



# Inclusive and Impactful Conference Contributions



**Presented by PSI Careers and PSI DEIB Advisory  
Group**

04th March 2026

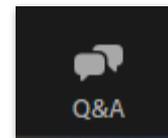
*"We are a community dedicated to leading and promoting the use of statistics within the healthcare industry for the benefit of patients."*

# Before We Start...

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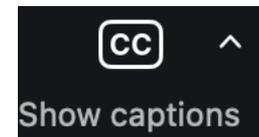
**Voice:** Audience is automatically muted as default

**Q&A:** Please do ask questions! Click 'Like' to upvote a question. If question is relevant for our panel, we will look to answer



**Technical issues:** please use the Chat box

**Closed Captions:** In the meeting controls toolbar, click the **Show captions** icon



Today's presentation is brought to you  
by:

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<https://www.psiweb.org/careers>



<https://www.psiweb.org/DEIB>

*"We are a community dedicated to leading and promoting the use of statistics within the healthcare industry for the benefit of patients."*



# Agenda

- From Substance to message at PSI 2026
- A deep dive into practice: preparing for your conference contribution
- Delivering inclusive presentations: making sure everyone can follow
- Q&A



From substance to message at PSI 2026  
– Tim Morris

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When was the last time  
you really **heard** a presentation?

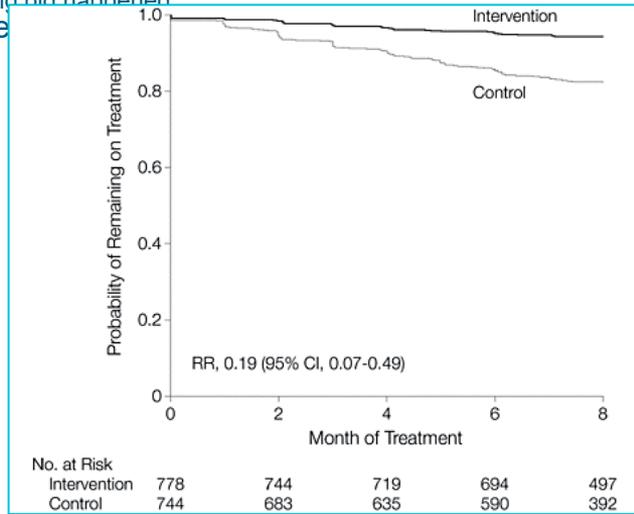


# Background to this talk

March 2026

September 1998  
CPMP/ICH/363/96

- In 2019, an important body released a statement that something big happened
  - Then in 2020, something big happened
- Everything was promised
  - Also other things



ICH Topic E 9  
Statistical Principles for Clinical Trials

Step 5

NOTE FOR GUIDANCE ON  
STATISTICAL PRINCIPLES FOR CLINICAL TRIALS  
(CPMP/ICH/363/96)

Collaborators:  
Joe Bloggs, Lisa  
Simpson...



2018 • Kick-off

2024 • Something something

2026 • Goal

- The primary purpose of this slide is to act as a direct tap into my brain. While I am talking I will no doubt be able to read the slide, digest the contents to jog my memory about everything I could possibly say, and eloquently communicate it. If it works for me, it is eminently accessible and works for the audience, who do not even have the pressure of having to present. This slide single-handedly refutes the advice to tailor your presentation for your audience. The handshake picture explains it. Note that the dates are evocative, for obvious reasons – keep them in your head in future slides. Did you spot the hidden spot-the-difference?

Footnote: opinions expressed herein are solely the authors' and should not be taken to represent

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“It’s unlikely anyone will ever tell you you’re a terrible presenter (to your face at least), but that doesn’t automatically mean you’re a great one either.”

– Anon



# The hard truth

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Unfortunately, statisticians' presentation/communication skills are not widely lauded.

This is a shame because:

- Statistical ideas are notoriously difficult to communicate, so we're starting with a disadvantage
- We have ideas worth communicating

Question 2:

What is your **message**?

## Question 1.

What do **you** want to get from giving this presentation?

‘For people to remember  
my **message.**’

‘To inspire people to care  
about the **substance** of  
my work.’

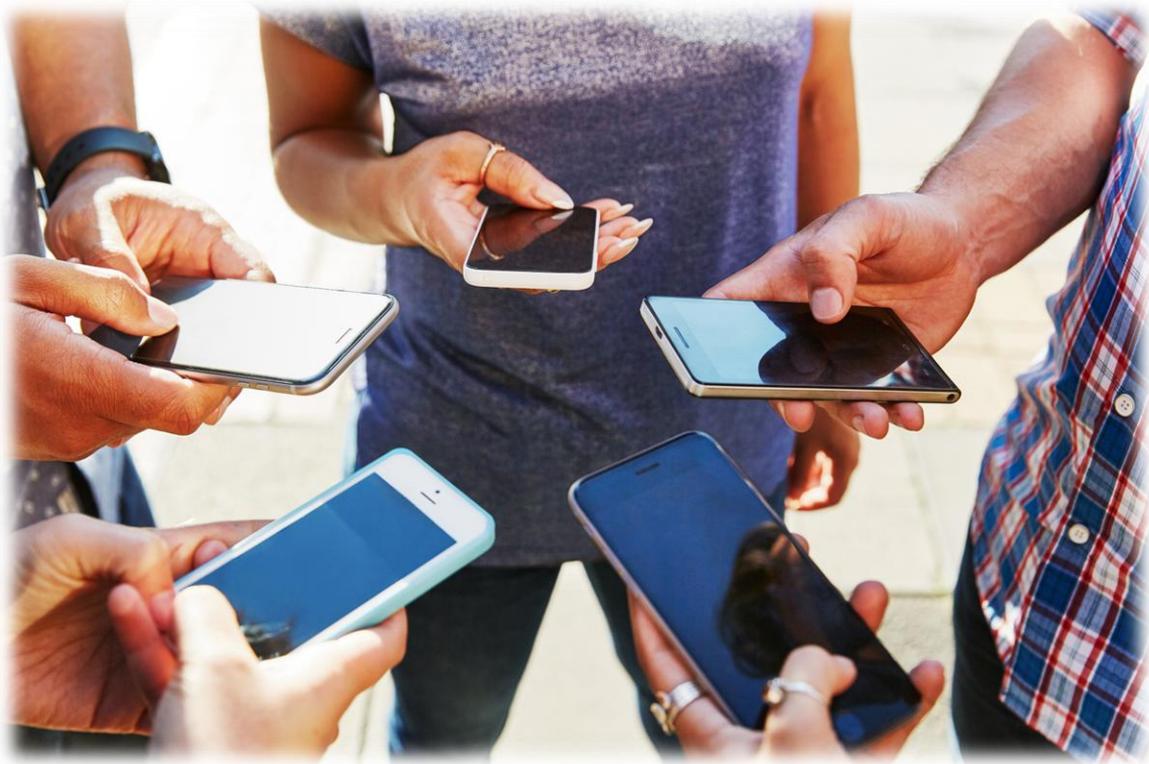
‘To get people to  
**come to my poster!**’

‘To be impressive so  
people remember **me.**’

‘To get through it without  
**humiliating** myself.’

‘For the audience to  
know my whole PhD  
thesis!’

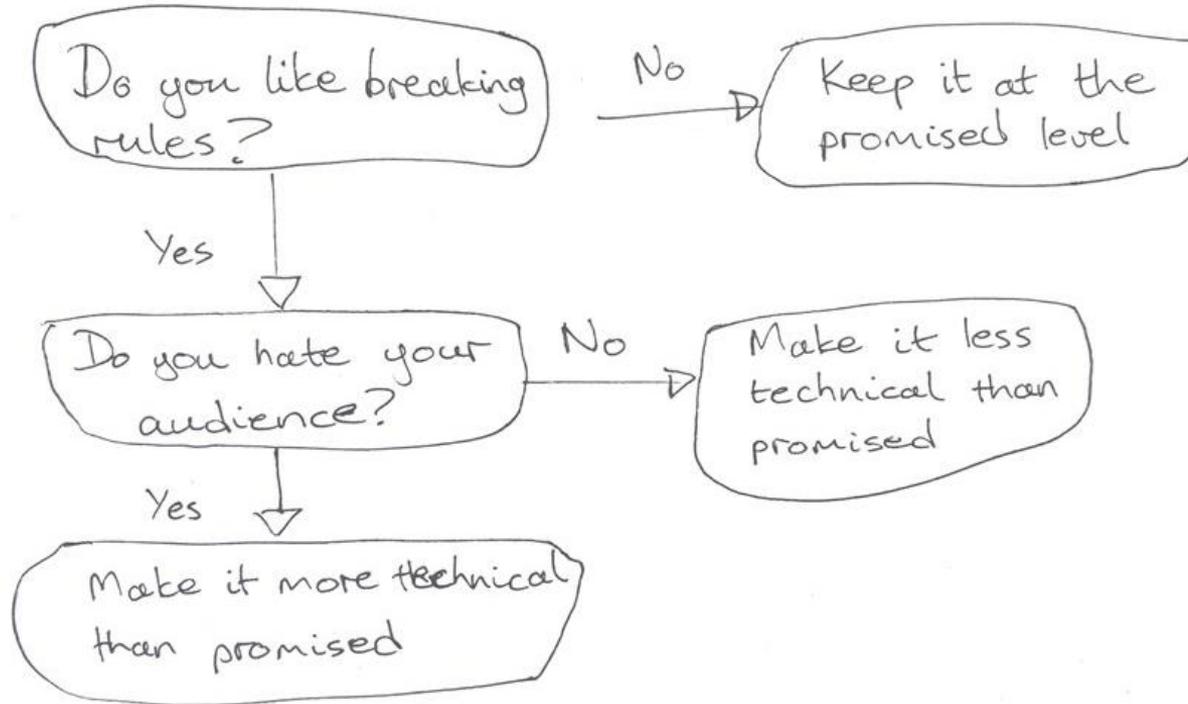
# Presume your audience is bored



For every detail you include,  
remember:



# When you submitted your abstract, you promised a technical level, remember?



# Mathematics

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People often say, “it’s impossible to digest mathematics in a presentation”. I’ve seen many counterexamples.

If you show an equation, **you chose to include it**, so:

- Commit!
- Explain it, slowly enough for people to see the important part/s.
- Lacking the time? Remove the equation.

# Figures

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People often say, “a picture is worth a thousand words”. I’ve seen many counterexamples.

If you show a figure, **you chose to include it**, so:

- Commit!
- Explain it, slowly enough for people to see the important part/s.
- Lacking the time? Remove the figure.

# Signposting

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“To understand this, you’ll need some more context.”

“I’ve just explained X. The reason this matters is...”

“Right now you are probably wondering...”



# Reduce

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Before you leave the house, look in the mirror and take one thing off

– Coco Chanel



# Reduce drastically

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Before you leave the house, look in the mirror and take **all but** one thing off

– Coco Chanel’s (imagined) advice for 45-second poster pitches



# Presentation aim for PSI 2026

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If you do not have a personal aim, perhaps begin with this:

**Prepare and deliver a presentation that everyone at PSI can access, most people can follow and some will be able to recall a week later.**



A deep dive into practice: preparing for your conference contribution  
– Karen Smith

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# Before the day:

## Check relevant guidance:

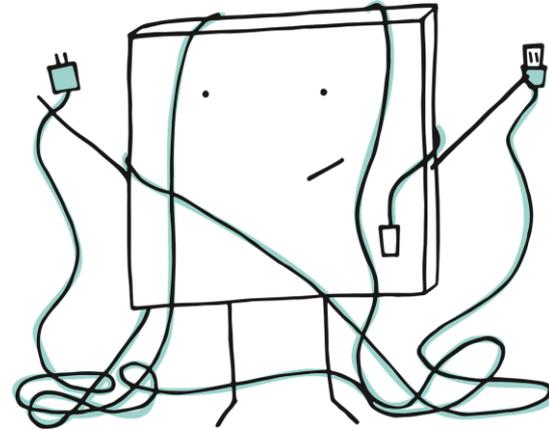
For example, PSI guidance on posters and presentations

Refer to guidance/templates in your own organisation

Plan for review and approval within your own organisation

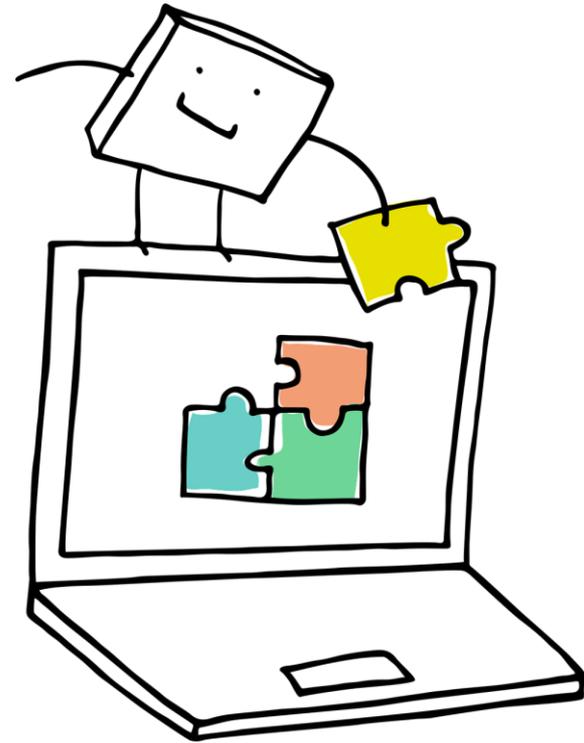
## What else?

How can I prepare for the rest?



# Before starting

- **Timely:** start early
- **Collaboration:** agree how each member of the team will contribute
- **Format:** how will this impact delivery?

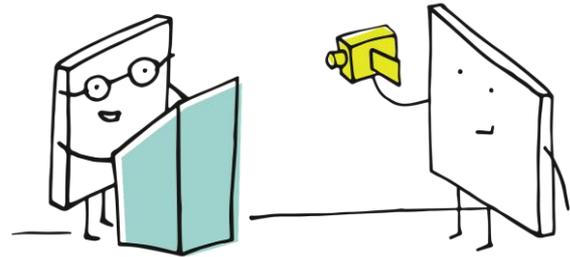


# Guidance from PSI

- Updated guidance will be circulated:
  - ✓ Font size, lines per slide, quantity of text
  - ✓ Tables
  - ✓ Figures
  - ✓ Live captioning

# Practice and feedback

- Remember that you're focussing on a **small number of core messages**
- *Practice – do your core messages come across?*



# As the day approaches

- Promote your Conference Contribution
  - Request support from your organisation
  - **Post on LinkedIn** if your organisation's social media policy allows
  - Make use of the conference app



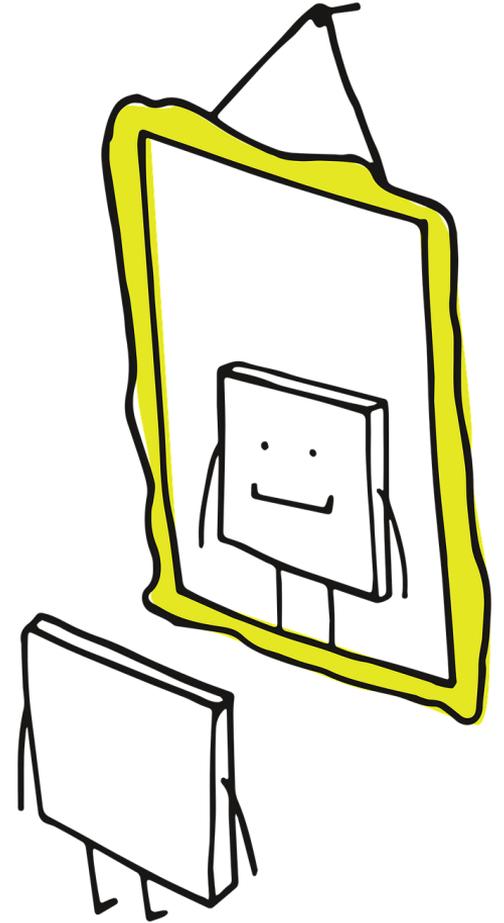
# On the day

Physical space

Microphone/pointer

Position and body language

What to wear



# Posters



It can be noisy/busy



Give people time  
and space to read



Ask a trusted  
colleague to read  
your poster



Think about where  
to position yourself  
at the poster



Make yourself  
available at other  
times during the  
conference



Posters will be in  
the conference app,  
and on the web-site

# Follow-up

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People often talk to presenters at the end of the session



Make it easy for people to contact you after the conference



What materials can/will you share?



Consider posting your reflections on LinkedIn after the conference



Consider including your successful presentation in your CV



Delivering inclusive presentations: making sure everyone can follow  
– Claire Brittain

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# Feedback reflection

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## Key Feedback

- Prioritise one clear message
- Promote use of QR code
- Confirm logistics early
- Make Gone in 45 Seconds fun
- Share this feedback 😊

## Implemented Changes

- Revised content
- Clarified Q&A and captioning guidance.
- Standardised virtual backgrounds

# Final 'word' from our chairs

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- I asked our PSI Chair (Naomi Givens) and our PSI Conference Chair (Vicky Marriot) to give our presentors one tip

Design your talk/poster  
around one clear message

LESS



Vicky



Naomi

# Resources

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- This webinar will be made available on VOD - <https://www.psiweb.org/vod>
- PSI Poster and Presentation Guidance to be sent via email
- Watch out for “Statistics for Every Body: Inclusive Data Communication for Audiences with Visual and Auditory Impairments” to be shared via @RoyalStatSoc on YouTube.
- Any questions? [admin@psiweb.org](mailto:admin@psiweb.org)
- Powerpoint rehearse with coach: <https://support.microsoft.com/en-gb/office/rehearse-your-slide-show-with-speaker-coach-cd7fc941-5c3b-498c-a225-83ef3f64f07b>



# Q&A

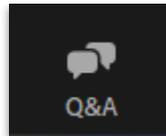
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# How to ask a question

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**Q&A:** Please do ask questions! Click 'Like' to upvote a question.

If question is relevant for our panel, we will look to answer or will answer in the chat.





Thank you!

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