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Basic principles of communication

g why rhetoric is still relevant in AD 2015







- Transfer information?
- Create understanding?
- Convince opponent?
- Sell an idea or a product?
- Influence decisions?
- CHANGE THE WORLD!!





What ...

- ... do they know?
- ... do they want?
- ... do they need?
- ... motivates them?





What ...

- ... do they think they know?
- ... do they want to be?
- ... makes them feel insecure?
- ... boosts their ego?





"To thine own self be true"

Hamlet Act 1, scene 3

SWOT

















RHETORIC

- *Exordium*
- *Narratio*
- Propositio
- Probatio
- **Refutation**
- *Peroratio*

- Introduction
- Background
- **Thesis**
- ▶ Proof
 - Refutation
 - Conclusion

- Title
- (Abstract)
- Introduction
- Materials & Methods
- Results
- Conclusions
- References
- Acknowledgements

























The inverted pyramid



▶What? ▶Who?

- ▶When? ▶Why?
- Where? How?

- **1.** Define your task.
- **2.** Analyze your target group.
- **3.** Know yourself
- **4.** Understand the limitations at hand.
- 5. Seek inspiration in all

The noble art of public speaking

§ why nervousness is not the main issue





Love your stuff – and show it!















- •Define your main messages.
- •Follow a preparation protocol.
- •Practice.



THE FIVE ACTIO 1.Analyze the task. Task CANONS OF 2.Define your goal. MEMORIA 3.Pick your messages. RHETORIC ELOCUTIO Content 4.Decide a strategy. 5.Compile your material. DISPOSITIO 6.Structure & simplify. Delivery INVENTIO 8.Plan the delivery. 9.Try out and practice





- · Goal?
- Main message? Target group?
- a). How create confidence?
- b). How inspire them?
- c). Facts, feelings or trust?
- Type of presentation?
- Content?
- a). What to include?
- b). How to structure it?
- c). How to show it?
- · Any gimmick?
- How interact?
- How start and finish?



•Refine the delivery.

•Use humor & the toolbox of rhetorics.

•Build practical experience.



Project your enthusiasm towards the listeners.

Use your eyes.

Ask things.

Change the pace & take breaks.

Be silent.

(Use the "B" key)

Use the space

CHECKLISTS BOARDING CARD

WHEN LEAVING YOUR OFFICE

- Slides?
- Props?
- Speaker notes?
- · Handouts?
- Cables &
- connectors? Remote control?

WHEN ARRIVING AT THE VENUE

- · Observe how other speakers do.
- Study light & sound systems closely.
- · Say hello to the technician.

- when you enter the stage TO TELL YOURSELF

- · I am well-prepared. • I look confident! • This will be fun!

TO REMEMBER

- There is a main message to deliver.
- · Perfection is dull. There are nice people out there
- who are open for communication.

PS: Buy a remote control!



and what their actual purpose is



"The primary purpose of presenting a poster is to complement yourself as you network with other scientists."

Matt Carter: Designing Science Presentations



WHY? WHO? WHAT?

Why attend a scientific meeting?

- Educate yourself.
- > Set your benchmarks.
- Get new ideas.
- Get feedback on preliminary results.
- Market your research and your group.
- Network.

Your peers can help you by providing ...

- Clever feedback.
- Scientific knowledge.
- Technical and practical knowledge, skills and experience.
- Limited cooperation (e.g. offering antibodies).
- Extensive cooperation (shared research papers).
- Contacts useful right now or in the future.









The stars of the show



The data displays!

An illustrated **ABSTRACT**



Part	What is included
Introduction	The broader context and specific aim of the study (question, hypothesis).
${f M}$ aterials and Methods	How did you obtain data that will answer your question (test the hypothesis).
Results	What data were obtained.
\mathbf{D} iscussion (& Conclusions)	How your data and analysis answer the question and what it means for the broader field; what are the next steps.









Write a working title

TYPE 1: "Effects of substance X stimulation of protein X mediated gene Y expression in ABC cell line"

TYPE 2: "Substance X downregulates protein X mediated gene Y expression in ABC cell line"

Decide a logical order.

IMRAD



Write brief text for the different components.

Start designing! (PPt or InDesign)













Stick to the grid.



Add more text ... but keep it concise!

Let the content breathe!

Don't be too creative!

data/ink ratio

https://bit.ly/2FOfUtP

remove to improve

https://bit.ly/2AUWksC



Work on the title.

Remove stuff.

Shorten the texts. Total word count: < 250 in total.

Increase the data/ink ratio in the visuals.

Prepare your verbal explanations.



- 1. What do you do?
- 2. What problem do you solve?
- 3. How are you different?
- 4. Why should I care?

Carmine Gallo: The Presentation Secrets of Steve Jobs

- 1. What's your research about?
- 2. What is your research question?
- 3. What makes your research unique?
- 4. Why should I care?