

Creating the

conditions

for effective presentations



A MedComms Networking Event

With Chris Bartley

Managing Director

Havas Life Medicom

Oxford 07/03/18

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“


hello”

How
can lead to a...

million things

...or not



A man in a dark pinstriped suit is peeking from behind a grey vertical panel. He is looking directly at the camera with a neutral expression. The background is a bright yellow color. The text is overlaid on the right side of the image.

**The best person to
present a material, idea
or proposal is the person
closest to it**

A man with short grey hair and glasses, wearing a dark suit, white shirt, and dark tie, is speaking at a clear acrylic podium. He is looking slightly to his right. The background is dark with a large, bright circular light source on the right. On the left side of the image, there is a vertical list of four numbered points, each with a colored circle containing the number. The background of the entire image is a blurred photograph of a man speaking at a podium.

1

Creating a relaxed
and engaged tone

2

Making a relevant
introduction

3

Using your
audience's context

4

Don't distract from
the message

Creating a

relaxed

and engaged tone



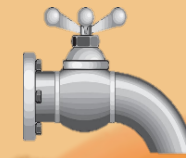
A close-up photograph of a man with dark hair, a beard, and glasses. He is wearing a light blue sweater over a white collared shirt and a dark bow tie. He is holding a single pink carnation flower in his right hand. His eyes are wide open, and his mouth is open in a wide, toothy smile, showing his teeth. The background is a plain, light blue color.

Making a
RELEVANT

introduction

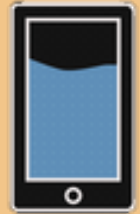


CONTENT IS LIKE



We need to use
the **context**
that most appeals
to the audience
because...

WATER



Put **it** in a **teapot**
and it becomes
the **teapot**

Don't distract from the



MESSAGE



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