

## Key session presentation tips: focused symposia and clinical seminars

### Essential information

All focused symposia and clinical seminars are scheduled for 60 minutes and will be recorded and uploaded to the congress website after the event.

All presentations must be in English. An artificial intelligence translation tool, Interprefy, will be available for session participants. They will be able to use the Interprefy app to select their preferred language to follow the session. The languages available are: Japanese, Mandarin, Spanish, French, German, Italian, Portuguese, Korean, Arabic and Vietnamese.

### Preparation

#### What are your aims?

To inform, inspire, maybe to demonstrate, prove, or persuade: your choice of presentation style should match the aim of your presentation.

In key sessions, individual presentations need to come together to form a cohesive set of linked presentations. They may have contrasting or complementary messages.

#### Who is your audience?

The majority of a World Physiotherapy congress audience are physiotherapists. They will join from all over the world. While presentations are all in English it is not the first language for many. It is important to keep your messages clear for everyone.

#### Structure

Your presentation is part of a group of related contributions in a session, so you need to consider the overall objectives of the session and how your presentation fits in. This will determine the order of the presentations and the focus each will take. Think about the key message you want the audience to take away from your presentation. A good starting point is to ask yourself what you want the audience to think, feel or do after your presentation.

Before you start to prepare your presentation, think about your opening message – you need to grab their attention. Draft up to three or four additional take-home messages you want to convey. Think about how you can bring these messages to life and make them impactful for the audience. This should all lead to your closing key message.

Use an active voice and clear language (things you know and are tangible) rather than abstract ideas and concepts. Give specific examples that are relevant to your audience. Include examples, quotations, analogies, questions, and interesting statistics as appropriate to the topic and the audience.

**Clinical seminar presenters** are encouraged to build their presentation around a case study ensuring the audience is taking away applicable solutions and approaches.

## Preparing visual aids

Tools like Microsoft PowerPoint should support the verbal presentation, not replace it.

Remember:

- keep slides simple but interesting
- people find it difficult to read and listen at the same time
- too much information on one slide makes it difficult to read and attracts the attention to the slide rather than the presenter
- PowerPoint may provide for greater creativity and formatting, but the temptation can be to have too many slides with too many points; number of slides is less of an issue if you split your points across slides to support what you are saying
- the layout of the slide should have light and empty space

World Physiotherapy does not provide a PowerPoint template for the congress so you are free to use your own and often your institution has one that needs to be used.

### Content

- if relevant, make sure to disclose any declarations of interest and ethical approval (naming the appropriate committee/body) – you do not need to speak to this and it could be included on a title slide
- any text, tables and graphics should look integrated with words and illustrations complementing each other
- tables and graphs are often hard to read on slides so instead think about what data you want to highlight and focus on the key outcome and think about how to present it in an engaging way – think about how you will speak to it
- references, if used, should be kept to a minimum or avoided altogether
- if relevant, have an acknowledgments slide at the end where you acknowledge contributors and funding organisations, you do not need to speak to this
- provide contact details on the final slide
- there is no need for a 'thank you' slide

### Text

- try to use keywords and phrases and include no more than four to five points per slide
- leave space between lines of text
- use different size fonts for main points and secondary points
  - font size for headings should be at least 38pt
  - font size for text should be at least 24pt
- use fonts that are easy to read, such as Arial
- use upper and lower case and avoid using too many style changes eg shadow, bold, italics
- text should be left aligned (with the right side ragged) as this is easier to read

### Colour

- check if your institution has a house style that must be followed

- keep in mind that your audience might include people with visual impairments
- consider accessibility guidelines to make your slides easy to read (for example, see [Microsoft recommendations](#))
- select colours with high visibility and high contrast
- use colours that will stand out and be easy on the eye
- limit the use of colour to two to four shades/colours

### Images, graphs and charts

- where possible think about images rather than graphs and charts - a picture can speak a thousand words and encourages the audience to listen to you
- use our guide to using images in presentations with links to royalty free images
- use graphs, charts and images that introduce or complement the findings/concept presented, focus on one key fact and don't overcrowd them
- use colours to distinguish different data groups in graphs and avoid using patterns or open bars in histograms
- labels should be placed on the graphics itself, a legend is usually not required
- remove all non-essential information from graphs and tables (this may mean you need to create a specific graph or table for the presentation, rather than the one from your research itself)
- illustrate your point by verbally discussing the graph or chart, explaining what the data shows and where the audience should focus its attention

### Sound and animation

- use sounds and animation if they help convey, complement, or enhance the message
- use animation if it helps to make a point
- if you choose to use animation, use MP4 for video files and MP3 for audio files
- insert video files using the <<insert>> function within PowerPoint and ensure they are embedded in the presentation itself

### Transitions

- keep transitions to a minimum and use the same transition or a variation of the transition throughout

## Delivery

### Preparation

- consider a test run in front of colleagues or friends, which allows you to make mistakes when they do not count, allowing time to make corrections to content or in style before the actual presentation
- think about the language you choose and keep it simple to help make it accessible and easier to follow for everyone
- you don't need to start by introducing yourself as this information is already available so think about an opening statement to grab attention and persuade people to keep listening to you

- consider your pace of delivery; avoid speaking too quickly, whether you are a native English speaker or not
- consider the tone of your voice and verbal expressions
- consider non-verbal communication (body language, facial expression and gestures)
- consider where visual aids would enhance, but not replace, your verbal presentation

### **Questions from participants**

Session participants will be able to ask questions in the room through the microphones provided. In addition, the audience can also submit questions via the congress app. There will be an ipad on the lectern specifically for reading these questions.

### **Questions for participants**

One way to make your session more engaging is to ask questions of the audience and invite feedback. Think about how this might work in collaboration with other presenters in your session.

## **Contact details**

Add your contact details so that people can follow up with you for more details. If you are on social media add your details and remember to post about session. It's also a great way to connect with the global physiotherapy community and remember the hashtags #WorldPhysio2025 for the congress and #GlobalPT to connect with physiotherapists around the world.

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