

PICO – Presenting Interactive Posters

Trainer: Mark Edwards

Duration: 3 x 3-hour videoconferences

Language: English

Secrets of Interactive Poster Design
Mark Edwards, Kompetenzia International, Unter den Linden 10, D10117 Berlin

PICO presentations rely most heavily on three elements – having a powerful and engaging short ‘pitch’ to attract attendees to visit your poster – the so-called ‘two-minute madness’ and then the skills to present the more detailed information to those that visit your interactive poster.

Devising interesting titles

Design and Visual Communication

- How to prepare and practice
- How to catch the attention – and hold it
- Design tips for interactive posters – how to stand out
- How to improve your speaking style: movement, stance, gesture and voice
- How to keep it brief but relevant. Summary and closing techniques
- How to read your audience – and respond to the conditions

Navigation: Home Page, Methodology, Results, Discussion, Back, Next

Mastering the art of interactive presentations

PICO presentations rely most heavily on three elements – having a powerful and engaging short ‘pitch’ to attract attendees to visit your poster – the so-called ‘two-minute madness’ and then the possessing the skills to design and then present the more detailed information to those that visit your interactive poster.

You need to be able to present the key elements in a variety of levels of detail, and talk about your research in an inspiring and professional manner. Finally, the display itself needs to be focussed, intuitive and attractively designed. These abilities are what potential backers, research partners or employers will be looking for, in addition to your expertise. This is your opportunity to spend valuable practice time with an experienced native English-speaking presentation specialist and to learn:

- How to prepare and practice
- How to catch the attention – and hold it
- Design tips for interactive posters – how to stand out
- How to improve your speaking style: movement, stance, gesture and voice
- How to keep it brief but relevant. Summary and closing techniques
- How to read your audience – and respond to the conditions

Please note this a highly participative workshop. It is important to bring along your own PICO presentation (or one that you wish to practice with) to this lively and interactive learning experience.

Mark Edwards is an expert on all aspects of scientific communication in English, in the written, visual and verbal forms. Participants of his courses especially appreciate the factual quality of the course content, the long-lasting confidence boost provided and his warm and entertaining style of delivery.