



CATOLICA | Executive
Education
MEDICAL SCHOOL

LISBOA

1st Edition

Communication in Science





Summary of the course

This course provides participants with essential skills to communicate scientific concepts effectively across diverse audiences. Whether presenting research, preparing a poster, or pitching a project, participants will learn how to simplify complex ideas, captivate attention, and deliver impactful messages with confidence.

17th to 20th March 2025
19h – 21h

Online via Zoom

Program

Participants will explore the fundamentals of science communication, including crafting compelling presentations, utilizing visual aids, and engaging audiences in formal and informal settings. Practical exercises will help participants hone their skills in storytelling, handling challenging questions, and delivering high-impact project pitches.

Audience

This program is designed for:

- ✓ Researchers and scientists seeking to improve their communication skills.
- ✓ PhD candidates and early-career researchers preparing to present their work effectively.
- ✓ Professionals in academia, industry, or government who communicate scientific findings.
- ✓ Entrepreneurs, innovators, and project leaders aiming to pitch research projects to potential investors or collaborators.
- ✓ Anyone passionate about sharing scientific knowledge and making it accessible to broader audiences.



Faculty



LIA MALATO

- *Specialized trainer in Public Speaking, Science Communication and Persuasion and Argumentation at Speak and Lead*
- *Master's degree in Mathematics from the University of Lisbon*
- *Bachelors in Mathematics from the University of Luxembourg*



Course Content

Title	Topics
COMMUNICATION FOR A GENERAL AUDIENCE	<ul style="list-style-type: none">→ Appeal to the audience's interest→ Simplify the speech without compromising the message→ Keep the speech engaging and clear→ Storytelling techniques in science
FROM ARTICLE TO PRESENTATION	<ul style="list-style-type: none">→ How to structure the presentation→ Select relevant information→ Keep the presentation interesting→ "Lab meeting" scenarios
VISUAL SUPPORT	<ul style="list-style-type: none">→ Efficient use of PowerPoint→ Create slides with scientific data and concepts→ Present figures clearly and effectively→ Present tables and graphs in a clear manner
POSTER PRESENTATIONS	<ul style="list-style-type: none">→ How to build rapport with the audience→ Tailor the presentation to the audience→ Convey complex information in an informal setting and within a short timeframe→ Use the poster as a presentation tool



Course Content

Title	Topics
HANDLING DIFFICULT QUESTIONS	<ul style="list-style-type: none">→ Prepare for and anticipate questions→ Ensure answers are not forgotten→ Maintain credibility→ Strategies to navigate challenging moments
CONFERENCE SCENARIOS	<ul style="list-style-type: none">→ Establish credibility→ Presenting in formal settings→ Non-verbal communication at the podium→ Voice techniques
PROJECT PITCHING	<ul style="list-style-type: none">→ Presenting a research project within a short timeframe→ Capturing investors' attention→ Communicating the message efficiently→ Ensuring an impactful delivery
PRACTICAL EXERCISES	



Summary

7 modules, including
practical cases

25
Participants

8 hours of lecturing

150 euros per
participant





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Thank you