Deutscher Akademischer Austauschdienst
الهيئة الألمانية للتبادل العلمي

DAAD Kairo Akademie

The DAAD Kairo Akademie is kindly encouraging you to apply for the upcoming **Onsite-Module**

„Communication Skills for Researchers and Academics (Self Marketing, Research Marketing & Presentation Skills)"

by Mr. Mahmoud Efat

Sunday, 22nd November 2026
(from 09:00 to 17:00 including breaks)

at the premises of **DAAD Regional Office Cairo**

the module description can be found below.

To apply for the module please register through the following link:

https://www.daad.de/surveys/533355?lang=en

Target group of the DKA modules are academics, scientists and researchers affiliated to universities and research institutes in Egypt as well as Sudanese Academics residing in Egypt

Kindly note that the following must be ensured:

- Full attendance is mandatory for receiving a certificate
- Language of Instruction is English

As places are limited, we kindly ask you to register at the latest by

07.11.2026

If you have any inquiries, please contact ***Kairo.akademie@daadcairo.org***

DAAD Kairo Akademie

Title of the Module:	**Communication Skills for Researchers and Academics (Self Marketing, Research Marketing & Presentation Skills)**
Name of the trainer:	**Mr. Mahmoud Efat**
Language of instruction	English
Date:	22. November 2026
Duration & Venue:	1 Day Workshop, 09:00- 17:00 DAAD Regional Office Cairo
Target group:	academics, scientists and researchers affiliated to universities and research institutes in Egypt as well as Sudanese Academics residing in Egypt
Content:	This interactive workshop introduces three connected communication skills for researchers and academics: Self Marketing (positioning yourself so the right people can find and understand your expertise), Research Marketing (translating technical research into clear, audience-appropriate language and adapting it across different audience types), and Presentation Skills (structuring and delivering presentations that hold attention). The training follows a practice-first, participatory methodology: participants draft and test a personal positioning statement in a live group simulation, translate a research finding and deliver a research pitch, redesign a real presentation slide, and close with an integrative exercise combining all three skills into one live delivery.
Learning outcome:	- Draft a professional positioning statement and identify where to use it - Define a target audience and adapt a research pitch across different audience types (academic peers, funders, policymakers, industry, media, and the public) - Translate technical research into clear, audience-appropriate language - Apply core presentation techniques: structure, delivery, and audience engagement - Combine all three skills into a single, coherent communication moment
Organisational remarks	

Information about the trainer:	Mahmoud Effat Abdel Aleem is a development and capacity-building advisor with 17 years of experience designing and facilitating training programmes and participatory workshops for diverse audiences — including government institutions, academic staff, and youth-led organizations — across GIZ, Plan International, and Save the Children. He has contributed to the development of published training manuals and research studies, and holds a Master's degree in Public Policy from Assiut University.