**IFDM1001-3001 Presentation and Communication Skills – Essential Tools and Tips**

**Timing:** 02.03.2022 - 17.03.2022

**Registration:** 28.01.2022 - 23.02.2022

**ECTS Credits:** 1

**Assessment scale:** Pass/Fail

**Assessment criteria:** Lectures, practice sessions and additional assignments

**Objectives:** Aim of the course is to give students basic tools for all the situations where he or she is expected to communicate his/her work to peers, media or investors. The course covers topics such as popularizing science, skills and tools for interactive presentation, working with the media, idea pitching and using social media in science communication.

**Prerequisites:** None

**Content and schedule:** On-site lectures and practice sessions, additional assignments

**Wednesday 2.3.2022 at 12.00- 15:00:**

**Popularizing science and social media**

Professor Juhani Knuuti, MD, Director of Turku PET Centre, Vice-director of InFLAMES Flagship

**Receiving Media Enquiries; How to Have Successful Relations with the Media - Tips for Science Communications**

Communications officer and ja journalist Erja Hyytiäinen, University Communications

**Monday** **14.3.2022 at 12.15-16:00:**

**Skills and tools for interactive presentation**

Tuula Hakkarainen,TY, FM, Teacher of Communication and solution focused coach at University of Turku

**Pitching to a biotech investor**

Timo Veromaa, Professor of Practice

**Thursday 17.3.2022 klo 12.00-15:00:**

**Why bother? Science communication on social media**

Salla-Maaria Laaksonen, University Researcher, Centre for Consumer Society Research