



0307

Why, What, How and What if- the Method to Present Your Research

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Academic career is more and more often raising the bar for public speaking and presentation skills. In this regard, we expect audiences to be educated, familiar and engaged in our subject matter. However, we often lack the capacity to take the lead and to deliver persuasive and entertaining talks.

The goal of this workshop is to identify new ways to improve students' ability to engage, influence and lead in a professional environment on both a clinical and a scientific level. Relevant topics in the field of oral health research will be addressed using the 4MAT learning model, a framework that allows to simplify presentation skills by addressing four important questions: i) why is the message conveyed important and valuable for the audience? ii) what key information need to be provided to the audience? iii) how can the audience's attention be captured? And iv) what happened if the audience is involved? What if not?