

COMMUNICATE TO CONVICE



Science communication lecture

Scientists are constantly being asked to be convincing, whether it's the technical director, marketing teams, clients or public authorities. But what is the best way to construct a convincing presentation? To succeed, you must talk to your public about what interests them, be clear and be memorable. During this conference, you will discover a method and useful tools to help you to prepare speeches. And, by looking at solid examples, you will learn how scientists succeed in delivering impactful presentations.

Objectives

Talk to your public about what interests them
Construct a clear argument
Deliver a memorable presentation

Training duration

1 h

Number of participants

Up to 200 people

Audience

R&D Teams: scientists, engineers, technicians...

Educational resources

Theoretical background, exercises, training course manual in PDF format

Evaluation procedures

Questionnaire at the end of training

Prerequisites

None

Program

Talk to your public about what interests them
Transmitting and receiving messages: a schema of the communicator role
Building a bespoke message

Construct a clear argument
Selecting important information
Formulate an effective plan

Deliver a memorable presentation
Embody your speech
Simplify your communication materials