

Powerful Online Presentations in English

Trainer: Mark Edwards

Duration: 3 x 3-hour videoconferences

Language: English



Remote presentations with clarity, impact and style

This highly interactive and participative presentation course is a lively mix of tutorials, exercises and feedback. Learn from a Native-speaker how to use and improve your spoken English skills. Tips and tricks from a professional speaker and presenter. Create your own online presentation in English and learn how to sound professional, confident, clear and exciting.

- What makes a great academic or scientific presentation?
- What is the essential difference for online presentations?
- How do you make your message truly memorable?
- How to write with focus and impact – tailored to your audience
- Developing a key message
- Voice and body language for on-screen presentations
- Techniques to overcome nerves
- Involving and engaging the audience from a distance – and keeping them engaged
- Effective slide design for on-screen presentations
- Managing your on-screen appearance: lighting, backgrounds, using the camera
- How to use online videoconference software to best effect e.g Zoom, Webex, etc.
- Dealing with the online Q & A
- ‘Insurance’ against what might go wrong

This course includes the opportunity to present your own short presentation, to obtain feedback from your colleagues and individual advice from the coach

Successful Slide Presentation in English

Trainer: Mark Edwards

Duration: 3 x 3-hour videoconferences

Language: English



Communicating your thinking with clarity, impact and style

This highly interactive and participative presentation course is a lively mix of tutorials, exercises and feedback.

Learn from a Native-speaker how to use and improve your spoken English skills. The course also looks at the latest thinking in presentation theory.

Create your own presentation in English and learn how to sound professional, confident, clear and exciting.

- What makes a great presentation?
- How do you make your message truly memorable?
- Introducing yourself and beginning your presentation
- Voice and body language coaching
- How to write and structure your presentation for maximum effect
- Developing a key message
- Techniques to overcome nerves
- How to make your message memorable
- Involving and engaging the audience – and keeping them engaged
- Effective slide design
- Speaking tips for international audiences
- Dealing with audience questions
- ‘Insurance’ against what might go wrong
- Closing your presentation

This course includes the opportunity to present your own short presentation, to obtain feedback from your colleagues and individual advice from the coach

Academic and Scientific Poster Presentation – Live or Online

Trainer: Mark Edwards

Duration: 3 x 3-hour Teleconferences

Language: English



The art of brevity

Having an effective and attractively-designed academic poster is only the beginning of the story – you also need the skills to present it and talk about your research in an engaging and professional manner. In these times, you also need the special skills to present it **online**.

Effective and concise presentation of your research results or field of study is what will make you stand out to potential partners, employers or financial backers.

This is your opportunity to spend valuable practice time with an experienced native English-speaking presentation specialist and to learn:

- How to prepare and practice
- How to catch the attention – right from the beginning
- How to improve your speaking style
- How to move, stand and gesture
- How to keep it brief but relevant
- How to summarise and close
- How to read your audience
- How to involve and hold the attention of your audience
- How to make your poster presentation stand out from the others

Please note this is a highly participative workshop. It is important to prepare your own poster (or one that you wish to practice with) to this lively and interactive learning experience.

Methods

The seminar comprises inspirational input, exercises, small group work and group discussion. A lively learning atmosphere is created, and sustainable results obtained.

Secrets of Impactful Poster Design

Trainer: Mark Edwards

Duration: 2 x 3-hour videoconferences

Language: English

How to stand out in a world of boring grey boxes with no relief and five thousand word unreadable texts with no visual communication and endless titles that do not catch the attention and significantly understate the contents due to lack of confidence on the part of the author that leads them to believe that using visual techniques will make them seem gimmicky.



Conclusion

Standing out in a world of grey boxes

A guide to the essential steps to designing a powerful poster. What has visual impact – and what to avoid. Practical, easy-to-apply tips to create a professional standard of output. Integrating the principles of visual communication to poster design, and the course leader's recommendation for easiest software to learn.

- Starting right: writing and editing the text to provide a powerful focus
- Essentials of visual logic
- Finding the optimum layout:
- Principles of 'Grid Design'
- Software tools: Powerpoint, Adobe illustrator, Corel Draw
- Powerpoint techniques and brief top tips tutorial
- Use of Imagery: What works, and what doesn't – with examples
- Graphic Design or hand-drawn illustration?
- Photoshop and other photo-manipulation software
- How to test the poster and obtain feedback

Using a lively mix of Design theory and practical techniques, software tutorial, discussion, and group evaluation work this course examines the essentials of creating an impactful and memorable poster design.

This course includes the opportunity to sow your own poster design, to obtain feedback from your colleagues and individual advice from the coach

Understanding Visual Communication

Trainer: Mark Edwards

Duration: 2 x 3-hour videoconferences

Language: English



Learning the language of the visual

Based on the course leader's twelve years' experience as a graphic designer and his subsequent experience in training small printing companies to transform themselves into design consultancies, this course examines the principles of visual communication that will enable primarily verbal communicators to become more effective at expressing their ideas in a compelling visual format.

- Developing visual awareness – how to learn to become more visual
- Visual design principles: visual focus, differentiation, pattern, contrast, simplicity, consistency, colour, typography
- Interactivity and motion graphics
- Integration of words as part of the image
- Applying the principles of visual design to scientific contexts
- Presentation of data and research results in visual forms
- Visual storytelling
- Information visualisation
- Use of photographic images
- Designing icons and graphic representations

Using a lively mix of practical exercises, discussion, tutorial and group work, this course explores the process of applying visual communication principles to academic and scientific subjects.

Moderation Masterclass

Trainer: Mark Edwards

Duration: 3 x 3-hour teleconferences

Language: English



Key skills and techniques in English for chairpersons, facilitators & discussion leaders

Learn powerful and effective methods for conducting all types of meeting from an experienced expert. Pick up the key phrases and techniques that native-speaking facilitators/meeting leaders use in a wide variety of scenarios. Gain an understanding of a wide variety of meeting activities and agenda structures to provide desired outcomes.

- Tactful prompting of participants
- Time-efficiency and keeping to the agenda
- Maintenance of order and ethical standards
- Facilitation of decision-making and outcome generation
- Chairing meetings
 - Before the meeting: what you must do as preparation
 - During the meeting: A breakdown of each phase of the meeting with useful phrases to use in each
- Moderating meetings
- Role and duties of a moderator
 - Moderation communication techniques
- A toolbox of techniques...
 - ... for creative meetings:
 - Brainstorming
 - Six hat thinking/Using a moderation wall
 - Walt Disney strategy/Mind-mapping/Graphic facilitation
 - ...for planning & strategy meetings:
 - Key concept questions/Action planning
 - Goal formation: SMART
 - Using a criteria matrix
 - ...for evaluation/team discussion meetings:
 - Ishikawa fishbone
 - Four-field thinking

This course includes a ‘mock panel discussion’ session, where you will be given the chance to build your skills at presenting yourself as host and moderating a panel of (sometimes difficult) experts!

PICO – Presenting Interactive Posters

Trainer: Mark Edwards

Duration: 3 x 3-hour videoconferences

Language: English

Secrets of Interactive Poster Design
Mark Edwards, Kompetenzia International, Unter den Linden 10, D10117 Berlin

PICO presentations rely most heavily on three elements – having a powerful and engaging short ‘pitch’ to attract attendees to visit your poster – the so-called ‘two-minute madness’ and then the skills to present the more detailed information to those that visit your interactive poster.

Devising interesting titles

Design and Visual Communication

- How to prepare and practice
- How to catch the attention – and hold it
- Design tips for interactive posters – how to stand out
- How to improve your speaking style: movement, stance, gesture and voice
- How to keep it brief but relevant. Summary and closing techniques
- How to read your audience – and respond to the conditions

Mastering the art of interactive presentations

PICO presentations rely most heavily on three elements – having a powerful and engaging short ‘pitch’ to attract attendees to visit your poster – the so-called ‘two-minute madness’ and then the possessing the skills to design and then present the more detailed information to those that visit your interactive poster.

You need to be able to present the key elements in a variety of levels of detail, and talk about your research in an inspiring and professional manner. Finally, the display itself needs to be focussed, intuitive and attractively designed. These abilities are what potential backers, research partners or employers will be looking for, in addition to your expertise. This is your opportunity to spend valuable practice time with an experienced native English-speaking presentation specialist and to learn:

- How to prepare and practice
- How to catch the attention – and hold it
- Design tips for interactive posters – how to stand out
- How to improve your speaking style: movement, stance, gesture and voice
- How to keep it brief but relevant. Summary and closing techniques
- How to read your audience – and respond to the conditions

Please note this a highly participative workshop. It is important to bring along your own PICO presentation (or one that you wish to practice with) to this lively and interactive learning experience.

Mark Edwards is an expert on all aspects of scientific communication in English, in the written, visual and verbal forms. Participants of his courses especially appreciate the factual quality of the course content, the long-lasting confidence boost provided and his warm and entertaining style of delivery.