

ESMO Principles for Excellence in Scientific Presentation

1. Base your presentation on a comprehensive review of the available evidence

Ensure that your conclusions are informed by a thorough review of the relevant literature. Where a formal systematic review has not been undertaken, please make this clear to the audience and indicate any limitations in the evidence considered.

2. Communicate for the whole oncology community

The ESMO Congress serves a broad international audience across all oncology disciplines. Please translate complex scientific concepts into clear, practical messages and focus on the implications for clinical practice and patient care that all attendees can follow.

3. Distinguish between expert opinion and established guidance

New data often generate important discussion regarding potential changes to clinical practice. When expressing personal views on the significance or implications of emerging evidence, please clearly identify these as your own interpretation and acknowledge that formal guideline evaluation and endorsement may still be required.

4. Promote objective and standardised interpretation

When discussing therapies, genomic alterations, medical devices, AI applications, or early drug development, consider using recognised evaluation frameworks such as ESMO-MCBS v2, ESCAT, ELCAP, ETAC-S, EBAI, ESMO-GROW, EnLiST, and the ESMO Clinical Practice Guidelines to support a balanced and consistent assessment of value.

5. Use internationally recognised definitions and terminology

Please use established international standards whenever possible, such as RECIST criteria for tumour response assessment or EnLiST definitions for lines of therapy. Consistent terminology improves clarity, comparability, and understanding across the oncology community.

6. Provide a balanced interpretation of the data

Highlight not only the strengths of the data presented but also important limitations, uncertainties, any remaining knowledge gaps. A balanced discussion supports informed decision-making and strengthens confidence in scientific discourse.

7. Support transparency in reporting clinical research

If you are presenting original data, please indicate whether the study was independently monitored and/or audited by the sponsor and/or a regulatory authority, where applicable. Transparency regarding data oversight strengthens confidence in the findings presented.

8. Follow established good practice for trial discussion

If you are serving as a discussant for randomised trials, we encourage you to consider the recommendations outlined in the checklist published by Eisenhauer et al. (CSO/EJC, 2025), which provides a structured approach to the critical appraisal and interpretation of trial results.

9. Differentiate emerging evidence from practice-changing evidence

Please clearly distinguish between findings that are exploratory, hypothesis-generating or still maturing, and those that may have important implications for future clinical practice. If you are serving as a discussant, we discourage statements that a study is "practice-changing". Rather, discuss whether the evidence is sufficient to merit formal review by the relevant guidelines committee. This distinction is particularly important given the global reach of ESMO Congress and its influence on professional and public discourse.

10. Humanise the communication of scientific results

When presenting original research, we encourage you to consider the *ESMO Principles for Humanising Science Reporting* and wherever appropriate, emphasise the patient perspective and the real-world impact of research outcomes.