

The Ten Commandments (... for a good presentation)

1. **Smile!** Breathe!
2. Watch your posture! Speak loudly and clearly **to** the audience. Be yourself, but stay professional.
3. **Stick to the time limit!** Calculate roughly 1 minute per slide.
4. Do not "re-cite" the title. Do not say "As you all know ...". Do not gloss over basic principles if they are critical for understanding your topic.
5. The conventional structure for talks is:
 - brief thanks to host
 - main topic
 - brief background
 - results
 - conclusion and take home message
 - outlook
 - acknowledgements (cooperation and support, funding).
6. Use a consistent design/layout, e.g. corporate design of home institute.
7. Keep it simple! Do not overload slides with text or images.
8. Everything on your slide should be legible. Use high quality images!
9. Cite all publications and images, even if they are your own.
10. **Practice!**

Heinrich's tips:

1. Smile!
2. Make your time count – this is your chance!
3. Know thy tools.
4. Know thy audience .
5. Find a strategic position to stand.
6. Be excited!
7. Use a voice of success/modulate your voice.
8. Start and end are important! People will most likely remember the beginning and the end of your talk – make it memorable.
9. Don't overdo animations.
10. Keep text to a minimum.
11. Be structured (help your audience to understand, don't overuse original data, close w/ summary cartoons or schemes).
12. Stick to same slide design.
13. Double-check for spelling mistakes!
14. Keep in mind that after your talk your audience will have a vague impression of yourself, and a scientific message.
15. Don't forget the acknowledgement.
- 16. Practice, practice, practice!**
17. You are your own best coach – watch a video of yourself if you have the chance.