



Guide for Platform Presenters: Creating and Presenting at CSM

Who This Is For

Clinicians and students who are preparing to present a scientific or clinical poster—especially for the first time. Whether you are in a research lab, residency, or clinical setting, this is a straightforward guide to help you get ready.

What is a Platform Presentation.

Platforms are oral presentations of approximately five to 15 minutes. They are typically grouped with other thematically similar platform presentations at the conference, so you will most likely be presenting in a session that includes 6 to 8 other platforms.

The schedule of platform presentations is coordinated by the Academy Program and Research Committees. You should have received information with your acceptance about timing, formatting rules, order you will present within the session, and any information about timing of Q&A.

PART 1: CREATING YOUR PLATFORM PRESENTATION

1. What are the required elements

- Follow the guidelines provided by the APTA/ANPT (e.g., number of slides, time allotted, background or formatting requirements.)
- Your platform presentation should include the elements outlined in your abstract specific to your type of report, though you may be flexible in their presentation as fits your narrative
- Presentation should also include:
 - A title slide that includes author information (and any co-speakers), acknowledgement of your co-investigators, and any others who contributed
 - Indication of any conflicts of interest
 - References
 - Acknowledgement of your supporting institution(s) and funding source(s)

2. Software tools you can use

- Any slideshow creation software (Powerpoint, Canva) unless this is dictated in the presentation guidelines

3. Planning:

- Like a poster, the platform presentation should tell the story you wish to convey.
- It should not attempt to communicate the same amount of information as a journal article or longer research presentation would cover.

- Imagine the story you wish to tell, and then the time you have available to tell it - ~ 8 – 10 minutes. Tailor your story to fit comfortably into this time
 - Do not try to address more aspects or findings than will fit comfortably.
 - Create a written outline of your presentation first to decide on scope and length– this avoids creating too many slides and too long a story that has to be edited down later
- Define your overall objective for the presentation - what will my audience know, be able to do, or understand by the end of my presentation? Use this objective to shape what is included in the presentation.
 - Make sure key concepts or main ideas are clear and then support them with details as needed
 - Make sure each part of each section included ties back to the objective and is essential – explain with each section how it ties back to the objective
 - Details (e.g., specific methods, data of results) should be included to the extent that they support your story/objective/conclusion – these may be presented in slides but specifics not talked through or may be presented on supplemental slides at the end of the slide show in case anyone asks afterwards
 - Each new piece of information you add reduces the impact of something else that may be more important to your objective – choose the content carefully

4. Writing the Content

- The audience will include PT's with various backgrounds. Keep this in mind when considering the level and amount of background information, depth of detail provided, the 'take home message,' and terminology and jargon used.
 - Define any terms, jargon, special terms, acronyms
- What and how much to put on slides
 - Use the written outline of your presentation to pick out which points from your outline need a slide.
 - The audience should be listening to you more than reading your slides.
 - Slides can illustrate, demonstrate, summarize key points, illustrate concepts, show experiment design - they should add value and understanding to the spoken message.
 - A "Methods" slide should be included but should not include more detail than absolutely necessary unless it is a "Methods" paper/platform.
 - Don't use a slide if you cannot answer "*What's the point of this slide?*"
- End with a summary of your main point(s) and circle back to your study objective
- Discuss objectively, but do not oversell, the results and implications of your study

5. Design Tips

- Use simple layouts with minimal text
- Avoid clutter
- Focus on a single concept per slide
- Recommendation is about one slide per minute of presentation time.
- Use short sentences or phrases and bullet points

- Use a consistent font, color scheme, layout
 - Text should be easily readable - choose a large, clear font,
 - use high contrast colors; e.g., black font on white background or white font on a dark background
- Recommendation is that text should not exceed 8 lines on a slide
- Prioritize high-quality images and graphics;
 - include attribution for any graphics that are not yours.
 - Use animations, images, video, etc to explain not to entertain
- Graphs and tables often try to convey too much detail – they are best used to convey trends, comparisons, and relationships. Edit both to be most easily understood.
- remember that animation and video may not work properly on a PC if created on a MAC. In the preparation phase, review your presentation on a different machine than the one on which it was created to ensure the backgrounds, transitions, video clips, graphics, and linked images appear properly.

Part 2: PREPARING TO PRESENT AND PRESENTING

- Practice giving your presentation several times to ensure that you can complete the presentation within the time limits.
- Practice
 - Present to peers who can provide guidance for content clarity.
 - Present to non-peers who can provide feedback about general understanding of your delivery of the content: if only expert peers will “get it” then you should adjust the content for a broader audience.
 - Practice with individuals who will provide open, direct, and honest feedback. Since changes will be needed based on the feedback, practice presentations well ahead of the formal presentation. Remember that feedback is an important part of the process and is provided to strengthen and improve presentation clarity and conciseness. Don't take it personally.
- Show up early to the venue and review your presentation on the presentation PC to ensure the backgrounds, transitions, video clips, graphics, and linked images appear properly.
- Engage your audience with eye contact, do not read the text on the slides.

Optional Additional Resources

<https://engagedlearning.web.baylor.edu/undergraduate-research/scholars-week/ursa-scholars-week-information/how-prepare-platform>

https://pridecc.wustl.edu/files/1315/1015/7747/Oral_Platform_Presentation_Guidelines.pdf

<https://www.prospects.ac.uk/applying-for-university/university-life/6-steps-to-a-successful-presentation>

<https://nearyou.imeche.org/docs/default-source/volunteer-resource-centre---toolkits/presentation-skills-workshop---platform-skills.pdf?sfvrsn=2>

<https://slideuplift.com/blog/the-best-and-worst-powerpoint-presentation-examples/>