

THE WATER INSTITUTE

waterLeadership

Online Training for Research Impact

Create engaging virtual presentations

March 16, 2021

12:00 – 1:30 pm



#UW_WaterLeadership

@NancyGoucher



UNIVERSITY OF
WATERLOO





WaterLeadership is...

- Online training program
- Created for Water Institute students and faculty
- Develop applied research impact skills

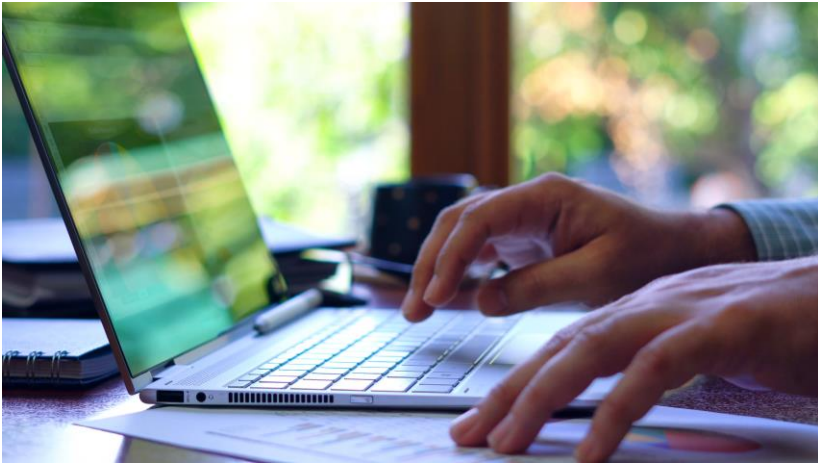
Learn more and register:

uwaterloo.ca/water-institute/waterleadership



**Good presenters are made,
not born**

Key distinctions between virtual and in-person meetings



Learning Objectives

1

Engage your participants

2

Plan ahead to consider technical challenges

3

Deliver a concise and clear message

Know your audience



See worksheet:
Identify your audience



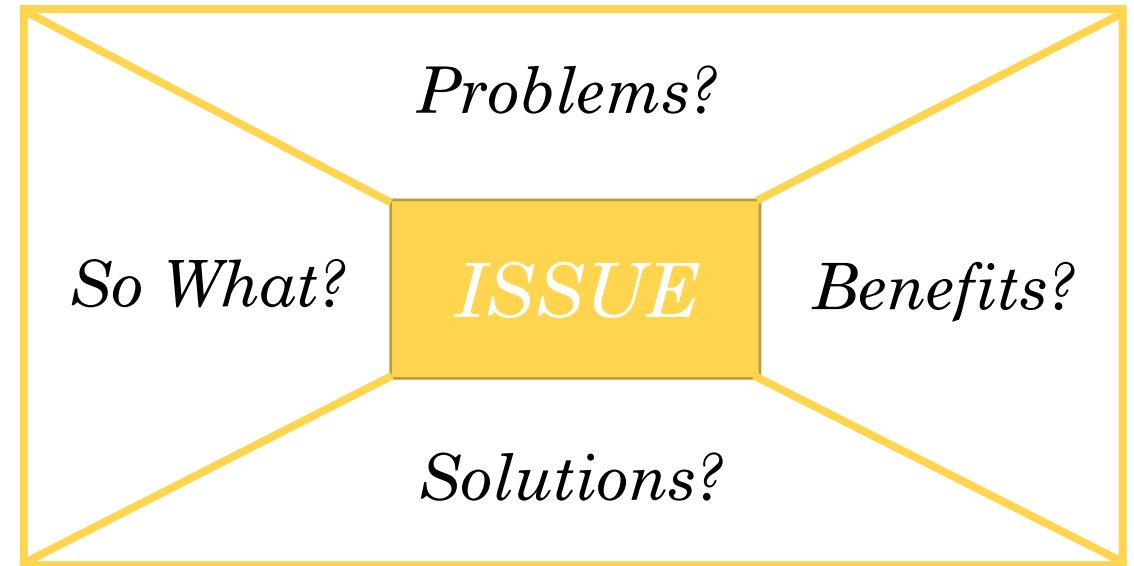
Develop an engaging message



See worksheet:
What's your science
message

Distill your research

- **Issue** – the overarching issue or topic
- **Problem** - the part of the larger issue you are addressing
- **So What** - why should your audience care?
- **Solutions** - options to solve the problem
- **Benefits** –benefits of addressing the problem



Elise...

LET'S THINK ABOUT APPLICATION

DEVELOPING A STRONG LIGHTNING TALK



Resource available:
“Communicating your
research effectively”

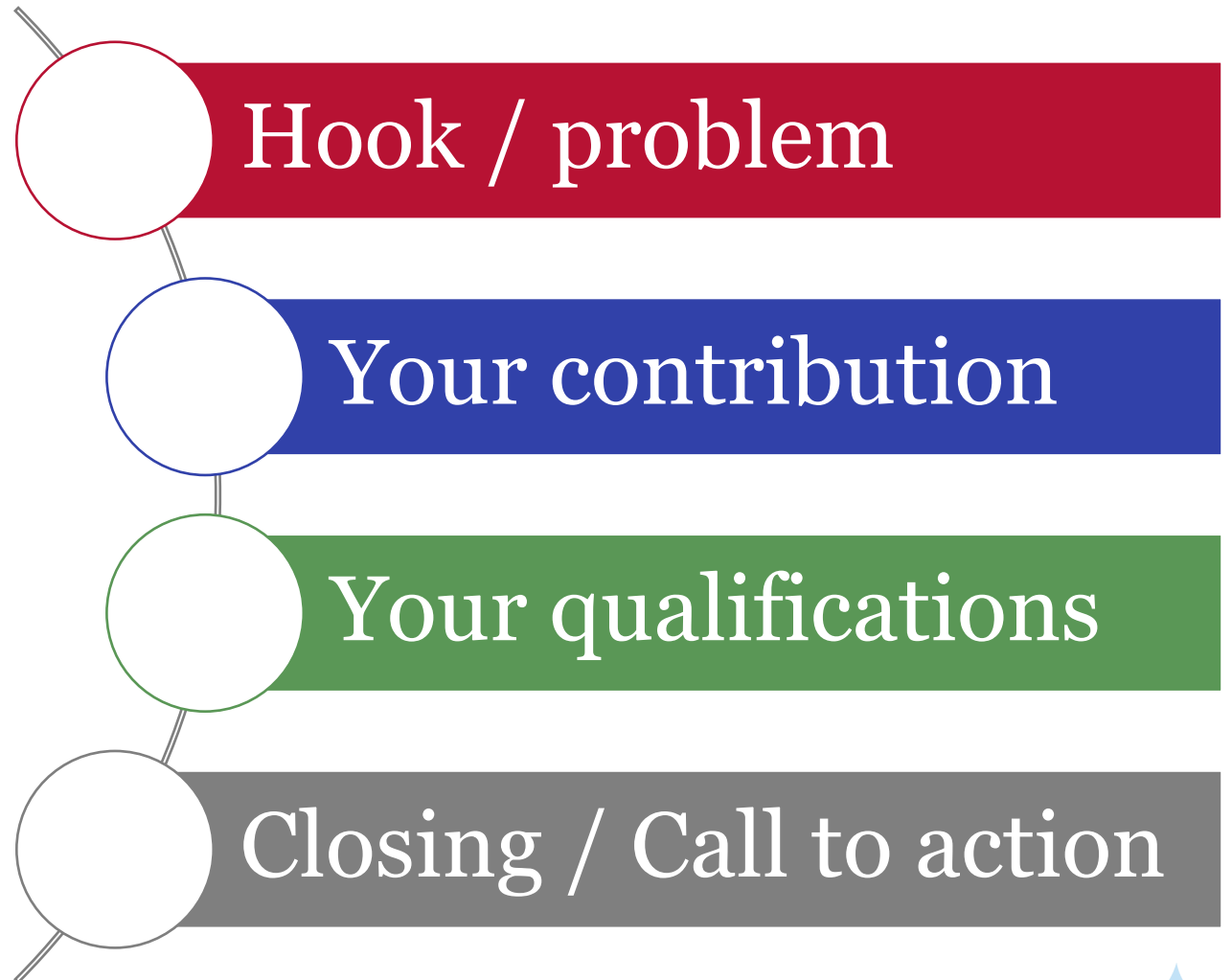
Have a strong hook

- Take the first 20 seconds to engage the audience
- Avoid: “Hi my name is Nancy” as your opener
- Try: “Every year, the algal blooms in Lake Erie cause a myriad of problems that interfere with citizen’s enjoyment of the lake including swimming, fishing and boating. My name is Nancy Goucher and I’m going to tell you what my team is doing to support research about this problem.”

DEVELOPING A STRONG LIGHTNING TALK

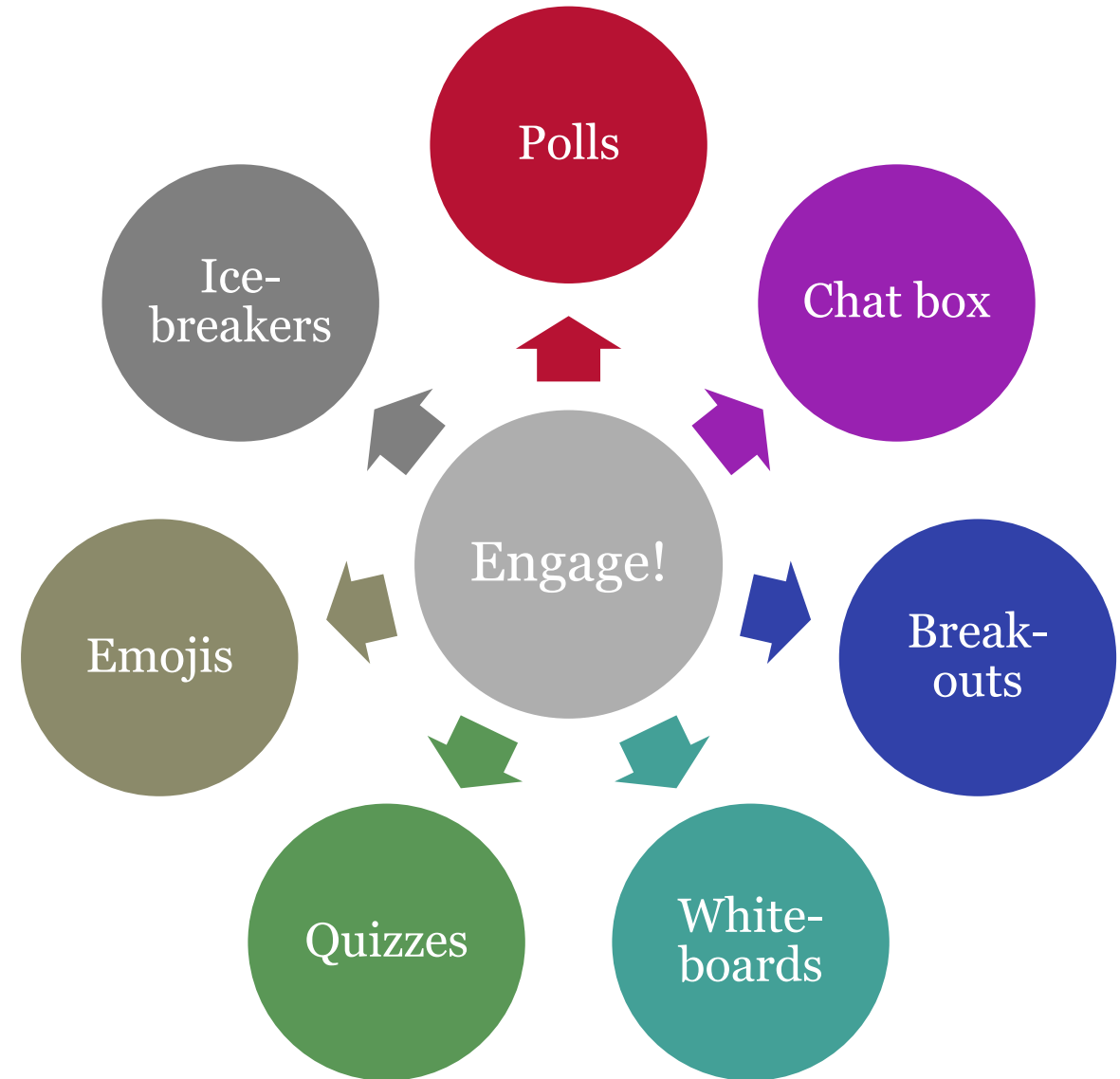
Practical tips

- Create an outline or script
- Avoid the details
- Know your audience
- Be confident
- Time yourself ahead of time



Things to remember

1. Practice, practice, practice
2. Check your technology
3. Ensure a professional appearance
4. Be mindful of the camera
5. Clear, coherent messages
6. Engage your audience



Upcoming workshops

Apr 6 – Write a policy briefing note

Spring sessions TBA

More information / Registration:

<https://uwaterloo.ca/water-institute/waterleadership>

Nancy.Goucher@uwaterloo.ca