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A career-building program
for women in science

How to present to a non-expert audience and develop public speaking skills

Description and objectives

Everyone has to present from time to time. Learning how to do it, speak confidently, communicate with people outside of your field, and manage stress are some of the **most important soft skills** for scientists that can **elevate** your **career**, create **new opportunities** and change your experiences with presenting into something enjoyable.

What topics will we address?

During this one-day workshop, we will cover **the most important topics** that will be **sufficient to present effectively and professionally**:

- **Confident gesticulation and body language**, eye contact and stage movement
- A game changer in every presentation
- **How to deal with stress**
- How to answer **unexpected questions**
- Building a **captivating structure**
- **How to engage** the audience
- **Intonation** that will make you sound **professional, engaging and confident**
- The rules of **presenting in front of non-experts**
- And you will practice your own presentation and receive **personalized feedback**

You can expect many practical exercises, a pinch of theory, and individual feedback.

Learning outcomes:

- **Demonstrating** confident body language, including purposeful stage movement, intentional gesticulation, and consistent eye contact.
- **Utilizing** specific physical "game changer" techniques to elevate the overall impact of a presentation.
- **Constructing** a clear and captivating presentation structure that maintains audience interest from start to finish.
- **Translating** complex scientific concepts into accessible language for non-expert audiences.
- **Navigating** Q&A sessions effectively by providing concise, professional answers to unexpected or difficult questions.



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Trainer

Magda Kern, is a psychologist, public speaking trainer for Fortune 500 companies with 12 years of experience, one of the world's 11 best public speaking coaches, and PCC ICF coach. For 7 years, she trained TEDx speakers. Her mission is to help people prepare and deliver unforgettable presentations and deal with stress. She graduated in psychology, management and did postgraduate studies in coaching. Magda has 15 years of stage experience; she was singing and dancing in a Cuban musical and gave more than 150+ interviews. At ETH, she has been running a class on public speaking skills and presenting to non-expert audiences for 4 years.

More about Magda: <https://publicspeakingwizard.com/>