Creating the conditions for effective presentations

A MedComms Networking Event
With Chris Bartley
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Oxford 07/03/18

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“hello"
How can lead to a...

million things

...or not
The best person to present a material, idea or proposal is the person closest to it.
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
Making a RELEVANT introduction
We need to use the **context** that most appeals to the audience because...

Put **it** in a **teapot** and it becomes the **teapot**
Don’t distract from the MESSAGE
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