Convincing the WORLD

by boldly presenting yourself, your work and your science
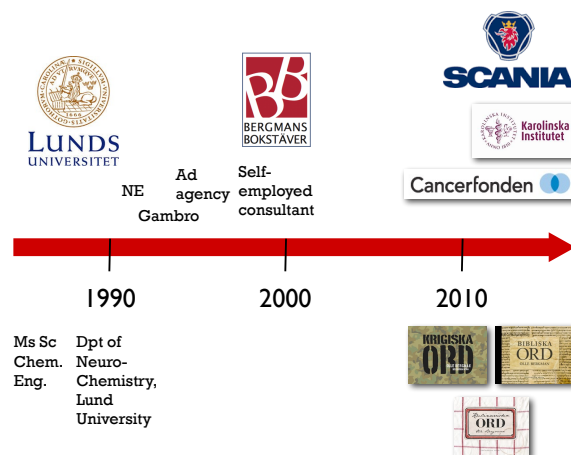
Lund, 22–25 October, 2019

Olle Bergman

M.Sc. Chemical Engineering

"Communications Consultant, Public Speaker & Professional Writer with a passion for people, science, language & history."

BERGMANS BOKSTÄVER

LUNDS UNIVERSITET

NE Gambro

Ad agency

BERGMANS BOKSTÄVER

Self-employed consultant

SCANIA

Karolinska Institutet

Cancerfonden

1990

2000

2010

Ms Sc Chem. Eng.

Dpt of Neuro-Chemistry, Lund University

KRIGISKA ORD

BIBLISKA ORD

ORD

Sweden

Eskilstuna

EVIL MASTERPLAN

☐ Be introduced to the GUTCI mindset of communication.

☐ Refine poster together with the group.

☐ Practice elevator pitch in front of group.

☐ Develop generic pitch into varities.

☐ Practice modified pitches.

RULES

1. You are in charge, I'm your consultant. Use the time wisely.
2. Questions and discussions are welcome anytime.

GOALS

1. Start thinking about communication in another way.
2. Helping you to find your strengths as a communicator.
3. Practice some skills
4. Start a learning process.

Basic principles of communication
& why rhetoric is still relevant in AD 2019

SOMETHING IS BROKEN in scientific communication – so let's fix it!

1. Poor emotional engagement.
2. Strong, yet dysfunctional conventions.
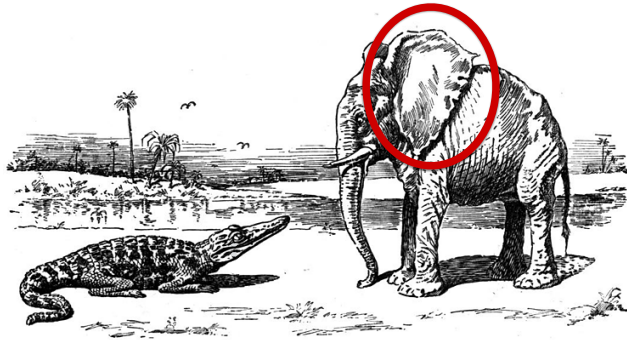3. Widespread do-it-yourself culture.

PROBLEM

SOLUTION

PP

DON'T BE BORING

1 Define your task.

Microsoft®
WHERE DO YOU WANT TO GO TODAY?™

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

Analyze your target group.

2

What …

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

Australopithecus afarensis

HOMEOSTASIS
SECURITY
HIERARCHY
REPRODUCTION

What …

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

How can you use this psychological approach to communication during a conference?

Exercise

3 Know yourself.

"To thine own self be true"

Hamlet Act 1, scene 3

SWOT

Flyswatter

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

I-SWOT-er

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

How can you use this psychological approach to communication during a conference?

Exercise

Passion

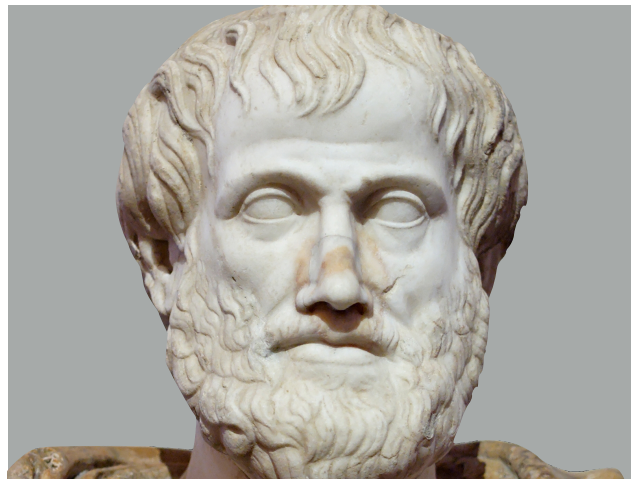**4** Understand the limitations at hand.

Seek inspiration in all types of communication.

RHETORIC

- Exordium — Introduction
- Narratio — Background
- Propositio — Thesis
- Probatio — Proof
- Refutation — Refutation
- Peroratio — Conclusion

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

ETHOS PATHOS LOGOS

ETHOS

PATHOS

LOGOS

How are ethos, pathos, logos used in science?
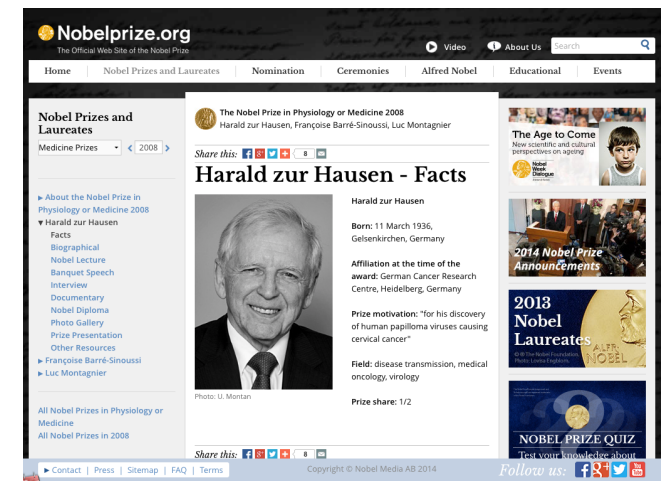
Exercise

Marketing

Attention

Interest

Desire

Action

Storytelling

Nobelprize.org
The Official Web Site of the Nobel Prize

Video | About Us | search

Home | Nobel Prizes and Laureates | Nomination | Ceremonies | Alfred Nobel | Educational | Events

Nobel Prizes and Laureates

Medicine Prizes | ‹ 2008 ›

The Nobel Prize in Physiology or Medicine 2008
Harald zur Hausen, Françoise Barré-Sinoussi, Luc Montagnier

Share this: f g+ ✉ 8 ✉

Harald zur Hausen - Facts

Harald zur Hausen

Born: 11 March 1936, Gelsenkirchen, Germany

Affiliation at the time of the award: German Cancer Research Centre, Heidelberg, Germany

Prize motivation: "for his discovery of human papilloma viruses causing cervical cancer"

Field: disease transmission, medical oncology, virology

Prize share: 1/2

► About the Nobel Prize in Physiology or Medicine 2008
▼ Harald zur Hausen
  Facts
  Biographical
  Nobel Lecture
  Banquet Speech
  Interview
  Documentary
  Nobel Diploma
  Photo Gallery
  Prize Presentation
  Other Resources
► Françoise Barré-Sinoussi
► Luc Montagnier

All Nobel Prizes in Physiology or Medicine
All Nobel Prizes in 2008

Photo: U. Montan

Share this: f g+ ✉ 8 ✉

The Age to Come
New scientific and cultural perspectives on ageing

2014 Nobel Prize Announcements

2013 Nobel Laureates

NOBEL PRIZE QUIZ
Test your knowledge about

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Journalism

The inverted pyramid

Really interesting stuff

Not so interesting stuff

▶ **What?**   ▶ **Who?**

▶ **When?**   ▶ **Why?**

▶ **Where?**   ▶ How?

FICTION WRITING
DRAMA
STAND-UP COMEDY
MANUALS   MUSIC
SOCIAL MEDIA
ANIMATION
COMICS

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

Scientific Poster DESIGN
– creating a communication tool for **networking** and **feedback**

Does the orchid mantis deceive pollinators?

James C. O'Hanlon[1], Gregory I. Holwell[2], Marie E. Herberstein[1]
[1] Department of Biological Sciences, Macquarie University
[2] School of Biological Sciences, University of Auckland

Mantises attract *even more* pollinators than flowers!

miRNA profiling in the prefrontal cortex of an animal model of depression

SCIENTIFIC POSTERS
and what their actual purpose is

A one-sentence overview of the poster concept

A large-format poster is a big piece of paper or image on a wall-mounted monitor featuring a short title, an introduction to your burning question, an overview of your novel experimental approach, your amazing results in graphical form, some insightful discussion of aforementioned results, ~~a listing of previously published articles that are important to your research~~, and some brief acknowledgement of the tremendous assistance and financial support conned from others — if all text is kept to a minimum (~~less than 1000 words~~), a person could fully ~~read~~ go through your poster in 5-10 minutes.

colinpurrington.com

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

Matt Carter: *Designing Science Presentations*

"The problem is that 90% of the scientific posters that you've seen at conferences and in the corridors of your university are *terrible*. I mean *very terrible*!"

tulliorossi.com

Understanding WHY, WHO & WHAT

1

WHY?
WHO?
WHAT?

Why attend a scientific meeting?

Exercise

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

Goal	How the poster helps you	How the poster should be designed to achieve this
Disseminate your (preliminary) results.	Peers will study your poster and listen to you presenting it.	Clear flow: aim => results => conclusion. Title includes conclusion (if possible).
Get feedback on (preliminary) results.	Peers will react, ask questions and comment.	Big fonts, clear visuals making it a tool for your oral presentation.
Promote your research and your group.	Peers will see that you're in the game. The design will communicate your brand.	Solid science. Clear, aligned & coordinated design. Affiliations & logotypes in place.
Network	Your poster is a social waterhole which brings people together and a banner which gives you an identity.	Solid science + good design (see above). QR code directs to more information.

What do you know and what can you assume about your target group?

Exercise
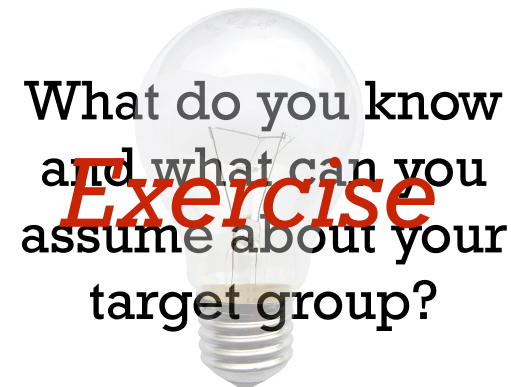
Your peers can help you by providing …

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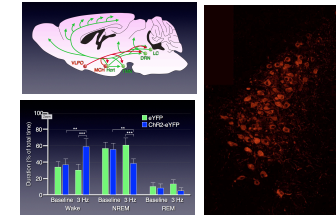- Contacts – useful right now or in the future.
- .

Chamber of HORRORS!
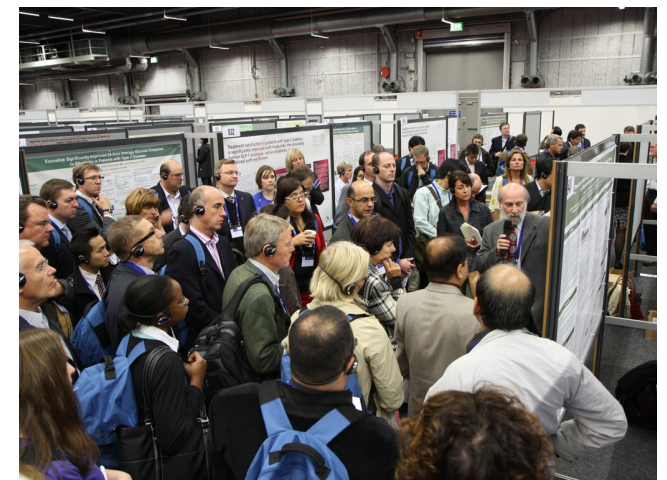
How do you make your poster useful *Exercise* for ad hoc presentations?

Intellectual preparation phase 2

An illustrated ABSTRACT

Stand alone presentation **VS** Backdrop to oral presentations

Detailed & complete **VS** Appealing & accessible.

BASIC DESIGN PHASE 3

The stars of the show

The data displays!

Write the conference abstract
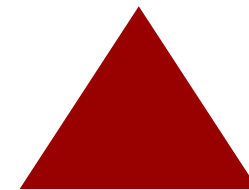
Prepare your visuals

Pick out main conclusions

KISS
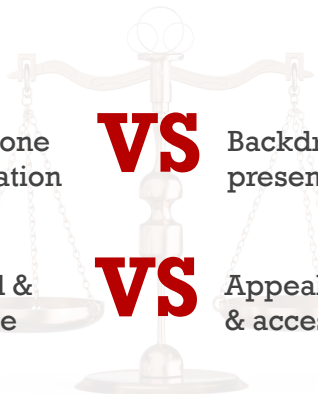
Write a working title

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"

Suggest titles of those two types for your own research project!

Exercise

Decide a logical order.

IMRAD

Template A0 - 84x119 cm for "scientific poster" with font Arial regular

Write brief text for the different components.

Start designing! (PPt or InDesign)
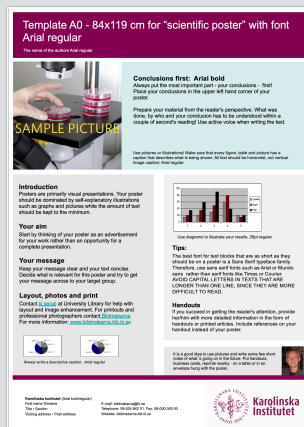
CARP

CONTRAST

ALIGNMENT

REPETITION

PROXIMITY

Stick to the grid.

Think **BIG**

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

IMPROVEMENT
4
MODE

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.

THE ELEVATOR
PITCH
—the art of convincing
the world in 60 seconds

"An **elevator pitch**, **elevator speech**, or **elevator statement** is a short summary used to quickly and simply define a person, profession, product, service, organization or event and its value proposition."

Wikipedia
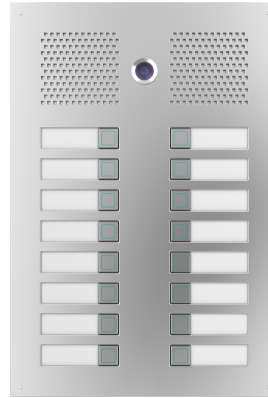
?
ride
elevator
an
is
long
how
But

**Preparing
your pitch**

1

PLANNING

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*

- BE BRIEF.
- BE CLEAR.
- BE REAL.

2

PREPARATION

- Work with your draft as a poet or a copywriter. Taste the words. Speak out the melody of the language.
- Start rehearsing your lines. Edit.
- Perform your pitch to a trusted friend. Listen to the feedback and edit.
- At some point: trust yourself that you are done.

3

PERFORMANCE

Project your enthusiasm towards the listeners.

Use your eyes.

Ask things.

Use the space

LEVEL

1

Good enough

Change the pace & take breaks.

The noble art of public speaking
& why nervousness is not the main issue

Love your stuff – and show it!

Be silent.
(Use the "B" key)

1 **2** **3**

OUT-
STANDING

PRETTY
GOOD

GOOD
ENOUGH

GLÖD

ANXIETY

LEVEL 2
Pretty good
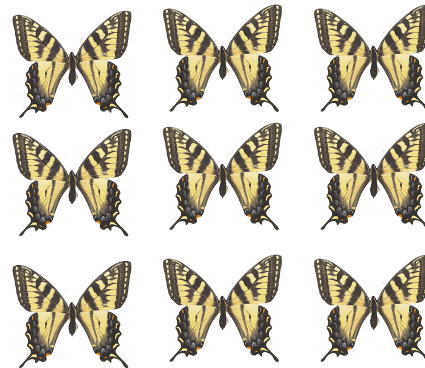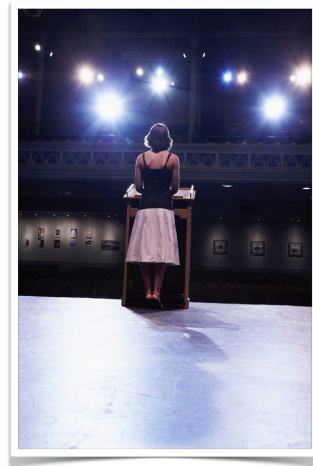
- Define your main messages.
- Follow a preparation protocol.
- Practice.

3

THE FIVE CANONS OF RHETORIC

ACTIO

MEMORIA

ELOCUTIO

DISPOSITIO

INVENTIO

HEY HO LET'S GO

Task
1. Analyze the task.
2. Define your goal.
3. Pick your messages.

Content
4. Decide a strategy.
5. Compile your material.
6. Structure & simplify.

Delivery
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?

"Only he who is well prepared has any opportunity to improvise."
INGMAR BERGMAN

LEVEL

3

Outstanding

- Refine the delivery.
- Use humor & the toolbox of rhetorics.
- Build practical experience.