



PROMOTE



EVROPSKÁ UNIE



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Program semináře

„How to Present your Research Activities to Business Executives, to Public Officials, to Politicians and to other Scientists“

Termín konání: 22. července 2011, 9:00 – 16:00

Místo konání: učebna VÚTS, a. s., U Jezů 525/4, Liberec

Lektor: Dr. Sean McCarthy

Module 1: How to Structure a Presentation

The different types of presentations

The typical problems with presentations

Standard structure for presentation

Module 2: Presenting Research to Business Executives

The categories and culture of business executives

The priorities of business executives

How to collect information on companies

Module 3: Presenting Research to EU Officials

The culture and priorities of EU officials

How policy is formulated

How to collect information on policy

Module 4: Presenting Research to Politicians

Categories of Politicians (Regional, National, EU)

The culture and priorities of politicians

How to collect relevant information

Module 5: Presenting Research to Other Researchers

What other scientists like to hear

Module 6: Presentations to mixed audiences

How to make a presentation to a mixed audience including business executives, politicians, public officials and scientists.