About Us

Get in Touch

Х

We would love to open a dialogue with you. It is a great way for us to stay on track and challenge our practises. What services could we create to meet your needs? What training courses do you feel are missing? What topics would you like to see addressed in our blog?

You can contact us here: contact@agentmajeur.fr

For more science communication advice: www.agentmajeur.com/blog

Contents

1	Intro	duction					1
2	The SELL Method: Prepare Your Presentation						5
	2.1	What I	s Communication	n?			. 6
		2.1.1	Conversation				7
		2.1.2	Communication	n			7
		2.1.3	The Communi	cation Mode	:1		8
	2.2	The SE	ELL Method				11
	2.3	Step I:	Skeleton				12
	2.4	Step II	: Envelope				13
	2.5		I: Life and Logist	ics			. 13
	2.6	-	et on with It!				14
Par	tI F	irst Step:	: Build Your Skel	eton			
_		-	7 7 6				
3			Context: Types of	Presentatio	n		17
	3.1	Audien					18
		3.1.1	Experts				18
		3.1.2	Students				19
		3.1.3	General Public				19
		3.1.4	Young People				19
		215	Tournaliere				20

		3.1.6 3.1.7	Managers Funders	20 21
	2.2		runders	21
	3.2	Format 3.2.1	Audience Size	21
		3.2.2	Interaction	22
		3.2.3	Duration	23
		3.2.4	Your Stage	25
	3.3	Occasio		26
	5.5	3.3.1	Meeting	26
		3.3.2	Conference	27
		3.3.3	Site Tour	27
		3.3.4	Poster Session	27
		3.3.5	Thesis Defence	28
		3.3.6	Prize Ceremony	28
		3.3.7	Competition	28
		3.3.8	Camera	29
		3.3.9	Interview	29
	3.4	Logistic		29
	0	3.4.1	What?	30
		3.4.2	Who?	30
		3.4.3	Where?	30
		3.4.4	When?	30
		3.4.5	How?	31
		3.4.6	Why?	31
		3.4.7	How Many? How Much?	31
	3.5	Moving	•	31
4	Defin	ne Your N	Message	33
	4.1		uestions to Define Your Message	34
		4.1.1	What Is Your Objective?	35
		4.1.2	What Are Your Audiences' Expectations?	35
		4.1.3	What Arguments Do You Have to Achieve Your	
			Objective with This Specific Audience?	36
		4.1.4	What Is Your Message?	36
		4.1.5	Putting It into Action	37
	4.2	Case St	udy I: The Headteacher	37
		4.2.1	Science Talks	38

	4.3	Case Study II: The Bionics Professor	40
		4.3.1 Experts	40
		4.3.2 General Public	40
		4.3.3 Different Messages	43
	4.4	Case Study III: The Entrepreneur	43
		4.4.1 Investors	43
		4.4.2 Coffee Shop Managers	44
		4.4.3 Clients	44
	4.5	Messages for Mixed Audiences	44
		4.5.1 Prioritise Your Audience	48
		4.5.2 Find the Common Link	48
	4.6	Your Turn	48
		And the state of t	
5	Establ	ish Your Plan	51
	5.1	A Plan: The Basics	52
		5.1.1 What is a Plan?	52
		5.1.2 Examples of Classical Structures	52
		5.1.3 When to Give Background Knowledge	53
		5.1.4 What Does a Plan Look Like?	53
	5.2	Mind Maps	54
		5.2.1 How to Use a Mind Map	54
		5.2.2 Benefits of Mind Mapping	56
		5.2.3 Putting It into Action	56
	5.3	Case Study IV: The Technological Innovation	57
	5.4	Case Study V: The Success Story	59
	5.5	Case Study VI: The Controversial Topic	60
	5.6	Before We Move on	62
n .	TT C	1 Stone Molto Vous Envelone	
Par	111 50	econd Step: Make Your Envelope	
6	Hook	Your Audience	65
	6.1	Why Hook Your Listeners?	66
	6.2	When to Hook Your Listeners	66
	0.2	6.2.1 Introduction	67
		6.2.2 Conclusion	67
	6.3	Hook, Line and Sinker	68
	0.5	6.3.1 Quote	68
		6.3.2 Joke	69
		6.3.3 Anecdote	70
		6.3.4 Analogy	71
		0,0	

		6.3.5 Question or Challenge		72			
		6.3.6 Picture, Drawing or Photo		73			
		6.3.7 Video		73			
		6.3.8 Piece of Music		74			
		6.3.9 Link with Current or Historical Facts		75			
		6.3.10 Sample		75			
		6.3.11 Demonstration	÷	76			
	6.4	·		76			
	6.5			77			
7	Desi	ign Your Slides		79			
	7.1	What's the (Power) Point?		80			
	7.2	A Point with Power		80			
		7.2.1 Rules Are Meant to Be Broken		81			
		7.2.2 Keep It Slick		81			
		7.2.3 Use Readable Text		82			
		7.2.4 Be Visual		82			
		7.2.5 Be Coherent		83			
		7.2.6 Simplify Your Graphs		83			
		7.2.7 Use Animations		83			
		7.2.8 Think About Your Transitions		84			
		7.2.9 Point Out Important Figures		84			
		7.2.10 Lighten Your Content		85			
		7.2.11 Choose Quality Images		85			
	7.3	Graphic Design Rules		85			
		7.3.1 Contrast		86			
		7.3.2 Alignment		86			
		7.3.3 Proximity		86			
		7.3.4 Repetition		87			
	7.4	Technical Glitches		87 88			
	7.5	7.5 Slide Improvements					
		7.5.1 Initial Thoughts		89			
		7.5.2 Give It Space, Let It Breathe		89			
		7.5.3 Don't Give Everything Away		89			
		7.5.4 Help Your Data Speak for Themselves		90			
		7.5.5 Point Out the Comparisons		92			
	7.6	In Conclusion		93			
8	Crea	ate Your (Additional) Supporting Materials		95			
-	8.1	What Tools Do You Have?		96			
	8.2	Boards		96			

		8.2.1	Erasable Boards			97
		8.2.2	Non-erasable Boards			97
	8.3	Objects				98
		8.3.1	Scientific			98
		8.3.2	Props		-	99
		8.3.3	3D Metaphors			99
	8.4	Demons	strations	1.1		100
	8.5	Multime	edia: Videos and Soun	d	10 m	101
		8.5.1	Videos			101
		8.5.2	Animations			102
		8.5.3	Sounds	1800		102
	8.6	Before V	We Move on			103
				1.		
9	Popul	arise You	ır Science			107
	9.1	What Is	Science Popularisation	n?		108
		9.1.1	When to Popularise			108
		9.1.2	Are You Making You	rself Clear?		110
		9.1.3				111
		9.1.4	How to Popularise			111
	9.2	Make a	Connection	F. 7	100	111 · 111
		9.2.1	Technical Impact			112
		9.2.2	Personal Insight		1	112
		9.2.3	Funny Tales			112
	9.3	Give Co	ontext		1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	113
		9.3.1	Choose a Character			113
		9.3.2	Make It Relatable			113
	9.4	Be Con	crete			114
		9.4.1	Jargon			114
		9.4.2	Data			115
,		9.4.3	Visuals			116
	9.5	Try It C)ut			116
		,				
Par	t III '	Third Ste	ep: Breathe Life and l	Fine Tune Lo	gistics	
10			Ion-verbal Communi			119
	10.1		Non-verbal Commur	nication?		121
	10.2	Voice				122
		10.2.1	Breathing			122
		10.2.2	Speed			122
		10.2.3	Tone			123

		10.2.4 Volume	123	
		10.2.5 Diction	124	
	10.3	Body Language	124	
		10.3.1 Posture	125	
		10.3.2 Gestures	125	
		10.3.3 Facial Expressions	126	
		10.3.4 Movements	127	
	10.4	Eye Contact	127	
	10.5	Before We Move on	128	
			100	
11		ige Your Anxiety	129	
	11.1	Practise, Practise, Practise	130	
		11.1.1 To Learn or Not to Learn	130	
	11.2	Enter the Stage	132	
	11.3	Breathe	132	
	11.4	,	133	
	11.5	1	134	
	11.6	Before We Move on	135	
12	Perfe	ct Your Performance	137	
14	12.1	Microphone Choice	138	
	12.1	12.1.1 Gooseneck Microphone	139	
		12.1.2 Handheld Microphone	139	
		12.1.3 Headset	140	
		12.1.4 Clip-on Microphone	140	
	12.2	±	140	
	12.3	Technical Rehearsal	141	
		12.3.1 Technical Rehearsal Checklist	142	
	12.4	Lights, Camera	142	
	12.5	Final Touches	143	
	12.6	That's It	143	
13	Final	Pep Talk	145	
14	The S	Story Behind the SELL Method	147	
Spe	Speaker References			
Bib	liograp	ohy	153	