Duke AHEAD Health Professions Education Day
Compelling Communication:
Highly Effective Skills and Strategies for all Settings

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Trent Semans Center

1:30-2:25pm
Oral Presentations
“How to” on delivering effective oral presentations when communicating scientific and/or educational content
- Describe core concepts in formulating a presentation and key vehicles for effective communication including storytelling
- Summarize the evidence available to guide presentation design and delivery
- Synergize the art and science of powerful presentations and create a personal action plan to strengthen one’s delivery of content across contexts

2:30-3:25pm
Poster Presentations
“How to” on designing posters to effectively display scientific and/or educational research findings
- Describe the psychology of human attention and interest as it relates to poster design
- Contrast key differences between oral and poster presentations
- Implement evidence-based strategies to create an effective poster

3:30-4:25pm
Speaking with non-scientists
“How to” on keeping control of your message when speaking with non-scientists. It’s not as scary as it sounds, if you know how to prepare.
Non-scientists may include the media, potential funding sources, potential collaborators.

4:25-4:30
Wrap-up/Q&A