

Media Skills for Medical Specialists

One of a series of short courses designed to share insights into today's international public health agenda and provide busy health professionals with key skills for understanding the issues and applying the strategies.

Objective

You may already be an accomplished and experienced presenter, but would like to be more effective and persuasive when presenting to various audiences. However, being powerful and convincing requires skills that even the best presenters need to keep sharp. Whether you are speaking to fellow medical professionals or to a non-expert audience, as a result of this one-day course you will be able to keep an audience's attention, and leave them with a clearly understood message. Our media skills seminar will improve your ability to prepare complex presentations through active practice and feedback.

Content

GFMER believes in learning by doing, using intensive and active methods. You identify key subjects or issues you have to communicate on, and the relevant audiences you relate to. As far as possible, this material forms the basis of the personalised training plan. You will make a number of presentations during the course, which are recorded on video in order to provide critical feedback. The course programme includes practical work on:

- Audience-orientation: to focus on your listeners
- Central message: to determine the appropriate message for your audience
- Structure and signposting: to allow your audience to follow your logic
- Paper to people: Is your language clear and simple?
- Memorability: Are you using language that has impact?
- Visual aids: to support your message
- Body language and eye contact: non-verbal message reinforcers
- Question handling: with confidence and authority?

Each participant receives appropriate GFMER support documentation to enhance ***The Art of Presentation!***

Duration of the course: 1 full day

Information:

- e-mail to info@gfmer.org