Powerful Presentations: Making your Message Stick

Friday, August 28, 2020
7.30am – 11.30am / 3.75 contact hours

Cost: $95USD

Maximum Attendees: 40

Facilitators
Richard Rosedale and Georg Supp

Description
It is accepted that knowledge translation is a critical process in transforming health care and ensuring that research impacts practice. Key within this process is the appropriate dissemination of research to practitioners, the public, educators, researchers, policy makers and other stakeholders. One means of knowledge dissemination is via presentations: at conferences, seminars, courses, and through online media. But how effective are many presentations at achieving the goal of translating that knowledge into real learning? Are we currently maximising the potential for learning to be achieved and for that learning to change behaviour? Are our talks inspiring and engaging, and most importantly do the intended recipients walk away with the key messages and practical implications or are valuable opportunities missed? Many researchers and leaders in their field may miss opportunities by not giving enough thought as to how their research and data is being presented. A lackluster presentation can allow an audience to become bored and distracted, leaving them uninspired to change. The research may have had the potential to have major implications for the practice and decision making for those listening, but the potential remains unfulfilled.

A few simple strategies and practices in how that material is presented could make the information resonate with the audience and leave a lasting and impactful impression leading to successful behaviour change. The workshop we propose to present will raise the awareness of participants to the necessity of inspiring and interactive presentations in the field of research and clinical studies. It will draw upon strategies and principles that are grounded in multimedia research, applying science to learning.

In this 4 hour workshop, participants will learn effective strategies for the planning, preparation, and delivery of impactful presentations to facilitate meaningful learning for their audiences AND they will have fun. Those who laugh are listening and probably learning.

Through collaborative group work, participants will also have the opportunity to practically put these principles and strategies into effect. The course will consist of: a pre-course task, presentations, discussions, group work, homework and after course feedback.

Implications/conclusions
Participants can expect to leave this workshop with the awareness of what strategies and principles they can adopt to become more effective presenters. When participants utilise these skills in their presentations they will be able to facilitate the retention and knowledge transfer for future audiences. They can contribute to the success of future meetings, courses and conferences by providing engaging and impactful experiences.
Objectives
1. Identify and discuss how the content and style of an evidence-based presentation can influence the experience and outcome of the learner/audience
2. Discuss the components of presentation design and delivery that will assist in achieving effective knowledge translation
3. Practice and demonstrate the effective use of evidence-based presentation content and style to ensure the learner/audience understands key messages

Target Audience
Clinicians, researchers, educators or administrators who wish to maximally engage and impact their audiences when presenting their material at meetings, courses or conferences.

References

Workshop Agenda
TBD