

Selling your Science: Presenting to an Audience outside your Field

Brian Kim, MD

University of Miami Miller School of Medicine, Miami

David Sharlin, PhD

Minnesota State University, Mankato

Kristen Vella, PhD

Beth Israel Deaconess Medical Center, Boston

Keep in mind as you build your talk:

- Adapt your language to the needs of the audience. Avoid technical jargon.
- Be confident enough to speak authoritatively on the subject matter and be prepared to answer questions.
- Be aware of the audience's differing perspectives and be sensitive to their needs and values.

Step by step construction of your talk

- Use the first slide to summarize your main points.
- Think about the big picture.
- Edit and reduce. Simplify complicated jargon.
- Practice in front of a colleague or friend who represents your target audience.
- Re-edit based on comments from your colleague.
- Practice and edit.

As you finish preparing...

- Engage the audience as much as possible and create space for questions and answers.
- Think and stress how your research is new and interesting. Why is it novel?
- Make sure you are clear and concise.
- Try to be interactive.