

## Effective scientific communication: speak with IMPACT!

---

24 mei 2017, Faculteit Diergeneeskunde, Merelbeke

### Why you should attend

Dear members, dear scientists, dear friends,

As veterinary epidemiologists and/or economists, every day you work hard to improve your methodologies, assess (disease) risk and write scientific sound reports and publications.

But how do you make sure your work doesn't get diluted in the wealth of publications that are out there? How will you jump out?

You realize that **effective communication of your work** is essential to have an impact and improve animal health. The correct argument delivered in the correct way will be heard by the group. A strong pitch at a conference can magnify and accelerate the impact of your work.

But how do you put this to practice?

During this one-day workshop "Speak with Impact" you will learn what it takes to make the difference!

Our speaker and trainer is **Ronald De Keersmaeker**, owner at Dixit International. Ronald performed a remarkable trajectory. Being a chemical engineer from education, in the meantime he became ... a professional speaker with specialisation in body language, master sales in business and he developed a SYSTEM to speak in any circumstance with IMPACT. Ronald is board member of PSA Belgium (Professional Speakers Association).

After the successful workshops held in 2014 and 2016 that focused on the economic impact of animal health and the human behavior in animal health decision making, the time has come to focus on our own behavior, presenting and speaking capabilities to **increase the impact** of epidemiologic and economic studies in animal health.

Sincerely yours,



Stefaan Ribbens (DGZ- Vlaanderen)  
President VEE



Johannes Charlier (Avia-GIS)  
Secretary VEE



## Vlaamse Vereniging voor Veterinaire Epidemiologie en Economie

### Practical information

- Date: Wednesday May 24th, 2017
- Trainer: Ronald De Keersmaecker, Dixit International
- Programme: 8h30: Registration and coffee
- 9h00: Start of the workshop:
- How will you make a fantastic first impression?
  - How do you create sexy content that sticks?
  - How do you create an effective storyline?
  - How do you push forward your arguments in a language your audience will understand and appreciate?
- 12h30-13h30: Lunch
- 13h30-15h30: Second part of the workshop:
- How do you visualize your data so it will be remembered?
  - How do you perform like a professional?
  - How will your body language influence the good outcome?
  - What is the 7-step system you have to follow for proven results?
- 16h00-17h00: General Board meeting (For Effective Members only).

### How to prepare?

You can send your communication materials (slides, graphs, press releases, ...) to [Ronald@dixitinternational.be](mailto:Ronald@dixitinternational.be) before 15<sup>th</sup> of May (If you only want to receive (constructive) feedback face to face and not in group, please to mention this).

We kindly invite you to send Ronald your expectations and specific questions before the 15<sup>th</sup> as well, so he can maximize your value during this workshop.

It would be great to have a specific gig in mind where you will have to speak in the near future (a meeting, a presentation, a congress, defending a thesis, convince a customer, your personal 1' pitch...) so you can immediately apply the 7-step-System for your greater good.

- Location: Ghent University, Faculty of Veterinary Medicine, Salisburylaan 133, 9820 Merelbeke leslokaal 0.3 (Vakgroep Verloskunde) (Access plan attached below).
- Participation fee: VEE members: € 100  
New members: € 135 (Including annual membership fee)  
Non-members: € 150  
Including lecture material, coffee-breaks and sandwich-lunch.
- Registration: Due to the interactive nature of the workshop, participation is limited to 20 participants. **Deadline for registration is 19<sup>th</sup> of May 2017.** To register, please visit <http://vee.aesa.fikket.com/event/vee-workshop-2017> and transfer the correct amount to IBAN: BE84 0012 7946 5059 (vzw VEE, Salisburylaan 74, 9820 Merelbeke).

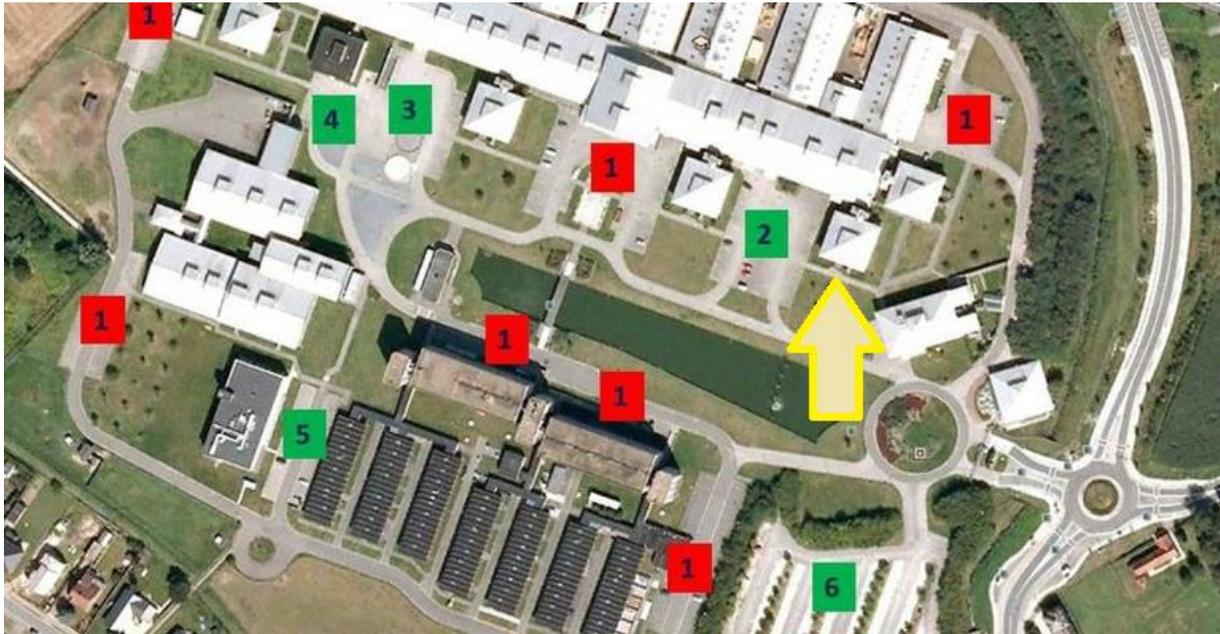


## Vlaamse Vereniging voor Veterinaire Epidemiologie en Economie

Contact: Johannes Charlier ([jcharlier@avia-gis.com](mailto:jcharlier@avia-gis.com))

Website: [www.fsvee.be](http://www.fsvee.be)

Access plan: The meeting room (leslokaal 0.3) is situated in the Department of Reproduction, Obstetrics and Herd Health (ground floor). The entrance of the Department is indicated on the map below with the yellow arrow. Once inside you follow the corridor at the right.



### Our sponsors:

