



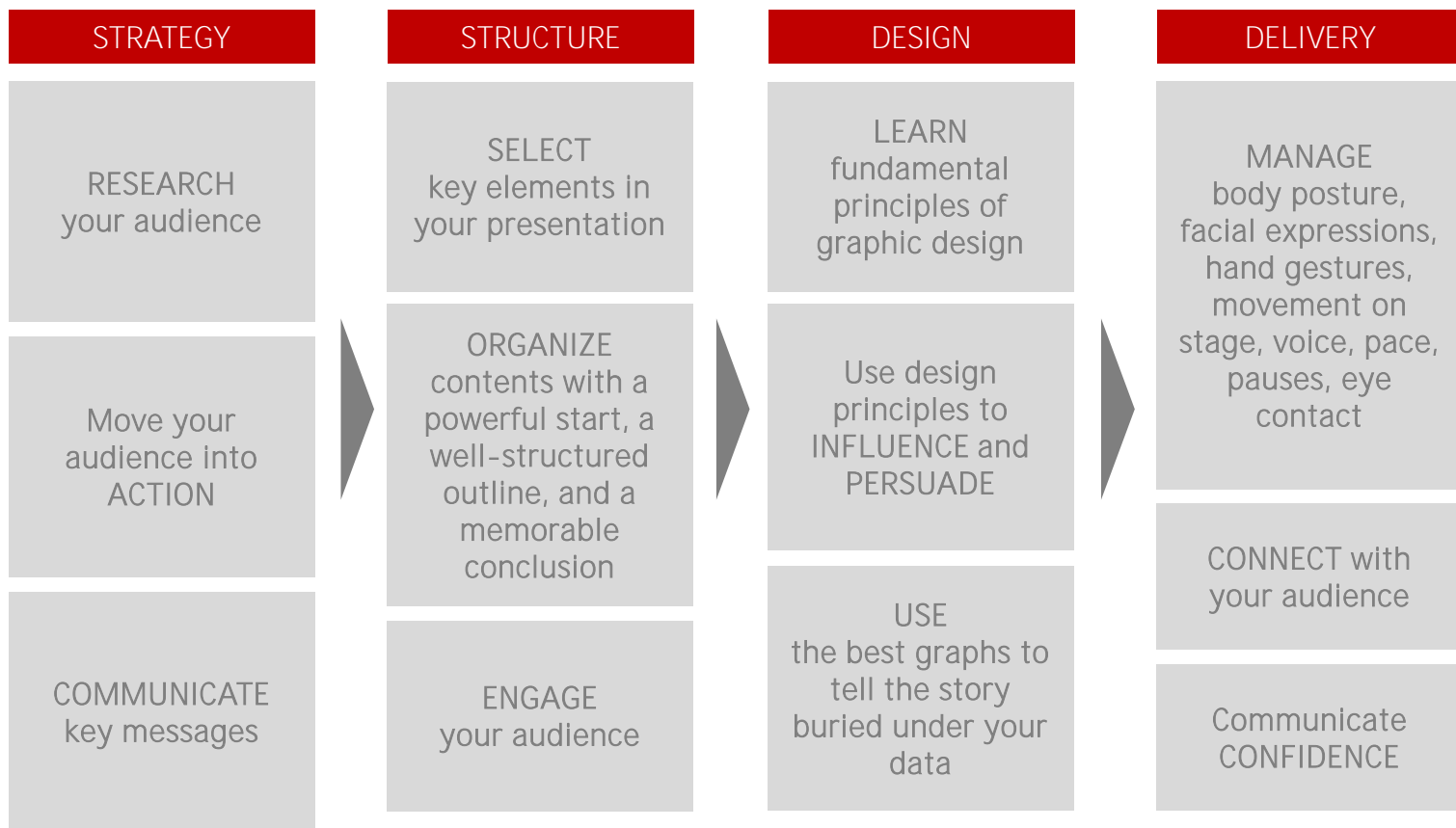
Presenting Science

Principles of Effective
Communication for Scientists



Learn now what you always needed to know

At the end of the course, the participants will be able to create memorable presentations to effectively convey knowledge and ideas.





General overview

Presenting Science



A very practical course

The course is very practical and revolves around audience participation. All concepts are explained through real world examples using some of the most outstanding presentations given by leading figures.

Throughout the course participants will work in teams and take part in group discussions. During the numerous practice sessions, the participants will alternately play the role of audience and presenter. Some of the sessions will be videotaped for group analysis and feedback from the group and instructor (presentation audit).





Trainer profile



Presenting Science

Luis Alberto Iglesias Gómez

Luis Alberto Iglesias has a passion for knowledge. His background is as varied as his interests.

Luis holds a B.A. in Business Administration from ICADE (Madrid, Spain), a Master's Degree in Austrian School Economics from Universidad Rey Juan Carlos (Madrid, Spain), and a Ph.D. in Translation from Universidad de Salamanca (Spain).

He speaks Spanish, French, Italian and English and has translated over 25 books on subjects ranging from economics and finance to magic and the performing arts. His scholarly research on the Spanish dubs of Walt Disney's animation Classics has been featured in leading academic publications. He has lectured extensively in Spain and Latin America on audiovisual translation.

Luis also works as a freelance Communications and Human Resources consultant for corporations across Europe. Together with Mago More he has developed Eureka!, a highly sought-after training program on creativity and innovation for businesses.

He is also a certified Dynamic Yoga instructor and a member of the Spanish Society of Magicians. He has written two books on sleight-of-hand and he is frequently invited to attend magic conventions, where he lectures on the history of magic and interprets at live shows and workshops by the world's greatest magicians.

Luis is also Communications Director at Instituto Juan de Mariana, possibly Spain's most influential free-market independent think-tank. His most recent educational project is www.educacionparalalibertad.com, where he publishes weekly audio interviews with scholars and independent thinkers on relevant topics in the fields of politics, finance, business and economics and their relation to freedom and individual liberty.





Course contents

Presenting Science

Module 1. STRATEGY: Before speaking in public, think in private

Look at presentations with new eyes

Every presentation is intended to achieve three goals: Connection, Attention, Memory

The natural process when creating presentations

Understand your audience's needs

Research your audience's DNA (Demographics, Needs, Attitudes)

Inspire the audience to action: strategy and goals

How to intelligently define and achieve your presentation goals

The Call To Action

The Persuasion Matrix: Ideas, Emotions, Actions

Create the message that sells your idea

How to communicate your presentation's key idea: emotion, benefit, action

Create soundbites: if it doesn't fit in Twitter, it doesn't fit into your presentation

3 h



Module 2. STRUCTURE: Select and organize your ideas

Select your ideas, balancing logic and emotion

Use affirmations to express your ideas

Use evidences to sustain your affirmations through reason

Use illustrations to sustain your affirmations through emotion

Use audience participation to transform your presentations into experiences

Organize your ideas persuasively

Open your presentations with strength: interesting question, surprising data, personal stories and much more

Well organized content with structural patterns: Problem/Solution/Action

Finish on time with memorable closings

4 h



Module 3. DESIGN: Communicate visually

The universal slide

Use informative messages as headings

An image is worth a thousand words:

- Professional quality pictures and layouts
- Diagrams to visually tell the relationship between ideas
- Data graphs to tell the story buried under the data

1 h



Module 4. DELIVERY: Communicate with your whole being

Sing your presentation: paraverbal language

Turn the volume up and down

Change your rhythm

Change your tone

Say goodbye to filler words

Press the Pause button

Breathe with your abdomen and project your voice

Dance your presentation: body language

Connect with your eyes: eye contact with the audience

Draw your presentation: animate your hands with illustrating gestures

Adopt a VASE stance: communicate power through your spatial position

Animate yourself: move around the stage deliberately and with confidence

8 h



Where can we talk?

On our webpage

<http://www.elartedepresentar.com>

On our blog

The primary point of reference on presentations in Spain where you will find answers to your questions as well as get to know our team through their posts:

<http://www.elartedepresentar.com/blog>

In our store

Where you can register for courses or collect information on our products: <http://www.elartedepresentar.com/tienda>

On our YouTube channel

Where you can find useful videos with exercises and corporate content:

<https://www.youtube.com/user/artepresentar>

On Twitter

You can join our thousands of followers:

<https://twitter.com/ArtePresentar>

And of course at our normal address

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