Allergy School

Research Methods

03 – 05 April 2014
Newcastle upon Tyne, United Kingdom

Preparing for a poster presentation and conference oral presentation

Svetlana Sergejeva,
North Estonian Medical Center, Estonia
Preparing for a poster presentation: Task?

- Illustrate the data presented in the abstract
  - Expand/re-interpret/etc
- Communicate the message
- Discuss the data
- Provoke
- Contacts/Collaborations
Planning

- Determine key points
- Put together an outline
- For a first-timer, it will take a week
- Read the instructions!
Instructions

• Size ~ 120 x 85 cm
• Resolution 300-600 pts
• Orientation: landscape is accepted as the best one, but you are never given the choice!

• Check before you start!!! … and re-check in the middle at least once.
EAACI 2002: portrait orientation!
Be creative!
Keep it simple

• Be selective
  – show only main findings
• Peel off unnecessary, again and again
• Remember that you will be there to explain if asked for
• 20% text (minimize)/ 40% graphics / 40% empty
• Tasteful design
Text

- Concise
- Should be readable from 1.5 m
- Serif fonts
  - If reader have to follow long lines, Serifs are preferable: \( K/\overline{K} \) vs. \( K/K/K \)
- Align left
- Do not underline text, especially in tables
- *Italic* is good for poster, but not for ppt
- Shadows do the good job
Title

- >80 pts, authors names ~ 60 pts, affiliations ~ 50 pts
- Not more than 2 lines
- Should be readable from 5 m
- Should contain
  - Main message
Build-up

- Introduction (?) / References: non or couple
- Aim (short & sound & visible)
- Materials & Methods
  - Brief, no details, just basics; scheme is good
- Results
- Discussion is the reason why you have to stand by your poster
- Conclusion (25 words or less)
  - Your “take-home” message
Results

• Illustration of your main results
• Should be placed in the center
• Use graphs/figures
• Tables are not advised
• Text is not advised
  – Limited text
    • Use bulleted short sentences
Graphs/figures

- Remove all non-essential information
- Do need to label with *Figure 1, etc*
- Contrast and colors are much better than pattern for emphasis
  - May use colors to distinguish different data groups
  - Methods A/B/C → Figures A/B/C → Conclusions A/B/C
192. Allergen-driven increase of newly produced airway CD34⁺ cells. Role of IL-5

S Sergejeva, A-K Johansson, C Malmhäll, NA Lee and J Lötvall

Lung Pharmacology Group, Göteborg University, Sweden; Mayo Clinic Scottsdale, Arizona, USA

Correspondence: Svetlana.Sergejeva@lungall.gu.se

Aim
To evaluate whether airway allergen exposure can induce the production of CD34⁺ cells per se and their commitment to the eosinophil lineage in vivo and whether any such effect is regulated by IL-5.

Study design
C57BL/6 mice and mice overexpressing IL-5 in CD3⁺ cells (NJ.1638) were sensitized (8μg of ovalbumin) twice and subsequently exposed intranasally to 10μg of ovalbumin or vehicle on 5 consecutive days. Newly produced cells were labeled with a thymidine analogue 5-bromo-2'-deoxyuridine (BrdU).

Conclusion
Airway allergen exposure causes expansion of CD34⁺ cells of the eosinophil lineage and this effect is up regulated by IL-5.

Methods
Cytospin preparations from BALf and bone marrow were immunocytochemically stained for (1) CD34 antigen together with BrdU nuclear staining and (2) CD34 antigen together with counterstaining for eosinophils.

This study was supported by Vårdal Foundation, Swedish MRC and Swedish Heart-Lung Foundation.
Presenting

- How much time you have for the presentation?
- Check background of the session chair
- Have pointer
- Be present!
  - Poster or presenter absent: NO travel grant next time (EAACI)
- Take notes & names
  - You never know when you might need them
  - It pleases the viewer that you appreciate him/her/the discussion
FLUTICASONE GIVEN TO AIRWAYS REDUCES ALLERGEN INDUCED BONE MARROW EOSINOPHILIA IN MICE.

S. Sergejeva, M. Tomaki, T. Pullerits, LL. Zhao, J. Lötqvall
Lung Pharmacology Group, Department of Respiratory Medicine and Allergology, Göteborg University, Sweden.

INTRODUCTION
Bone marrow responds to airway allergen challenge with increased production of eosinophils. This enhanced eosinophil production is accompanied by an increase in the number of airway eosinophils. The aim of this study was to evaluate the effect of fluticasone propionate (FP) administered to the airways on bone marrow eosinophil numbers.

METHODS
ANIMALS
BALB/c, 5-6 weeks old, n=9-13. Sensitised animals were divided into 3 treatment groups:
- PBS exposed+vehicle (Veh) treated
- OVA exposed+vehicle treated
- OVA exposed+FP treated

STUDY DESIGN
2 sensitisations
8 µg OVA +Al(OH)3 i.p.
5 exposures to PBS or 100 µg OVA + treatment i.n.

0 0.5 1 1.5 2
PBS+Veh OVA+Veh OVA+FP1.0 µg
BM eos x10⁶/femur

0 2 4 6 8 10
PBS+Veh OVA+Veh OVA+FP1.0 µg
BAL eos x10⁴/ml

• p<0.05, vs. PBS+Veh.
• • p<0.05, vs. OVA+Veh.

SUMMARY
OVA challenges induced a significant increase in the number of bone marrow immature and mature eosinophils and in the number of BAL eosinophils. Treatment with fluticasone significantly reduced the number of mature bone marrow eosinophils.

CONCLUSION
In this mouse model, intranasally administered fluticasone inhibits the allergen induced increase in bone marrow eosinophils.

This study was supported by Yarrdal Foundation, Swedish MRC and Swedish Heart-Lung Foundation.
Ppt presentation: planning

- Objectives
- Key points
  - Information, just enough, do not overload
  - Truthful
- Outline on paper
Components

- Text
- Artwork
- Tables (?) & figures
- Video clips
- Sound
- etc
Consistent design

• Look around, find something that suits your own sense of style

• Setup/layout

• Color

• Fonts
Setup/layout

• Landscape is preferable

• Background
  – Projection
    • Light text on dark background
  – Reflection
    • Dark text on light background
PowerPoint: Slide Color Scheme
Colors

- **Primary**
  - Yellow
  - Blue (bright is difficult, use less saturated)
  - Red (do not forget about color vision deficiency; ~ 7% of males!)

- **Complementary**
  - Green (deficiency ~ 5%)
  - Violet
  - Orange

- **Low in contrast**
- **Too much contrast**
Colors

- Use the colors consistently
- If you are uncertain, use the PowerPoint preformed schemes
Background

- Not diagonal
- Not central

• Not diagonal
• Not central
• *Italic* is good for a poster, but not for *ppt*

Click to edit Master title style

- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
        - Fifth level
Serif vs Sans Serif

- Establishes a baseline for the eye → easy to follow in quantity
- Thick vertical strokes with thin horizontals
- Robust serifs work best for the presentation graphics
- Evenly weighted strokes and serifs give steady and clear impression
- Times New Roman, Courier New

- Lack base-line, rarely used in printed text
- Are often very presentation friendly
- Available in many widths
- **Some are like serifs without serifs** (Impact)
- Verdana, Arial, Calibri
Are you sure?

- Too playful
- Scripts
Emphasizing a message: animation

- Not too much
- Ppt versions are not always compatible
- Take it slow
- Let the audience be oriented before movement begins
Emphasizing a massage

• Borders are not very effective

• Boxes are better
  • Without bringing extra objects to the picture
10 ppt usually results in 8 ppt

- Title: should already contain the conclusion
- 1 slide/1 minute + 2 slides (1\textsuperscript{st} and the last)
  - 1\textsuperscript{st} slide
    - Name, e-mail, etc
  - Last slide
    - Leave it empty
    - Acknowledgement and funding
      - Do not go through it, just put it up
Introduction

• 2 slides

• 1:\textsuperscript{st}: statement of a problem
  – Picture + 1 statement

• 2:\textsuperscript{nd}: common knowledge system
  – Can be also picture
Question

- 2-3 questions, not more
- Good text size
- As simple as possible

- “Does X mediate THIS Y?”
Methods/Design

• Not more than 2 slides, no details
• 1\textsuperscript{st}: method
  – Extremely simple
  – Species
  – Treatment/intervention
  – Method of analysis
  – Statistics
• 2\textsuperscript{nd}: design
  – Timing
  – Groups/interventions
Results/Discussion

- 4-5 slides
- On each one, max 2 graphs
- Graphs should be possibly big
- Good to state what is on the Y axes
- Photo: 2 m from the screen should be readable

- Implication of the results
Conclusion

• 1 slide
  – By single sentences
• Should answer posed questions
• Based on your data
• Ultimate
Leave one day for practice

- Write down EVERYTHING you will say and memorize it!
- Rehearse
  - Not too much though
- Record yourself
  - Identify unnecessary repetitions and word-parasites
- Ask someone to listen
Problems/solutions

• Shaky hands
  – Sleep at least 6 h
  – No caffeine
  – Do not use pointer on the text

• Dress appropriately
  – But conveniently

• Make yourself familiar with the room and equipment
Problems/solutions

• Arrive in time
• Do not make jokes, if you are not good at it
• Control your hands
  – Not in pockets
• Use body language (?)
• Eye contact
• Voice-intonations
  – Loudly
  – Important-slowly, unimportant-quickly
Defend your statements

• Or at least what you have written
• If you do not know the answer
  – This is very interesting question
  – Honestly, I do not know the answer,
  – But… I can speculate→
• If the question is irrelevant
  – Ask to repeat it
  – I am not sure I understood you correctly,
  – But…and talk about whatever you please
• If you are proficient in some point, talk a lot
Good luck!