Let’s set the mood…

- Do you agree that public speaking skills can be helpful to one’s career?
- How would you rate your public speaking skills, and have you used them in your career?
- Have you ever thought your clinical experience, knowledge-base, or topic idea(s) would be of interest to fellow clinicians?
- But, been to afraid to pursue?
- Have you ever had someone make a strong impression — either really good or really bad — with their public speaking skills?

...Now let’s present the facts!

Learning Objectives

- Discuss reasons why public speaking skills are important to your PA career.
- Examine best practices in identifying topics of interest or need.
- Recognize pitfalls in finding opportunities as a clinical topic speaker.
- Discuss elements that make up a strong abstract submission.
- Learn how to organize a strong presentation that fully covers the topic while being enjoyable and memorable for the audience.
- Develop skills and identify resources in public speaking and presentation.

Disclosures: I have no financial disclosures to declare.
6 reasons the next professional hurdle into public speaking can impact your career and finances

1. Demonstrates and increases knowledge.
2. Develops confidence.
3. Differentiates you in the workplace or on a resume.
4. Helps you avoid career risks.
5. Makes you more promotable, versatile.
6. And, of course...$$ (honorarium, free conference registration, travel, etc).

Identifying opportunities:

- Think of topics in line with your expertise.
- Identify "hot topics" that are happening in healthcare.
- Target topics that have changed guidelines, protocols, treatment modalities, or new pharmaceutical agents as they will stand out for abstract reviewers.
- Think about your audience! What do they want? What do the conference planners want?
- Research what topics they have accepted in the past. Avoid repeating unless requested by planners.
- Decide if you want to drill down a topic or keep it more general (such as covering various disease conditions in an organ system).
- Avoid the standard stance on a broad, much-discussed topic.
- Identify if your topic is best offered in a lecture-format, interactive workshop, poster, etc.

Picking a Topic

- Be sure you are targeting the right venue for your presentation.
- You must READ and FOLLOW all guidelines states in the call for abstracts before submission!
- Start with a 2-5 sentence background on your topic (this must be rooted in literature review).
- Sell yourself, your topic, and what's in it for the audience through your program description.
- If the learning objectives are to be including in the program description include in the body.
- Be sure there is an ending statement to your description that closes out your "pitch".
- When selecting a title for your presentation, the more catchy the better but keep it mainstream!

“Achy Breaky Joints: A review of common arthritic disorders”
- Start off with a bulleted list THEN expand it until you reach cohesive objectives.
  - Osteoarthritis
  - Rheumatoid Arthritis
  - Psoriatic Arthritis
  - Epidemiology of each
  - Presentation of each
  - Diagnosis
  - Treatment of each
    - Compare the epidemiology between the 3
    - How do the presentations differ in terms of X-rays & PF
    - What are the unique lab and radiology findings for each
    - Describe treatments used for each, are they similar, what are the side effects
    - Long term prognosis

Final objectives:
At the completion of this presentation, attendees will be able to:
- Describe and compare occurrence rates between OA, RA, PA.
- Identify the unique signs/symptoms/and physical exam findings associated with OA, RA, PA.
- Evaluate lab and radiology images to identify either OA, RA, PA pathology.
- Implement appropriate evidence based treatments for OA, RA, and PA that will minimize side effects and improve long term prognosis.

Don’t panic! Stay flexible.

“Yes! You got accepted. Now what??”

Follow the instructions in your acceptance email. IMMEDIATELY!

You might not like it, but accept your date/time!

Know the deadline! Turn in your presentation on time.

Avoid procrastination!

Use your objectives and abstract as a starting point.
**20 Tips for Presenting/Speaking to a Clinical Audience**

**TIP #1**
- The art of speaking is roughly 51% entertainment, 49% meaty content.

**TIP #2**
- “Always err on the side of being more advanced” - borrowed from An Event Apart Speaker’s Guide

**TIP #3**
- If this is your first time speaking, EXPECT to not do well.

**TIP #4**
- Ask yourself: When attendees return to work and think about your presentation what will they have taken away?

**TIP #5**
- Keynote vs PowerPoint

**TIP #6**
- Budget roughly 1 slide per minute for clinical topics.

**TIP #7**
- Test legibility by sitting six feet back from your computer or laptop display.

**TIP #8**
- Select a typeface appropriate for on-screen presentation while still being creative.

**TIP #9**
- Audio or Video, Animation, pictures are helpful BUT it is essential you test your technology before you begin.

**TIP #10**
- Be prepared for interruptions; Murphy’s law says they will happen.

**TIP #11**
- The first 30 seconds are key to establishing stage presence and audience buy in.

**TIP #12**
- Keeping the audience engaged can be a battle. Always remain cognizant of your audience interest.
TIP #13
• Don't stray far from who you really are!

TIP #14
• Remember that Coffee, Soda, and Milk are NOT your friend.

TIP #15
• Finish on time. Respect your audience and your fellow speakers.

TIP #16
• Tell great stories.

TIP #17
• Leave time for Questions and Answers. AND Be prepared to answer. BUT also be prepared for no one to raise their hand.

TIP #18
• Always repeat the question before answering. Then revisit the person who asked it.

TIP #19
• Answer the question as best as you can, but don't linger on it.

TIP #20
• Always include your contact information on the last posted slide.

IN A NUTSHELL
HOW TO MAKE RAPID AND EASY PROGRESS IN LEARNING TO SPEAK IN PUBLIC

Speak about something that:
(a) You have earned the right to talk about through study and experience;
(b) You are excited about; and
(c) You are eager to tell your listeners about.

I. Make brief notes of the interesting things you want to mention.

II. Don't write out your talks.

IV. Fill your talk with illustrations and examples.

V. Know far more about your subject than you can use.

VI. Rehearse your talk by conversing with your friends.

VII. Instead of worrying about delivery find ways to improve it.

VII. Don't imitate others; be yourself.
Apply to present at the ASAPA Fall Conference, Tucson, AZ. October 5-6, 2018.

Watch for email CALL FOR ABSTRACTS or visit www.asapa.org