

Presenting TED Style



Presenting to non-scientists is not the same as presenting to scientists. Presenting to scientists usually means presenting results to an audience that is already interested. Presenting to non-scientists usually involves at least some persuading: Gaining buy-in to a project idea, motivating some sort of change in focus/direction or getting people to take action.

This requires a different approach that is tailored to an audience that initially might not be interested in what you are presenting.

The [Presenting TED Style](#) workshop will teach you how create and deliver presentations that make a difference.

This flexible workshop will cover:

- [Determining the overarching message](#)
- [Capturing the audience's attention](#)
- [Judging your audience](#)
- [Which slides to use and which to cut out](#)
- [Movement and body language](#)
- [Inspiring action](#)

Outcomes

Being able to give persuasive presentations is essential for success wherever your career takes you. This workshop will teach you how to give memorable talks and presentations to diverse audiences that inspire, persuade and motivate.

About the trainer

Rob Thompson has worked both in industry and with research scientists. He has over 10 years' experience helping groups to improve their skills. His multidisciplinary experience means he is well placed to bring the most appropriate practices to the scientific arena. By combining his extensive knowledge of effective techniques with his experience of training and presenting, RT gives workshops to help scientists persuade more effectively.

The seminar will be very interactive. Expect to be asked lots of questions, expect to be challenged, expect to participate!

soft skills for real results