



Description of Services for 2015

Two Day Course | Present Your Science: Workshop and Coaching

Number of Participants: Maximum of 75 on Day 1, Maximum of 20 on Day 2 for individual coaching*
(Additional participants from Day 1 are welcome to audit/observe Day 2)

*Melissa Marshall Consulting can provide additional associate coaches for the breakout sessions on Day 2 to increase the number of participants. Please inquire.

This comprehensive and intensive 2 day course equips scientists, engineers, researchers, and technical professionals to present their science in an understandable, memorable, and persuasive way. Through a dynamic combination of lecture, discussion, exercises, video analysis and personalized coaching from Melissa Marshall, each participant will walk away with the skills, knowledge, and practice necessary to transform the way their work is presented.

Course Objectives

1. Transform the scientific presentations skills of participants. Enable participants to utilize effective strategies for content, structure, slide design and delivery of scientific presentations.
2. Teach participants to analyze and adapt to their audience.
3. Help participants understand which scientific details to emphasize in their presentation and which details to filter out.
4. Equip participants to understand and enact the assertion evidence slide design in their own talks to make their scientific presentations more understandable, memorable, and engaging.
5. Assist participants in developing an engaging and confident delivery style.
6. Discuss strategies for effectively handling a Q&A session, especially difficult questions.

Agenda

Day 1: Formal Workshop (6 hours): The formal teaching portion of the course where participants will engage in lecture, discussion, exercises, and video analysis while developing their own talks. (See agenda for one day course)

Day 2: Coaching (7-8 hours): Participants will prepare and give an approximately 10 minute presentation about their own work based on strategies learned in Day 1. Participants will receive individual feedback and coaching from the instructor and peers in the session. Pre-work instructions will be provided to participants and preparation before the session is required. It is recommended (but optional) that participants be video recorded to review their own performance following the session.

One Day Course | Present Your Science: Workshop

Number of Participants: Maximum of 75

This comprehensive 1-day course equips scientists, engineers, researchers, and technical professionals to present their science in an understandable, memorable, and persuasive way. Through a dynamic combination of lecture, discussion, exercises, and video analysis, each participant will walk away with the skills, knowledge, and practice necessary to transform the way their work is presented.

Course Objectives

1. Transform the scientific presentations skills of participants. Enable participants to utilize effective strategies for content, structure, slide design and delivery of scientific presentations.
2. Teach participants to analyze and adapt to their audience.
3. Help participants understand which scientific details to emphasize in their presentation and which details to filter out.
4. Equip participants to understand and enact the assertion evidence slide design in their own talks to make their scientific presentations more understandable, memorable, and engaging.
5. Assist participants in developing an engaging and confident delivery style.
6. Discuss strategies for effectively handling a Q&A session, especially difficult questions.

Agenda (6 hour course)

1.5 hours | Qualities of Effective Technical Presentations, Analyzing Audience, Filtering Detail, Structuring Content

2.5 hours | Illustration of Technical Ideas, The Assertion Evidence Slide Design, Special Slide Considerations (Title, Agenda, and Conclusion slides), Crafting an Effective Pre-Read and Handout Document for a Presentation

1 hour | Dynamic Delivery, Achieving Confidence

1 hour | Handling Q & A

Half Day Courses (3 hours)

Number of Participants: Maximum of 75

Present Your Science: Transforming Technical Talks

My signature offering! This versatile half-day workshop covers the full gamut: content strategy, slide design, and presentation delivery. With a dynamic combination of lecture, discussion, video analysis, and exercises, this workshop will truly transform how your scientists present their work and will help foster a culture of improved communications throughout your company or institution.

Talk Nerdy to Me: Presenting Your Science to the Public

Talking to the general public about your science can be tricky—How much can you assume they know? How much detail should you share? How can you get them excited about your topic? If these questions sound familiar, this workshop is for you. You will learn proven strategies that will improve your content, slides and delivery so that you can more easily engage a general audience. This is an interactive workshop where you'll participate in group exercises, analyze video examples and then practice the techniques you've learned using your own work.

Small Group Coaching Sessions (3.5 hours)

Number of Participants: Maximum of 10*

*Melissa Marshall Consulting can provide additional associate coaches for these sessions to increase the number of participants that can receive coaching at one time. Please inquire.

A terrific add-on to the half or full day Present Your Science Workshop! Each participant in this session gives a 10 minute presentation and receives individual feedback on their presentation content, slides, and delivery from Melissa Marshall as well as from the other participants in the session. This session has high value for those needing presentation experience or those with an important presentation coming up that needs review. It is recommended that this session be video recorded so that participants can review their performance. It is required that participants have attended one of Melissa's lectures, workshops or courses in order to participate in these coaching sessions. Some pre-work is required.

"Lunch and Learn" Lectures (60-90 minutes)

Number of Participants: Unlimited

Bullets Kill: Transforming Slide Design

Using a slide design strategy proven to make technical presentations more understandable, memorable, and persuasive, your team will learn to create better presentation slides using an engaging, assertion-evidence design structure. Through a series of exercises and critiques using their own material, participants will learn the theory behind the structure and how to make immediate improvements.

Powerful Posters: Creating Engaging and Accessible Scientific Posters

Have you walked into the poster session at a recent conference only to be overwhelmed by all of the wordy, complicated posters on display? How can you make sure that your work gains the attention of those passing by? Scientific posters play an important role in research communication by allowing you to more personally interact with those interested in your topic. This interactive lecture provides tips and tricks for presenting scientific posters more effectively. Key topics to be covered include layout, formatting, selection of visuals, gaining attention, and delivery of the poster to viewers.

Going Up? Effective Elevator Pitches

Sometimes you only have a couple of minutes to get your message across, and that "elevator pitch" can often make the difference between success and stagnation. This fun workshop will teach your team how to create a clear and convincing summary of their work so that it's compelling for any audience. Video examples of effective elevator pitches will be shown and analyzed. Participants will create, practice, and receive peer feedback on their own pitches during the workshop.

You asked what? Handling Q & A Sessions

Effectively handling a Q & A session is an important part of achieving clarity in a technical presentation. This interactive lecture will provide tips and strategies for answering questions effectively following a presentation, especially the hard ones! Participants will engage in role-playing exercises with one another to practice the techniques.

Train the Trainer Program (Customized Schedule)

Do people in leadership positions at your institution need help providing feedback and developing the presentation skills of their employees? A Train the Trainer program is geared towards giving those in leadership positions effective strategies for developing the presentation skills of their team members.

Private Coaching and Consultation

For scientists and executives who need more personalized and in-depth consulting for high-stakes presentations, such as investor presentations, Melissa offers private consultation on presentation development. She'll work with you to: 1) Identify and clarify the most critical claims necessary for your audience 2) Craft the presentation content using language that engages and resonates 3) Create slides that communicate your ideas in a persuasive, meaningful, and memorable way 4) Fine-tune and amplify your delivery through dress rehearsals.

Webinars and Remote Training

While I recommend my in person training most highly due to its highly interactive and personalized nature, some of the above workshops, lectures, and trainings can be offered to your team remotely via web conference (such as Webex). Please inquire for details if your team is distributed and would benefit from some remote training.

**Don't quite see what you are looking for?
Please inquire about customized offerings to suit your needs.**

Why choose Melissa Marshall?



Melissa Marshall is on a mission: to transform how scientists and engineers present their work. That's because she believes that even the best science is destined to remain undiscovered unless it's presented in a clear and compelling way that sparks innovation and drives adoption.

For almost a decade, she's traveled around the world to work with Fortune 100 corporations, institutions and universities, teaching the proven strategies she's mastered through her consulting work and during her 10 years as a faculty member at Penn State University. Melissa is an in-demand leading expert in the area of technical presentations.

When your team works with Melissa, they'll get the practical skills and natural confidence they need to immediately shift their "information dump"-style presentations into ones that are meaningful, engaging, and inspire people to take action.

Melissa's talks are lively, practical and transformational. For a sneak peek, check out her [TED Talk](#), "Talk Nerdy to Me." It's been watched by more than 1.5 million people (and counting). Learn what other clients have to say about Melissa at www.PresentYourScience.com. Melissa can be reached at melissa@presentyourscience.com