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
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)
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
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
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
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
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
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
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
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
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
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
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!
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.
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 that 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 who are not close friends and will not have a conflict of interest with expertise in the area
- Be patient, the peer review process can take several months
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 your 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!
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
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