

Communicating effectively

three days for PhD students who communicate with different target groups

Course timetable

(subject to adjustments)

| Monday 19 August | |
|---------------------|--|
| 11.00-12.00 | Personal introductions Determining needs and wishes |
| 12.00-13.00 | Lunch |
| 13.00-14.00 | Identifying your target groups and their possible characteristics: <i>group work, presentation and feedback</i> |
| 14.15-15.00 | Aspects of communication and cross-cultural issues Theoretical models and practical exercises <i>humour · academic mannerisms · non-verbal language · personal style · prejudice · relevance · feedback · questioning techniques</i> |
| 15.15-16.00 | Walk and talk: Communicating with sundry target groups Outdoor exercise (weather permitting) |
| 16.15-16.45 | Reporting from the exercise |
| 16.45-17.00 | Rounding off the day |
| Tuesday 20 August | |
| 9.15-12.00 | On presentation techniques and elevator pitches <i>An interactive session</i> |
| 12.00-13.00 | Lunch |
| 13.00-14.00 | Elevator pitches <i>Preparing for doing it in practice and giving feedback to others</i> |
| 14.00-16.00 | Pitches – on your own! |
| Wednesday 21 August | |
| 9.15-10.00 | Report from yesterday's pitches Challenges · pitfalls · tips |
| 10.15-11.15 | Presentation techniques, continued <i>Value of conversation, discussion, demonstration and presentation</i> <i>On generating relevance for mixed audiences</i> |
| 11.30-12.00 | Issues pending |
| 12.00-13.00 | Lunch |
| 13.00-14.15 | On improvisation techniques On how communicators can benefit from mastering aspects of “ad lib” presentation – tools applied in a practical context |
| 14.30-15.15 | Improvisation continued – lessons learned |
| 15.15-15.45 | “What if...”: the course in retrospect A quiz on important aspects addressed – teamwork |
| 16.00-16.30 | Lessons learned · conclusions · evaluation |