

Melissa Marshall

Keynote Speaker

Tuesday, August 28



SCIENCE NOT COMMUNICATED IS SCIENCE NOT DONE

Melissa Marshall is on a mission: to transform how scientists, engineers, and technical professionals present their work. That's because she believes that even the best science is destined to remain undiscovered unless it's presented in a clear and compelling way that sparks innovation and drives adoption.

For a decade, she's traveled around the world to work with Fortune 100 corporations, institutions and universities, teaching the

proven strategies she's mastered through her consulting work and during her decade as a faculty member at Penn State University.

In 2019 through 2022, Microsoft has named her a Most Valuable Professional (MVP) for her work in transforming the way the scientific community uses PowerPoint to convey their research. Melissa has also authored a new online course on LinkedIn Learning.

Melissa's workshops are lively, practical and transformational. For a sneak peek, check out her TED Talk, "Talk Nerdy to Me." It's been watched by nearly 3 million people (and counting).

Workshop With Melissa Marshall

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PRESENT YOUR SCIENCE: TRANSFORMING SLIDE DESIGN

Looking for improved and practical slide design strategies that go way beyond killing your audience's interest with bullet point after bullet point? This workshop takes a deep dive into the world of slide design and challenges the status quo of boring, text heavy slides with innovative, research-based strategies for more effective and engaging visual aids.

TOPIC ONE

Understanding the Brain of Your Audience



TOPIC TWO

The Assertion Evidence Slide Design



TOPIC THREE

Creating Slides that are Filtered and Focused
on Critical Insights for Stakeholders



TOPIC FOUR

How to Design Effective
Title/Agenda/Conclusion Slides

