

## MARUM / GLOMAR Soft Skill Course:

### Presentation Skills

Sabine Lerch

*Trainer, Coach and Business Mediator*  
[www.science.sabinelerch.de](http://www.science.sabinelerch.de)

23-24 June 2011, MARUM Bremen

### Objectives

Public speaking is a necessity in scientific life. Publish or perish – and some of your publications are talks in front of a more or less professional and more or less benevolent audience.

“Poets are born – speakers are made” with this quote Roman Rhetoricians used to motivate their students centuries ago. Yes, you can learn what the success factors of a good scientific presentation are. Very rarely is it the quality of the research results that cause problems. More often structure, orientation and personal performance can and should be improved to ensure that you come across as creative and credible scientist.

Find out what your strengths are and develop your individual presentation profile. Take steps to learn how to lead the audience from your first appearance on stage until the last question in the discussion. Be authentic, enthusiastic and convincing!

### Topics

#### The Preparation

- ...what to collect and how to arrange
- *The target group and their expectations*
- *Message, structure and the red line*

#### Being aware what's happening out there

- ...“reading” and leading the audience
- *Sharpen the sensory perception*
- *Voice, body and more*

#### Powerful Presentation Language

- ...supporting your message
- *Helpful sentences for intro, main part and end*
- *Chunking and other “friends”*

#### Platform Skills

- ...for clear visualisation and high creativity
- *Powerpoint, flipchart et. al.*
- *Mindmaps and brainstorming*

#### The “Show” must go on

- ...state control or how to deal with difficulties
- *Nervousness and stage fright*
- *Using the inner resources*

#### Question and Answer Session

- ...what to say if ...
- *Clarifying questions*
- *Paraphrasing*

## Methods

The training is conducted over 2 full days. It consists of short theory lessons and special exercises to focus for example on body language, the rest of the time is spent presenting presenting. Each participant gives a (prepared) talk which is video-taped and analyzed and structured feedback is given by the peer group and the trainer.

## Course schedule

Day 1: 09.30 – 12:45 and 12:45 – 17:45

Day 2: 09.00 – 12.30 and 13.30 – 17.30

## Location

MARUM, University of Bremen, Leobener Strasse, 28359 Bremen, Germany  
Room 2070

## To subscribe

Please send a mail to Christina Klose ([glomar-courses@marum.de](mailto:glomar-courses@marum.de)). Please give your name, status (PhD student, Postdoc or Master Student), institute / university and research area / working group as well as your field of study.