

Workshop

Giving Scientific Talks and Poster Presentations

Organizational details

Instructor: *Constanze Armbrecht, free-lance presentation coach and affiliate researcher at the University of Strasbourg*

Date: November 7, 13 & 14, 2014 each from 09:30 to 17:30

Location: November 7: Dekanatssitzungssaal FB 01 (first floor on the left), Licher Str.72, 35394 Giessen

November 13: Seminar Room AUB 2 (Alte Universitätsbibliothek), Bismarckstr. 37, 35390 Giessen

November 14: Dekanatssitzungssaal FB 01 (first floor on the left), Licher Str.72, 35394 Giessen

ECTS: –

Objective

This workshop offers tools and techniques for successful scientific talks and poster presentations. Participants will enhance their performance in science talks by

- designing clear and structured content
- creating a memorable storyline and appealing visual support
- enhancing delivery (body language, voice, presence)

Poster presentations will gain in impact as participants learn to

- focus on their posters' main message
- make their posters graphic and well-ordered
- engagingly guide through their posters

Content

Part I: clear content and structure

For a start, we will clarify goal and context of your talk. A clear objective and refined understanding of one's audience is the foundation of productive communication. A successful presentation is based on content that has been boiled down to the essential. You will be introduced to the "five-sentence"-models used in rhetoric to give a presentation coherence

and argumentative strength. You can apply these structures to your presentations and find their usefulness extended to any form of scientific writing and presenting.

Part II: memorability and visual design

We will develop engaging storylines that involve the audience and assure memorability. This step links your content with the audience's concerns. It adds concrete elements that clarify and anchor your message for the audience. Also, adequate visual support of a presentation has an essential part in its success. We will look at basic design principles that enable you to create memorable visuals to support your presentations.

Part III: tools for a strong delivery

Affirmative posture, a modulated voice, positive gesture and stage presence are basic elements of a strong delivery. You will familiarize yourself with positive body-language and train gesture, voice modulation and articulation as well as audience-contact in groups or with a partner.

Poster presentations

Most principles for designing a successful science talk apply to the preparation and presentation of a poster. Yet, we will take a look at the particulars of poster presentations: making the most of the essentially visual character of a poster as well as confidently engaging the audience in this particular setting.

Camera recording

A camera recording of each presenter will allow for an objective view on each performance: the individual presenter becomes aware of their strong and weaker points and is thus truly enabled to improve on them.

Methods

storytelling – individual/partner/group exercises - group feedback and individual feedback – trainer input – media examples – camera recording

Target group

Doctoral candidates and postdoctoral researchers at the GGS

Course language

English

Please note: As this is not an English language course proficiency in English at the C1 level of competency is required.

Registration

By **October 15, 2014** via e-mail at info@ggs.uni-giessen.de.