

From quality platform and poster presentations to proper dissemination of findings - learn tools, get practice, gain experience

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Abstract

Highly interesting scientific content can be easily missed out in a bad talk with boring, complicated, unattractive slides, or a poster that not readily catches the readers attention; even more when communicating to target groups other than the scientific community.

This course will help the participants to discover ways to design presentations in a way that focuses the audience on the key messages. They will learn to prepare more attractive and less distractive slides, posters and promotional material that address the characteristics of different target groups - and they will also learn to characterise them. Participants will gain confidence in their presentation skills and get help to improve their performance where really necessary.

The course is not from a communication experts view but presents opinions, ideas and experiences of the fellow colleagues on eye-level. The programme is strongly practice-oriented, based on the presentation approach by Garr Reynolds, and following modern teaching concepts to ensure a maximum of learning success. The participants are invited be creative, and yes, they also can make mistakes - it will help to learn how to avoid them the next time.

Course objectives

This course will help the participants to improve the quality of their platform and poster presentations and train them to adapt their communication of scientific results to the specific target groups. The participants will get to know and experience some basic principles of proper science communication.

Course level

Intermediate