

Overview of the workshop programme

Poster presentations in the academic context

How to be confident and persuasive

Albert-Ludwigs-Universität Freiburg, Spemann Graduate School of Biology and Medicine [SGBM]

21 July 2022 [9.00 – 17.00] and 22 July 2022 [9.00 – 16.00]

Format: Online workshop

Target group: PhD candidates

Trainer: Dr. Peter Schröder, GOLIN WISSENSCHAFTSMANAGEMENT, Berlin

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 presentations:
My next steps

Dr. Peter Schröder, Düsseldorf, is a biologist and IPMA-certified project manager. After working in the field of biomedical fundamental research and application-oriented development he became self-employed with "brain4hire" in 2011. He has authored numerous scientific publications, has a long-standing experience in teaching science and is an experienced trainer on soft skills.