters. Accessed August 20, 2025.

How can you create accessible presentations?

4 Use accessibility tools in PowerPoint



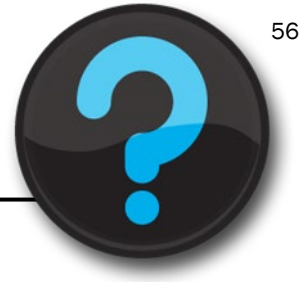
Question presentation templates

If you are a presenter, ask organizers if conference/congress supplied template is **suitable for the venue and audience size**?

If they don't know, assume not.

Future ISMPP presentation templates **will** reflect minimum design standards for room sizes and visibility.

Audience Poll #3



Do you utilize professional presentation designers or specialists to ensure your presentation is engaging, easy to understand, and/or meets accessibility requirements?

- ☐ Yes
- ☐ No

Preparing for Presentation Delivery

Steve Palmisano

4 components for presentation delivery

Practice aloud; activate your voice like an actor

Record and transcribe your talk to build effective speaker notes

Use pointers or verbal cues (e.g., "top-left corner") to orient the audience

Be mindful of timing, pace, and taking pauses

Explore your voice…

Voice Inflection & Pace

- Vary your tone and speed to
  - Help keep the audience's attention
  - Emphasize key points, and
  - Avoid sounding monotone

Record, listen, adjust, and transcribe

Record

- Record your practice or live delivery so you can observe yourself objectively

Listen

- Play it back with fresh ears, focusing on clarity, tone, pacing, and emphasis.

Adjust

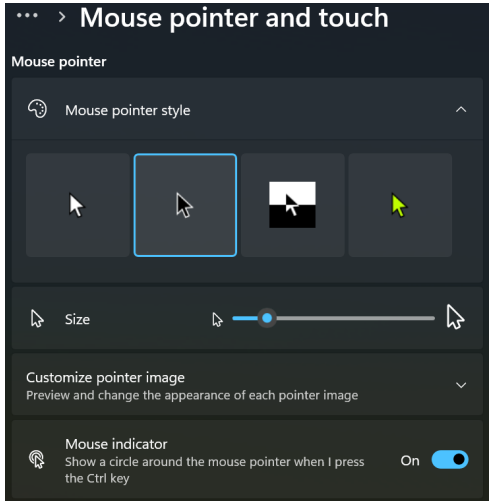
- Identify where your message, visuals, or delivery can be refined for greater impact.

Transcribe

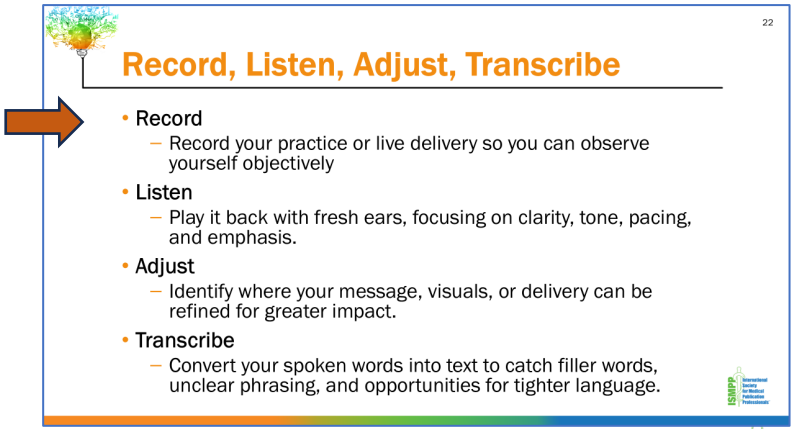
- Convert your spoken words into text to catch filler words, unclear phrasing, and opportunities for tighter language.

Use pointers and verbal cues

If you are controlling the slides, **use your cursor to point at** the area of your slide. Adjust your pointer style for easy viewing.



Please **consider verbal cues**…
"As shown at the top left of this slide", or "Bullet point number one" is a critical point in the process…"



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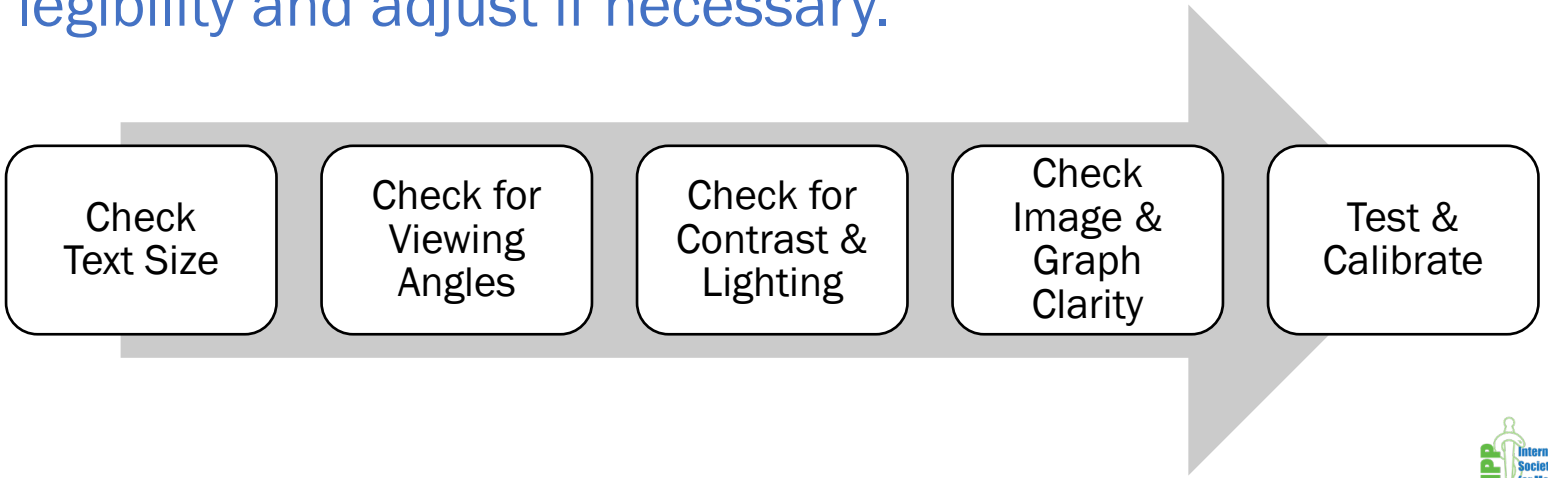
Perform your presentation checklist

Always do a **walk-through** to the farthest point in the room (or smallest monitor size) **before your presentation** to confirm legibility and adjust if necessary.



Thank you!

Attendee Q&A

Upcoming ISMPP U Webinars

September 2025:

Strategic Social Media Selection for Data Dissemination: Optimizing HCP Engagement Across Platforms

October 2025:

Optimizing Publication Extenders: A Toolkit for Standardization

ISMPP International Society for Medical Publication Professionals

ISMPP Podcast: In Plain Cite

September 2025:

Practical Tips for Amplifying Medical Publications Through Social Media

October 2025:

From Conflict to Consensus: Best Practices and Pitfalls in Publication Steering Committees

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Thank you for attending!

We hope you enjoyed today's presentation.

After closing out of Zoom, please click the CONTINUE button on your screen to take our short survey. Thank you!

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Designing Slide Presentations that Engage and Deliver

August 27, 2025

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