

'A strong **message** and a solid **conclusion**'

What makes a good presentation and a good poster? 'Actively draw **attention** to your poster, almost like a market vendor.'

SHURAILA STOPPEL

"Good presentation skills are essential for scientists. If you want to pursue a career in science, you have to be good at telling your story as a young scientist," says professor Ad IJzerman. One of his tips for success, "Do not go into details but spotlight your major discovery."

IJzerman is a member of the jury for the PhD lecture competition that will be held at the FIGON Dutch Medicines Days on Tuesday October 13th. Eight PhD students from Dutch universities were chosen by their department or selected through internal competitions to challenge each other in a contest for best lecturer. A jury of four experienced scientists and former FIGON chairmen will decide who presents best.

ENTHUSIASTIC

But what does it take to give an astounding lecture? Dick Meijer, professor emeritus from the Groningen research school GUIDE and also juror, comments, "Show enthusiasm; I always focus on the cha-

risma of the presenter. So don't just stand there passively and uninspired, show excitement in your work!"

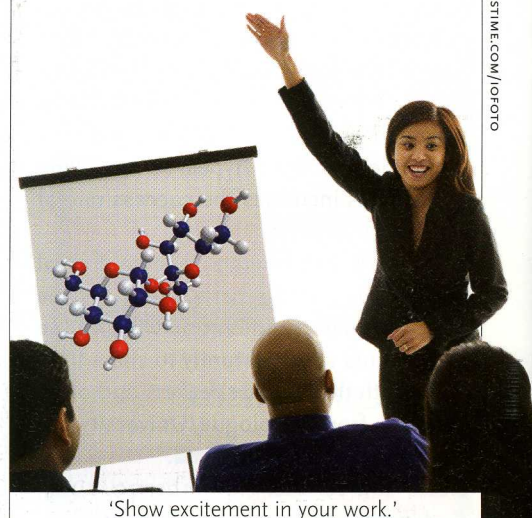
"I want to see a self-confident person, someone who could become a colleague. And everybody has to understand what you are talking about," adds Professor IJzerman, from the Leiden/Amsterdam Centre for Drug Research (LACDR). The audience will consist of a diverse set of people at the Dutch Medicines Days. A hospital pharmacist should feel comfortable at a lecture on the latest in heart electrophysiology. So do not focus on one specific aspect, but draw attention to the message that you want to get across, and finish with a solid conclusion."

OPINION

Assertiveness is the key to a good poster presentation. Meijer says, "Don't just wait until someone shows interest. You have to actively draw people's attention, almost like a market vendor. Then tell them your story succinctly and convincingly. Don't forget to ask for questions and comments on your research. And do not hesitate to take advice."

"A presentation should look professional", Meijer advises. "In the case of a poster, the layout needs to be logically ordered and impeccable. For lectures, the slides need to be simple and readable. Don't use more than one slide per minute of presentation time."

Finally professor IJzerman warns against preparation pitfalls. "Do not underestimate the preparation. Even if you are presenting the same data for the third time, you still have to rehearse."



'Show excitement in your work.'