



Zurich-Basel Plant Science Center

Innovation seminar: How can I present successfully?

Lecturers: Andrea Gander, www.apricon.ch

Location: Alte Universität, Besprechung 003 (Rheinsprung 9, 4051 Basel)

<https://vorlesungsverzeichnis.unibas.ch/ajax/room.cfm?id=147529>

Time: 18:00 – 22:00

Dates: 24.09.

Credit Points: -

Course Description: How can I present successfully?

Part A) Successful pitching

- What is a pitch?
- When do we like to listen to a pitch?
- The core message
- Be credible. How does that work?
- Useful tips for a presentation

Part B) Presenting and selling an innovation

- Identify the core of my innovation
- Communicate the core of my innovation
- Present the benefits of my innovation

C) Training

- Short presentations in small groups
- Short presentations with video sequence

Course Program:

Learning Objectives:

You will learn how to present a message in such a way that the core idea is understood and arouses the listener's interest. You will have the opportunity to practice short presentations and improve your appearance.