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Presenting and Publishing Your Project

Introduction

- Initial project timeline and goals should include a plan for presenting and publishing your work
  - Pull the Contributed Papers/Abstract guidelines for posters and podium presentations
  - Pull the Author Guidelines for journals
- The APhA Annual Meeting & Exposition offers an opportunity for presenting your project
- Sharing your work may expand future scholarly opportunities
- As you are designing your project, the author order and responsibilities for publication should be determined

Apply for Poster and Podium Presentations

- **Podium Presentations**
  - Formal Presentations
  - Duration varies based on meeting you are presenting at
- **Poster Presentations**
  - Scientific poster displayed on a bulletin board
  - Posted throughout the meeting
  - Time slots when presenter is available to answer questions

Follow the Correct Submission Process

- Meetings typically have similar processes year to year
- Pay attention to calls for abstracts/contributed papers
  - Deadline for Submission
  - How to submit
  - Enter into right category
  - At the appropriate stage of research timelines
  - Meet formatting and word count requirements

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Understand the Essentials of Abstract Review

- Evaluated for content, appropriateness, validity, and contributions to practice

- Abstracts may be rejected for the following reasons:
  - Instructions were not followed
  - The abstracts contain poor grammar and spelling errors
  - The study design has flaws or is not valid for conclusions drawn
  - The objective or hypothesis is poorly stated
  - The conclusion is not supported by results
  - The abstract topic is not relevant to the focus of the meeting or the submission category

Write the Title and Abstract Properly

- Check word count requirements before writing the title and abstract

- Title

  – Identify main topic

  – Catch reader's attention

  – Short, complete and succinct

- Abstract

  – Synopsis of project, findings, and its value

  – Attracts readers to poster or presentation

  – Primary information readers and attendees receive

  – Include the following sections: introduction, materials and methods, results, conclusions (slight variations between organizations)

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Tips for Writing Titles for Poster and Podium Presentations

- Use an interesting or catchy title that conveys your message, but do not be cutesy or use clichés

- Identify the special features of the project

- Vet several titles with colleagues

- Do not use abbreviations or acronyms

- Make the title highly informative but do not jam it full of unnecessary words

- Make sure the title actually represents what you studied

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Plan Your Poster After Acceptance

- Acceptance letter should provide details for the poster presentation
- The following topics should be included in the poster presentation:
    - Title, Author's names, and affiliations
    - Introduction (objective)
    - Materials and methods (study design)
    - Results (can be preliminary for student/resident projects)
    - Discussion
    - Conclusions/Implications
    - Acknowledgements section
    - QR codes are emerging for additional information/follow-up

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Poster Display

- Visual appeal is important

- Layout and design
  - Utilize PowerPoint to format
  - Generally, three-panel poster
  - Design dimensions in PowerPoint to meet size allowed by meeting
  - Some professional printers offer pre-designed and grid-lined posters

Poster Display: How to Select Your Content

- Work with your research team to determine what themes/stories are evolving from your research

- Be prepared for multiple rounds of edits/revisions

- Background: limit to a brief highlight of your literature search

  - What is known about the topic and why your study needed to be done

- Methods: just enough to understand basic premise

- Results: what are the most impactful, what was unexpected

  - Make sure each objective has a data point tied to it

  - Utilize graphs and tables whenever possible

Poster Display: What to Bring

- Make sure you are prepared the day of for "Meet the Researchers" sessions

- Develop a brief "pitch" that summarizes your research for attendees
  - Attendees will vary in expectations: some will only want to read your poster and ask questions if they have them, some will ask for a synopsis of your project, some will come prepared with direct questions

- Be prepared to discuss limitations of your project and describe what it means in the context of existing literature on the topic

- Consider bringing 8.5"x11" printouts of your poster for interested attendees

- Have your business cards available for follow-up

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Suggestions for Enhancing Design and Readability of Posters

- Use a simple text (Arial, Calibri, Cambria, Times New Roman)
- Use 36 point bold type for titles
- Use 24 to 30 point type for text
- Use bold text for special emphasis
- Use bulleted words, phrases, or sentences
  - Avoid paragraphs if possible (could use for background)
- Utilize graphs and tables to present majority of results
  - Utilize color theme of poster or contrasting colors for "pop"
- Test for readability by standing back five feet
- Have research team approve

Be a Professional, Savvy Presenter

- Presenting give you an opportunity to:
  - Network
  - Establish future collaborations
  - Receive Feedback
- Greet visitors by reading their name badges and introducing yourself
- Introduce yourself to your poster-session neighbors
- Review other posters to get design ideas and to trigger your thinking about additional projects you could do in your practice area

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Checklist for Developing Poster Presentations

- Review poster session instructions

- Assess travel arrangements for poster transportation

- Plan and write information to be included

- Sketch a rough layout

- Design poster layout, have it designed professionally, or utilize organization-required format

- Format to desired printing size in PowerPoint to avoid distortion and blurring from enlarging

Checklist for Developing Poster Presentations (Continued)

- Proofread carefully

- Ask colleagues to review for typos and to ensure it makes sense

- Set up the poster to check arrangement

- Pack items essential for display
  - Push pins and adhesive for repairing damage

- Pack the poster in a shipping case, tube or other portable container

- Carry the poster rather than checking it as baggage if you travel by plane or train

Prepare Slides and Practice for Podium Presentation

- Podium presentation will present similar information but is more formal and often allows for greater explanation

- The following sections should be covered in your slides:

    – Title, Author's names, and Affiliations

    – Introduction

    – Materials and methods

    – Results

    – Discussion

    – Conclusions/Implications

    – Acknowledgements section

Suggestions for Enhancing Slide Design and Readability

- Use a simple text (Arial, Calibri, Cambria, Times New Roman)

- Format slide horizontally

- Use professional backgrounds/formats

- Avoid using extraneous clipart
  - All graphics should enhance the viewer's understanding of the material

- SmartArt can be a helpful way to present study design

- Make sure you cite resources used in background on slide

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Suggestions for Enhancing Slide Design and Readability (Continued)

- Be as concise as possible
  - Do not type in full sentences
  - Summarize key points on slide and elaborate during presentation
- Ensure audience will be able to read text, tables, and graphs
- Use the same slide format throughout the presentation
- Always proofread slides

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Podium Presentation: Practice, Practice, Practice

- Try videotaping yourself in advance to improve style and mannerisms
- Practice your presentation in front of your research team or other colleagues for objective feedback
  - Have them fill out evaluation rubric if available
- Know how to use all the technology and equipment
- Tell a story instead of reading notes or slides
- Prepare for audience questions ahead of time by thinking about what they may ask that is not in your presentation
- Dress for success
- Arrive early

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Podium Presentation: Practice, Practice, Practice Continued

- Introduce yourself to moderator

- Be enthusiastic in your presentation

- Always make eye contact with your audience

- Do not exceed the time limit

    - Practice!!

- When answering questions, always repeat the question as a courtesy to audience members who may not have heard it

- If you don't know the answer, promise to research the answer and get back with the person

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Publication- Write the Manuscript

- An original research article is organized in the following format:
  - Title
  - Abstract and Keywords
  - Introduction
  - Methods
  - Results
  - Discussion
    - Includes Limitations
  - Conclusion

Write the Manuscript- Where are You Submitting?

- Before you write a sentence, determine what journal you are submitting to

  - Determine type of manuscript (JAPhA- Research, Research Note, Tools for Practice)

  - A good starting point is the organization of your poster presentation

- Read and re-read to make sure you understand the requirements

  - Failure to follow may result in immediate rejection

- Follow formatting requirements

  - Word count

  - How to submit files

  - Number of tables

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Write the Manuscript- Introduction

- When writing the introduction be sure to:
  - Do an updated literature search before writing the manuscript
  - Use the past tense
  - Avoid first and third person
  - Be brief and keep the writing simple
  - Do not state the results or the answer to the hypothesis
  - Present a linear story as to why your study was done and why it matters

Write the Manuscript- Methods

- Some tips for the methods section:
  - Write in the past tense

  - Should provide a clear overview of what was done

  - Use diagrams and figures when possible to help reader follow

  - Describe the study population, including exclusion and inclusion criteria

  - Describe the study setting in detail (delicate balance with detail and brevity)

  - Detail the intervention, treatment, technique, or innovative practice

  - Describe the main outcome measure and any secondary outcomes

  - Explain how data was collected and analyzed
    - Include statistics!

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Write the Manuscript-Finding Your Results

- Understanding what your study found and figuring out what to present to your audience can be one of the most challenging aspects of writing your manuscripts

- Focus on the most impactful results
    - Not all results may be worth presenting
    - May be able to split into multiple studies

- Utilize a data flow sheet to connect data points to your study outcomes to help you see the story your data is telling

- Use color-coded charts to work with research team to see what results are impactful

- Follow the flow of your introduction when possible

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Write the Manuscript- Results

- Tips for writing the results section:
  - Write in the past tense
  - Use tables and graphs to present key points of study
    - Do not replicate in text unless you are highlighting key findings
    - Follow author guidelines on number and formatting
  - Present results that answer the research question or hypothesis
  - Do not add commentary or interpretation in this section
    - Strictly what you found!

Write the Manuscript- Discussion

- Tips for writing the discussion section:
  - Write in the past tense

  - Restate the main outcomes or results in first paragraph

  - Put findings into context of other work
    - Ideally there should be parallel themes between the introduction and the discussion

  - Honestly address limitations of the study

  - Make recommendations for the future

  - Do not make conclusions that are not supported by the data or results

Tips for Writing Abstracts

- Follow instructions supplied by the sponsoring organization

- Use the active voice when possible, it is more clear and direct

- Write clear, concise sentences

- Clearly state the study question and objectives (Methods)

- State the key or most impactful results

- Use a conclusion the relates to the results

- Do not use jargon

Finalizing the Manuscript

- Ensure all team members give the "green light" and fill out necessary paperwork

- Consider sending to colleagues in similar practice areas but outside your project team for review

  - Provide author guidelines

  - Proof for clarity and any oversights

  - Act like a reviewer

- Perform a final literature review

  - Has anything changed?

  - Did someone publish the same idea?

Submit the Manuscript

- You will need to create a profile within the journal's submission site

  - Determine who is corresponding author

- Ensure you have provided all necessary documents

- Approve finalized proof for submission

- Most journals will ask for recommended reviewers

  - Colleagues <u>who are not close friends and will not have a conflict of interest</u> with expertise in the area

- Be patient, the peer review process can take several months

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What to Expect from Reviewers

- The purpose of a reviewer is to provide advice to the editor

- Should not assess grammatical issues unless they prevent the reader from understanding what you are saying

  - Copy-editor after manuscript approval addresses grammar

- Reviewers will provide feedback and requests for improvement and/or justification:

  - Study design validity

  - Litmus test of previous research in the topic area

  - How to improve presentation of information

Make Necessary Revisions

- If you manuscript is accepted, it will be without revisions, with revisions, or subject to extensive revisions
  - If revisions are required, you will need to address each comment from the reviewers
  - Adhere to timeline for revisions
- If your manuscript is rejected, don't be discouraged
  - It may take two or three attempts to locate the best journal for the manuscript
  - Use the reviewers comments to improve the manuscript
  - Keep trying!

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What to Do If Your Manuscript Gets Rejected

- Determine the issue
    - Wrong audience
    - Study design flaws
        - Can you improve anything with further data analysis
    - Failure to meet criteria for journal/manuscript type
- Improve areas that you can
- May request the opportunity to discuss areas of concern with editor and how to best improve
    - Utilize editor and reviewer feedback to improve for another journal

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Conclusion

- Begin with the end in mind when starting your manuscript
  - Identify your journal audience before doing anything else
- Make sure your writing is scientific, not conversational in tone
- Tell a story with your manuscript
  - Make sure the background, results, and discussion connect to show the reason your study should be published
- Think like a reviewer
- Have colleagues provide peer review before submitting
- Anticipate roadblocks and revisions