

Visualizing your Data – Convincing with professional posters and presentations

Trainer Dr. Friedrich Funke
Language English
Date 02 July, 2012, 9 a.m. – 5 p.m.
Location MMZ II, room SR 1225
Target group interdisciplinary

Posters are a specific form of presenting scientific findings. They are (or should be) neither mounted Powerpoint-presentations nor condensed journal papers. Another specific of posters is connected to their mode of (non)presentation: are they designed as self-explanatory long-term displays in laboratory hallways or are they actively presented in poster-sessions, which become more and more popular on scientific conferences?

One part of the workshop enables the participants to effectively and creatively organize their findings on posters. They are guided through the complete process from design to oral presentation. Own examples provided by the participants are welcome and will be subject to reverse construction in a »before-after manner«.

The second part is devoted to the effective use of Powerpoint (or alternatives). The participants get useful hint how to enhance their presentations, how to make *intelligent* use of all the software features without annoying the audience.

Both modes of presentation can be subject of a single workshop, as some general principles of Cognitive Psychology apply to both worlds.