

Poster presentation and communication

Dr. Karin Bodewits, NaturalScience.Careers

Benefit:

An effective poster presentation requires a cleverly designed poster, an appropriate use of language, and special techniques in presenting. This course will give you the skills you need to create professional, attractive and high-impact posters, and give you the opportunity to practice the communication skills needed to make your research interesting and accessible for your audience.

During the two days' workshop you will learn to differentiate "good" & "bad" poster designs and diversity in taste. The objective is to adapt poster content and design to target audience, how to find good arguments and fallacies and to "sell" yourself. At the end of the workshop you will not only be familiar with the general principles of poster design but also self-presentation & networking on conferences.

Content:

- Introduction game/ icebreaker
- Layout
- Planning the poster
- Catching interest (focus)
- The power of speech
- Know your audience
- YOU are the power of the poster
- Body language
- Art of presentation
- Small talk to business
- Social media & co.

Methods:

Time will be provided for discussion, poster analysis and a variety of presentation exercises in small groups and in pair. You will receive a feedback on your video presentation if desired.

The participants are requested to bring a previous poster or poster design to the seminar.