

PRESENTING RESEARCH TO A SCIENTIFIC AUDIENCE. Karen A. Renner, Professor, Department of Crop and Soil Sciences, Michigan State University, East Lansing, MI 48824-1325.

Preparing and giving oral presentations is an integral component of many careers in weed science. Scientific talks are one of the accepted ways that knowledge and information are exchanged. How well you present your material directly impacts how well it is received. Well-prepared scientific talks provide your audience with knowledge presented in a way that best enables them to absorb and retain it. We retain information best if we see the information and hear it at the same time. Therefore content and organization, as well as delivery, are important. There are ten essential pieces in a well-prepared and presented talk to a scientific audience. These pieces include: an intriguing title, an interesting introduction, a brief background, clear objectives and hypotheses, succinct methods, compelling data, sound conclusions, important implications, and a dashing delivery style with outstanding visual support. Preparation, followed by practice, will result in an effective scientific presentation.