



Communication and Presentation Skills Workshop
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COMMUNICATION AND PRESENTATION SKILLS WORKSHOP

In a competitive context, communicating knowledge or promoting ideas, in situations private or public, is fundamental and decisive.

To communicate in a truly effective and comfortable way means not only structuring your ideas clearly but also mastering your body and voice when presenting them to others.

This workshop will offer you efficient tools both for the construction of your projects and for the improvement of your natural skills of posture and eloquence, in order to make your ideas clear and captivating for a specific audience.

The programme is divided in four subsequent parts:

1. From idea to project – the Business Model Canvas as a tool to support the structuring of ideas and the definition of goals (2 hours)
2. Opportunities and Threats – debate about the importance of communication and the transparency of the message to achieve the desired goals: Tuizzi's case study (1 hour)
3. Body Talking – exploring the body and voice as your natural instruments inherent to the communication process. (5 hours)
4. Pitch – simulating a pitch situation, where participants will present their ideas/ projects to a group of (fake) evaluators, applying the skills acquired earlier during the workshop. (1 hour)

PLACE	UPTEC PINC
DATES	March 25-26
TARGET	Doctoral students
PARTICIPANTS	Maximum 15
DURATION	10 hours

OBJECTIVES

- To encourage creative relationships between communication techniques and everyday life and work situations; in particular, to develop these techniques in a pitch context.
- To explore and develop personal (and natural) resources involved in the act of communication through body and vocal language.
- To try basic tools of the actor's work towards finding a more conscious, comfortable and effective way to communicate.
- To promote personal well-being, self-confidence and spontaneity (mental, physical and vocal).
- Develop individual and group creativity, targeted to the context in question.



PROGRAMME

Day One

Morning

10h00 - 12h00 From Idea to Project

12h00 - 13h00 Opportunities and Threats

Afternoon

14h30 – 16h30 Body Talking - Part I

Day II

10h00 – 13h00 Body Talking – Part II

14h30 – 15h30 Pitch Session

TRAINERS

Felipe Costa (UPTEC)

Felipe Ávila da Costa as Technology Center Manager at the Science and Technology Park of University of Porto (UPTEC) focuses his attention on coaching more than 70 tech-based start-ups and spin-offs from University of Porto in their starting, development and growth phases. Deeply involved in the Portuguese entrepreneurial ecosystem, Felipe is an experienced mentor and speaker, having founded himself several business ventures (Talks 2.0, The Usability Page, etc.) and previously worked to some successful startups (Portugalmail, Blip.pt, etc..). Felipe holds a Master in Informatics and Computing Engineering from the University of Porto, is currently a MBA Candidate at Porto Business School and has additional training in Technology Transfer, Innovation and Technological Entrepreneurship.

Daniel Pinheiro (Bastidor Público)

Born in Venezuela. Lives and works in Portugal where he graduated in Theater in 2008. Works as a video-editor, copy-editor, performer, multimedia artist both in individual and collaboration works. He highlights his work as a video-artist, where he develops works exhibited internationally. In 2011 was selected to be part of the Portuguese Internship Program INOV-ART, working as an intern and resident artist at CultureHub, Inc. In 2012 created IDENTITY PROJECT a live-video performance addressing the theme of Identity, the project was funded by the Calouste Gubenkian Foundation, developed in partnership with the Choreographic Experimentation Nucleus, Circular - Performing Arts Festival of Vila do Conde and CultureHub, Inc.



UPTEC – Science and Technology Park of the University of Porto

The Science and Technology Park of University of Porto is a space for the mutual leverage of skills between academia and businesses, which seeks to take advantage of this real proximity to act as a provider of interconnection between these two media, capable of creating an environment conducive to innovation and to the installation of technology-based and or creative businesses.

UPTEC is a structure capable of enhancing the socio-economic aspects of the Porto region, as it concentrates a large number of start-ups and private R&D centers around the University of Porto.

Divided into four distinct centers – Technology Center, Creative Industries Center, Sea Technology Center and Biotechnology Center – the UPTEC includes two types of support structures for businesses, including Incubators and Centers for Business Innovation.

In the Incubator, entrepreneurs find the necessary support to turn their ideas into businesses with potential for rapid growth. At the Center for Business Innovation, the existing businesses will find the space and mechanisms to host and operate their projects and activities, benefiting from the synergies that exist with the R&D Departments and other interface institutes of UP.

www.uptec.up.pt

Bastidor Público – Artistic Research and Creation

Bastidor Público is a platform for artistic experimentation that started its activity as an incubated start-up at the Creative Industries Centre of the Science and Technology Park of the University of Porto (UPTEC PINC).

This platform of artistic research and creation applies the performing arts (theater, dance and percussion) to non-artistic contexts, in order to stimulate creativity in specific contexts, regardless of age, or occupational sector, through innovative and qualified products and services. Our focus is on the following:

- Teambuilding (through creative experiences of teamwork) - development of individual and team creativity;
- Active and effective communication;
- Role-play for training of skills (customer service, medical consultation; selling a product / idea...);
- Recreation of everyday and professional situations to raise awareness of certain issues (punctuality, competitiveness, conflict management...).

We believe that customization is imperative in a market increasingly flooded with standardized products. Therefore, our products and services are customized and tailored to the customer's needs. The starting point is always the creative experience, which may take different forms depending on the context.

www.bastidorpublico.com