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| | Altri autori (Persone) | Bayar MulukNuray CingiCemal |
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Nota di contenuto

Communication in Healthcare -- What Leads to Success in Presenting? Consider the Audience, Subject and Time You Have Available -- Online vs Face-to-face Presentations: Advantages and Disadvantages -- Technical considerations when presenting face-to-face -- Technical considerations when presenting virtually -- The online presenting environment, the equipment to use and the materials to benefit from -- Being fully prepared to present -- Putting a presentation into a logical, coherent order and choosing what to include -- Making a positive first impression in a virtual environment -- Analyzing your audience in advance -- Interacting with your virtual audience -- Making sure your audience remain attentive and hanging on your every word -- Achieving maximum effectiveness in presenting -- Tone of voice, choice of words, how you dress, the way you behave and how you time it all -- Body language speaks to your audience -- Techniques to catch your audience's eye and frame your message for maximum positivity -- Using visuals and benefiting from positive messages -- Leaving the audience impressed and informed at the end -- The best ways to present as a group -- The deadly sins of dreary online presentations. Things to avoid at all costs -- Dealing with challenging presenting situations online.

Sommario/riassunto

This book offers a detailed overview of the key skills needed to make impactful online presentations. The book opens with a chapter on communication in healthcare, before discussing the advantages and disadvantages of the online versus live presentations. The following chapters discuss the technology used and the organization of the contents to be delivered, before analyzing the audience. The volume then reviews all the verbal and non-verbal techniques and presents the common mistakes and the tips to avoid them. A final chapter deals with challenging situations. Written by two professors of medicine and a communication specialist, the book is intended for healthcare professionals at all levels. It will be also a valuable resource for scientists and researchers willing to deliver effective and engaging virtual presentations.
