Making an Impression (a good one!)

David White
Churchill College, 16th of April, 2016
Plan for the Afternoon

**Agenda:**

- Introductions
- Expectations
- Workshop
  - What do you need for the 23rd?
  - Discussions
  - Preparation
  - Practice

**Principles:**

- Based on what you want
- Flexible
- Interactive
  - Share experience
- Simple rules
- Preparation
- Practice, Practice, Practice
Dave White

Education:
- B.Sc. Physics
- Ph.D. Geophysics
- Post Doc. Geophysics

Career:
Schlumberger 1983 – present
- Research Scientist - Cambridge
- Drilling Eng. Manager - Paris
- Tech Center Manager - Texas
- Business Development - Aberdeen
- VP of Marketing, Drilling - Texas
- Worldwide PDM, Drilling - Texas
- Director of Marketing - Cambridge
- President, W&C Services - Paris
- Senior Tech Advisor - Cambridge
To celebrate Churchill College’s Post Graduate community research, the MCR is hosting its annual “Conference on Everything.” Students will present their research on a variety of topics from across the spectrum from Energy Policy to Mass Black Hole Formation.
Presentations

- Show your Passion and Connect
- Know your audience and focus
- Keep it Simple: Concentrate on your Core Message (3 points)
- Start Strongly
- Remember the 10-20-30 Rule for Slideshows
- Tell Stories
- Use your voice – strength and interest
- Gestures are OK
- Relax and enjoy!

http://www.skillsyouneed.com/present/presentation-tips.html
Selling yourself, your ideas and “Making a Pitch”

- Why should I listen to you?
- What do you do and why might it interest me
- What makes you special
- Engage with a question
- Pull it together


From an “Elevator Pitch” to a poster or big presentation
Posters

What Makes a good poster?

- Important information should be readable from about 10 feet away
- Title is short and draws interest
- Word count of about 300 to 800 words
- Text is clear and to the point
- Use of bullets, numbering, and headlines make it easy to read
- Effective use of graphics, color and fonts
- Consistent and clean layout
- Includes acknowledgments, your name and institutional affiliation

http://guides.nyu.edu/posters
Posters

- Stand alone
  - Intrigue
  - Inform
  - Get them to come back!

- Presentation
  - Enhanced by what you say
  - Illustrate

  NOT a set of slides!!!

Clarity

Match your style
Questions?
Sonke Hee
Dark Energy...70% of our Universe is WHAT?!

The Nobel Prize winning discovery that our universe is expanding at ever faster rates has created a fascinating picture of our universe. It is one in which the type of stuff that makes up everything we have ever been able to observe... is only about 5% of what constitutes the universe. Another 25% is so-called dark matter, whilst 70% is dark energy. So if research labs around the world have been concerned with only 5% of the universe, what is the rest?
Zhiyuan James Ou

The Sustainability of Metal Resources: A Geochemically-analogous Recycling Route and its Implications

The fast update of high-tech products like iphone intensifies the mining of virgin ores and it poses great threat to these limited resources. Recycling metal-containing wastes is the only way to embrace this sustainability challenge. Inspired by the geochemical process that metal compounds are produced in crust, our work designs an innovative recycling route by the aid of mechanochemistry (so-called geochemically-analogous recycling route), avoiding the disadvantages of on-going methods and establishing a brand-new technology philosophy. This technology philosophy advocates to transform the targeted metal in waste into its corresponding compounds that often exist in natural minerals, through the geochemically-analogous process. Afterwards, metallurgical methods in mineral engineering can be taken into use, because it is, for the most of time, not technically easy to make direct use of these methods in consideration of second-hand resources being synthetic materials. We use the recovery of copper from waste printed circuit boards to exemplify this technology philosophy. Nearly 98% copper can be recycled and, after further testing, this process meets the green chemistry principles (high atom economy, high yield ad no secondary pollution). We can also apply this technology philosophy to the recycling of many other metals like lead, rare earth and so on.