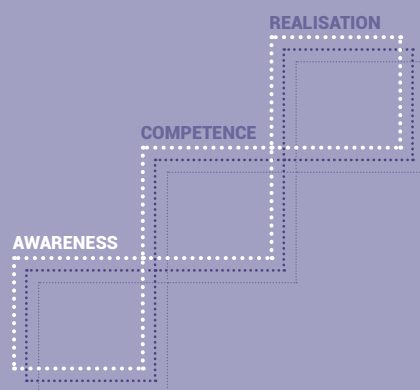


# AWARENESS PITCH YOUR PHD

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## DESCRIPTION

This concept helps researchers better communicate their work when presenting to a non-academic group. It is a hybrid between verbal training and non-verbal communication.

The workshop focusses on the presentation skillset as well as the enhancement and simplification of academic presentations for non-academic audiences.

Academic presentations are often too detailed communicated in an academic language which is hard to understand for non-academics. The objective is to learn how to present academic work to a broader non-academic audience.


If you want to know more about how we have worked with this tool, contact:

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or contact the Tech Transfer office at your university, if you want to know more in general about entrepreneurship and commercialisation.

Acknowledgement: Torunn Meyer

## HOW TO PLAN A WORKSHOP :.....•

The introduction is split into five main points (see below), and training on a prepared pitch is done at least twice. The first training session is done based on introductory points, and second training session is done after implementation of storytelling. The key to the training is to have the groups help themselves in terms of internal feedback and progression. The facilitator and organiser team circulate to help/support teams.

The concept of storytelling is also part of the training, and focuses on how researchers can present their work as a story. This will help listeners remember and identify more with the research.

### **BEFORE THE WORKSHOP**

- The facilitator should divide participants into training groups ahead of training. Groups of 4-5 are good. If there are too many groups, it becomes difficult for the facilitator in terms of guiding and coaching
- Before the workshop, the facilitator should ask all participants to prepare a 3-minute pitch of their work. This pitch will be their training assignment, and will enhanced throughout training

## HOW TO PLAN A WORKSHOP

### DURING THE WORKSHOP: DESIGN, ELEMENTS AND TIMING

THE WORKSHOP			
Time	Theme	How to teach	Materials
90 min	Introduction to presentation techniques	<p>Lecture on different parts and skillset involved in presentation techniques:</p> <ol style="list-style-type: none"> <li><b>Preparation:</b> The importance of good preparation for your presentation. What you need to do, how to do it and when.</li> <li><b>Verbal:</b> What do you say? The words and content of your presentation. How do you build up your presentation? The use of rhetoric in your presentation.</li> <li><b>Non-verbal:</b> How do you say it? The body language and use of voice in your presentation. Become aware of your non-verbal language and control it to send the right signals. What techniques and tools do you use?</li> <li><b>You:</b> What are your communication strengths and how do you make use of them in your presentation?</li> <li><b>Engagement:</b> To influence and persuade other people you must be engaged yourself. What brings out your enthusiasm and passion? How are you going to achieve your goal for the presentation?</li> </ol>	
75 min	1 <sup>st</sup> training session	In groups, all group members give their 3-minute presentation and try to implement some tips from the lecture. The presenter gives feedback to herself/himself, after which group members give constructive feedback on how to enhance it further, seen from an audience perspective	Stop watch for group member to track time (3 min)
45 min	Theme: Storytelling	Lecture on storytelling and visualising a story of your work. Techniques on how to shape information into a story have participants include their own experiences in stories	
75 min	2 <sup>nd</sup> training session	In groups, train 3-minute presentation, including the storytelling aspect. Adjust from previously given feedback	
30 min	Reflections	When summing up the workshop, it is a good idea to have all participants reflect briefly on take-aways from event	