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# American Academy of Pediatrics



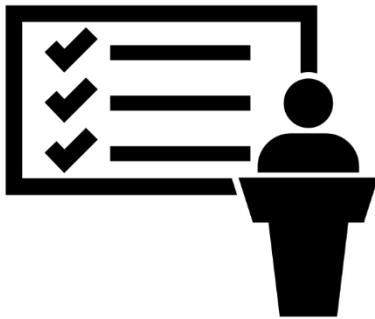
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## Creating and Presenting an Effective Lecture

*Babik, J. M., & Luther, V. P. (2020). Creating and Presenting an Effective Lecture. Journal of Continuing Education in the Health Professions, 40(1), 36–41. doi.org/10.1097/CEH.0000000000000281*

### BACKGROUND



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- ❖ As the traditional lecture can still be an effective means of communicating information, it is imperative that lectures be designed to promote learner engagement and information retention. The article *Creating and Presenting an Effective Lecture* by Babik & Luther (2020) gives several tips on creating memorable lectures that are summarized below. In particular, the active learning techniques can be helpful in breaking the lecture into segments as the average attention span is no longer than 10 to 18 minutes.

### PREPARATION FOR EFFECTIVE TEACHING AND LEARNING



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#### Preparation for Effective Teaching

- **Attention:** Consider starting the lecture with a case presentation, illustrations, or quotes to hook their attention
- **Comprehension:** Carefully and clearly design the presentation’s title outline, and learning objectives to provide an effective learning “roadmap”.
- **Integration:** Foster long-term memories by allowing the audience opportunities to apply the new information through a case presentation or solving a problem.

#### Preparation for Effective Learning

- **Outcomes-based teaching:** Begin with the desired outcomes in mind that are appropriate for your audience.
- **Clarity:** Frame your learning objectives to be specific, measurable, achievable, relevant, and time-bound to organize your information. My audience will do “what” by “when”?
- **Engagement:** Present in a conversational manner. For example, use eye contact, questions, effective nonverbal communication, etc.
- **Enthusiasm:** Have fun and naturally convey your expertise!

## SLIDE ORGANIZATION AND SLIDE DESIGN



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### Slide Organization

- Limit to one slide per minute and one idea per slide. Try not to overwhelm the audience with too much information. You can always add reference material at the end of the presentation.
- Organize the content into an introduction, content sections, and a conclusion. Use headings to demonstrate to your audience where you are in the progression.
- Keep content into 10 to 18-minute sections. Consider active learning techniques to break to content.
- Remember to summarize as you conclude.

### Slide Design

- Use simple slide templates and contrasting colors (set dark colors against lighter ones) but avoid using strong colors next to each other to avoid clashing. Remember to avoid using red and green together for those that may be color-blind.
- Limit clutter by only highlighting the most important information on the slide. Other tips include turning text into visuals (see article), using the notes section for reference information, and put additional information into a handout, syllabus, or appendix slide. Handouts can also assist learners in revisiting information at a future date.
- Use 24-point font size or larger and a simple font (Arial or Calibri). Limit animations if possible.

## ACTIVE LEARNING TECHNIQUES (tailor to the size and type of audience)



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- **Pause Procedures:** Brief pauses of 30 seconds to 3 minutes for quiet reflection or sharing with an audience neighbor can enhance retention.
- **Audience Response Questions:** These can be low or high-tech. Take the time to discuss the reasoning behind all the answers (correct and incorrect).
- **Audience Panel Engagement:** Use both audience responses and responses from an expert panel. Pose the same question to both, allow the audience to respond, and then match that to the expert panel.
- **Small Groups:** Use small groups or breakout sessions to discuss how to use the new information after the lecture.
- **Games:** Encourage competition and have fun using quiz styled games. Pit groups in the audience against each other.

## PRACTICE EFFECTIVE PUBLIC SPEAKING



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- **Nonverbal communication:** Audience members will generally score a presentation more highly if the speaker is relaxed, confident, and authoritative. Again, eye contact is important.
- **Teacher enthusiasm:** Use movement, vary the tone of your voice, avoid gripping the podium, etc. These help the audience perceive less anxiety in the presenter.
- **Practice, practice, practice:** As many are afraid of public speaking, practice the lecture to avoid reading the slides and decrease the worry about knowing what to say.
- **Encourage and listen to feedback:** Evaluate both formal and informal feedback. Consider video recording yourself to look for mannerisms that might be distracting.

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