PLUS+ TRAINING PROGRAM - Science Communication workshop: Solving the loss of audience attention

GIJS MEEUSEN

June 12, 2023
10:00 to 12:00
Mir-Puig Elements (MP202)

As scientists, we push the boundaries of knowledge and solve the problems of the future. And the last thing that helps in that endeavour is an audience that falls asleep at our presentations. And yet, keeping attention up is a struggle for most of us.
Good news: that problem can be easily solved if you analyse communication on a deep enough level. If you look close enough, it turns out that we can only listen when all the communication signals we send support the content. In normal conversation, we only do this for 2 seconds and the signals we send only work on a meter distance.
A Dutch composer with a PhD in physics - **Gijs Meeusen** - solved this problem. He created a coherent theory that allows us to understand why it goes wrong and teach us how to engage an audience as long as we like.
If you want to be part of this adventurous ride through the world of performance, join the workshop on Monday the **12th** of **June** from **10** to **12** at **Mir-Puig Elements** (new building).

To secure your spot, please, take a moment to sign-up by filling out the **registration form.**
Hosted by: Frank Koppens & Academic Affairs