

How to make better presentations

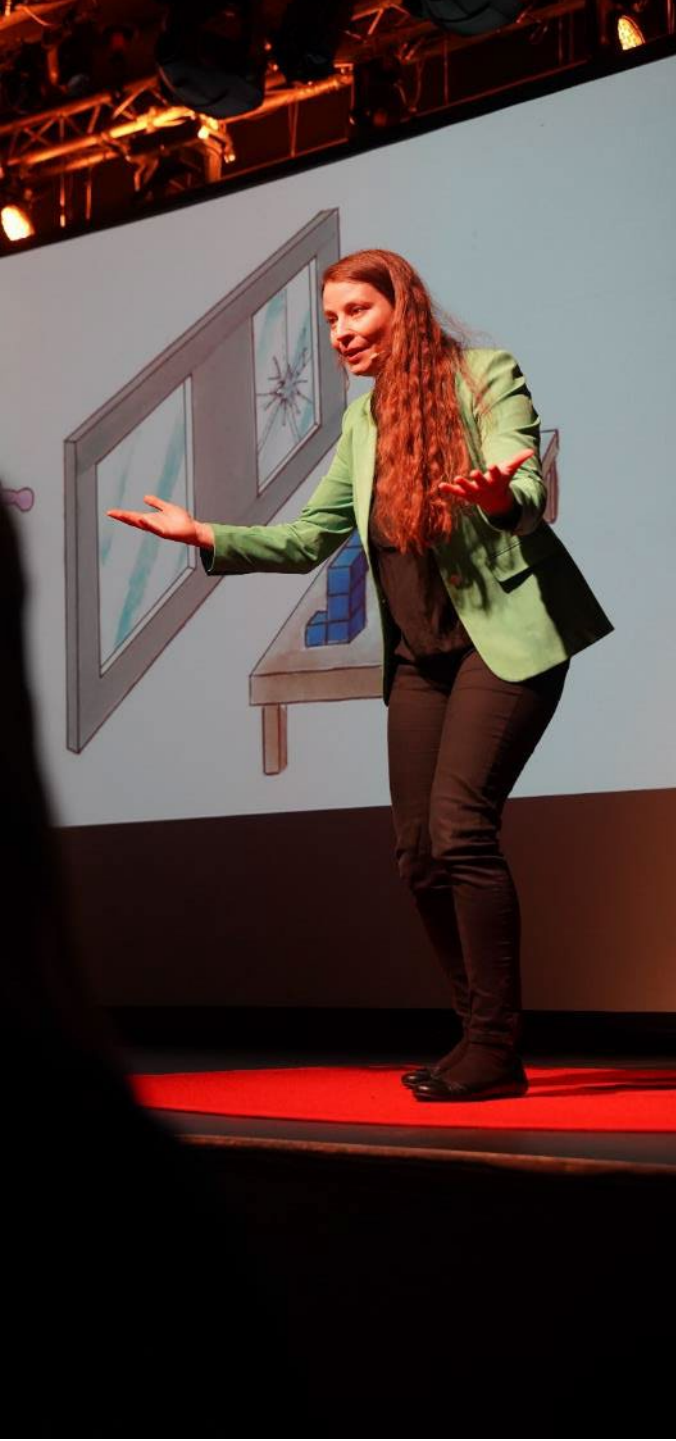
Dr Désirée König, Communication officer

Doctoral students evening – 13 June 2023





C A R E



A. Who – Why – What – How

B. Practical tips



Who?



Who: Public

- Age group
- Science literacy
- Avoid jargon
- Start very simple
- Respect your audience



Who: scientists

- Which field?
- Do not overestimate their knowledge
- Remember the introduction!
- Do not hide behind complexity



Why?



Why?

- Enthusiasm
- Teaching
- Funding
- Trust
- Help
- Validation



What?

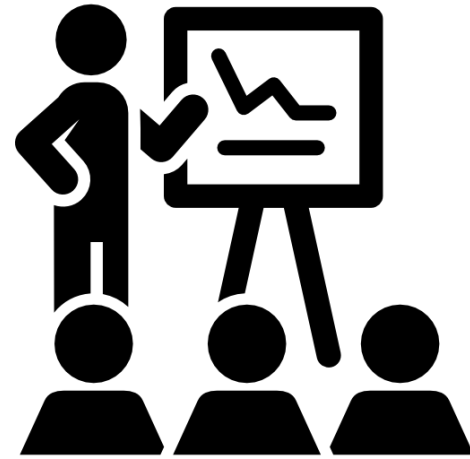
What? Key messages

- What should people remember ?
- 3 – 5 messages
- Repeat this in your conclusion



What? The story

- Craft a story
- Logical flow
- Limit the side plots



How?

How? The circumstances

- How much time is available?
- Where is this
- Microphone
- Visual supports





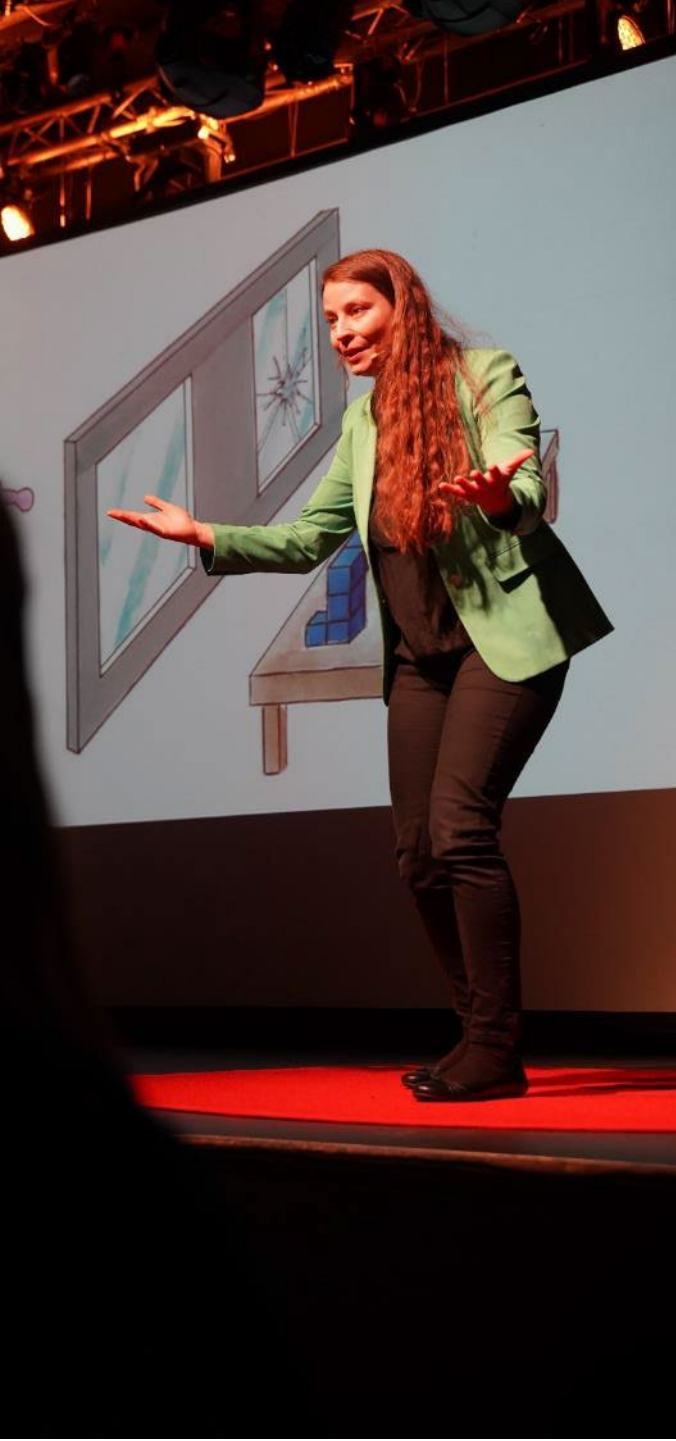
How? The powerpoint

- 1 slide per minute
- Make a template
- Careful with text
- Do not overfill
- Images help

How? The stage presence

- Look at the audience!
- Be authentic
- Talk slow
- Use the space you have
- Prepare for tech issues
- Visualisation





A. Who – Why – What – How

B. Practical tips

I'm scared!

- Breathing exercises
- «Power pose»
- Your audience is kind
- Look at a known face
- Tell them



- In your lab
- With your family
- By joining an event

MT180

Science Slam



I'm lost!

- Who and why
- Brainstorming : dump everything on a page
- Group ideas
- Put in order
- Make slides
- Introduction!



Am I any good?

- Practice with a friend
- Constructive feedback
- Compliment sandwich

Cat.	Titre	Lieu
OGP	Getting Things Done: Time Management and Productivity for Scientists (309)	ONLINE !
MT180	MT180 masterclass: coaching individuel (97221)	Université de Lausanne
COM	Atelier d'écriture (401)	Université de Genève
MT180	MT180 masterclass: coaching individuel (97222)	Université de Genève
MT180	MT180 masterclass: atelier groupe (97223)	Université de Neuchâtel
ANG	Structure Your Writing Well in English (112)	University of Geneva
ANG	Abstract Writing Workshop (115)	ONLINE !
OGP	Fundamentals of Project Management for Research (313)	University of Geneva
PRO	Design Your Life After the PHD: Get Unstuck and Move Forward in the Story of What Comes Next (217)	University of Fribourg and Online
ANG	The Basics of Academic Writing in English: Academic Writing 1 (104)	ONLINE !
COM	Parcours doctoral: prendre du recul et explorer des solutions pour surmonter les obstacles à travers l'approche de Palo Alto (429)	Université de Lausanne
COM	Prise de parole en public (425)	Université de Neuchâtel
PRO	Let's Boost Your LinkedIn Profile (208)	ONLINE !
REC	Les clés d'une communication scientifique percutante : racontez votre recherche avec passion, clarté et assurance... sans stress ! (602)	En ligne + Université de Lausanne
COM	Proactively Managing Relationships and Networks (408)	Online and University of Geneva
COM	Negotiation Skills to Advance a Successful Career in Academia and Beyond (415)	University of Geneva

I want to learn more and improve

- Participate in competitions
- Volunteer to teach
- CUSO programmes
 - Free
 - Many programmes
 - Soft skills
 - Many workshops to improve communication



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Your questions