Mon, 27 September 2021, 9 am – 3:45 pm

**Remote workshop**

Dr. Jane Bormeister  
**Make an impact!**  
**Confident scientific online communication and presentation**

You are presenting more and more online with colleagues, supervisors, partners. However, these online presentations are challenging: the presenter is literally the solo entertainer, while the audience is often invisible and silent. Motivation decreases, frustration increases - for the presenter and the participants. The online presentation is different from a usual face-to-face event.

This concerns one's own communication, playing with the camera, entertainment, interaction with the audience and co-presenters, shortened attention span, lack of feedback. The online medium changes the concept of the previous presentation dramatically.

This workshop is for online scientific presenters who want to interact and convince their audience live in front of the camera. You will get tools, tips and tricks for your online presentation.

**Content**

- Similarities and differences in online and offline scientific communication
- Camera acting: light, background, image staging
- Entertainment, motivation, interaction
- Free, spontaneous speech and speaking training: The statement technique – finding an answer to any question?
- Performance training in front of the camera
- Presenting scientific projects convincingly online
- Gender Equality in scientific communication: sensitivity, opportunities and challenges
- Intercultural differences: misunderstandings and opportunities for consensus
- Online interaction with your audience: Dealing with lack of response, technical problems, discussions
- Co-moderation with colleagues: The virtual baton principle
- Stage fright & Co.
  - Your mental inner attitude before the presentation
  - Body tips and tricks
- Anecdotes, humour, Storytelling

The event is aimed at female PhD students and postdoctoral researchers, max. 12 participants

**Registration deadline: 20 September:** petra.metz@hu-berlin.de  
Zoom link shared after registration
Dr. Jane Bormeister

...will teach you the tools of presenting and convincing. Content-related strategies & techniques, power voice, body presence and emotional composure in demanding speaking situations in front of an scientific audience.

After this workshop you will feel more self-confident, have a better standing and be able to bring more content across!

Professional background
- Professor at Internationale Berufsakademie (iba) Leipzig (Departments Social Education, Management, Coaching)
- 20 years professional experience in rhetorical coaching and training
- Doctoral Thesis "Eine empirische Untersuchung der bio-psycho-sozio-emotionalen Aspekte der Rhetorik und konzeptionelle Trainingsentwicklung"
- M. A. Speech Communication & Psycholinguistics, Ludwig-Maximilians Universität München
- M. A. Cultural Sciences & Complementary Medicine, Europa Universität Frankfurt (Oder)
- Diploma in Spiraldynamik®, Zürich
  - Preventologist within the Berufsverband Deutscher Präventologen e. V.

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