

Instructor: Dr. Peter Schröder, golin wissenschaftsmanagement, Berlin

Date: November 18-19, 2019

Time:

DAY 1: 9.00 – 17.00 h

DAY 2: 9.00 – 16.00 h

Location: SGBM seminar room

Content

Whether small talk, poster presentation or academic subject presentation – the ability to present oneself adequately and to communicate one's concerns effectively is a deciding factor of career related success in academia.

With a few fundamental strategies for communication and presentation techniques it is possible to illustrate complex data on a poster in a context relevant way, to convince others, to win supporters and thus reach the respectively set goals.

In this workshop the participants engage with their personal posters and their presentation. Through exercises and role-plays they familiarise themselves with established presentation techniques and train their communicative competencies. The workshop contents are:

- Presentation basics: Good presentation presumes set goals
- Awesome impression! What it takes to create a persuasive poster
- Everything under control? Dealing with difficult situations when presenting a poster
- Go public – go scientific! The context makes the difference
- Role-play: Poster presentation in practice
- Poster presentation: My next steps