

**Trainee Preconference: Effective Communication in a Digital World
October 31st, 2017 – Toronto Reference Library**

Grow more confident in your skills as a communicator. Join us from 12:00 pm – 6:00 pm on October 31st for the CCNA Trainee Preconference. This will be a unique opportunity to hear from communications experts. Learn why it's important to talk about what you do and how to connect with your audience.

Trainee Poster Abstract Submissions

Thank you to all trainees who submitted poster abstracts for the CCNA Science Day poster session. All submissions that meet the general and trainee inclusion criteria will be subjected to an administrative review. Trainees will be contacted with poster format guidelines and additional criteria and expectations for the trainee poster competition.

CIHR Travel Award Applications

A committee will carefully review all submissions and trainees who applied for a travel award will be notified of the results in September.

[Register](#) for the meeting.

Preconference Program

October 31st from 12:00 pm – 6:00 pm

Storytelling as a Framework for Effective Communication

Dr. Terry Flynn

Humans are wired to communicate through storytelling. We've used stories as a primary way to connect with one another for thousands of years, creating a 'shared experience.' As academics, communicating complex ideas to the public in a way that is clear, concise, and memorable is difficult enough without having to compete against a number of other voices. With so much of the public conversation now happening on social media, the number of those competing voices is growing exponentially, but with them comes the same number of potential listeners.

You'll hear about how creating a shared experience through storytelling establishes the framework for effective communication, forging a deeper connection with your audience.

How to Be a Good Spokesperson and Present With Ease

Eric Bergman

Good spokespeople possess the skills needed to manage exchanges to achieve win-win outcomes. This can influence the attitudes, opinions, and behaviours of specifically identifiable audiences—a patient, journalist, large audience, or social media followers—important to the success of the individual or their organization. In a modern world where anyone with a smartphone and a Facebook account can be a journalist, Eric teaches that the only thing

spokespeople can control is what they say. The first skill he teaches, therefore, is how, when, and why to stop talking when answering a question.

You'll join the thousands of people from five continents, in both the private and public sector who have benefited from Eric's approach to presentation skills.

Breakout Session

Trainees will join breakout groups to work on translating content that can be used inside and outside the digital sphere. This will include tips on public engagement using social media.

Panel Discussion with Mid-Career Professionals

This event will provide trainees with a unique opportunity to hear from a diverse group of academic and nonacademic mid-career professionals working in the area of neurodegenerative diseases. The panel will be followed by a casual 'meet and mingle' with the panel members.

Make Your Own Video Blog

November 1st from 8:30 am – 10:00 am

This is a unique opportunity to bring your own content and make a video blog/digital business card with a professional (Sign-up coming soon; space limited).

Making a video blog can take you further than you know.

While presenting a poster at the North American Primary Care Research Group (NAPCRG) Conference Claire Godard-Sebillotte (CCNA trainee conference program planning committee representative) was given the opportunity to make a video blog by a CMAJ Associate Editor. This was a challenging and rewarding experience that Claire says has benefited her in surprising ways.

In the weeks following the NAPCRG Conference, Claire was thinking about an effective strategy for contacting authors to help identify additional articles for a systematic literature review she was working on. She decided to add a link to the video blog in the signature line of her email. With the help of her video blog, Claire has had a high response rate from authors allowing her to synthesize three times more data than the previous literature review published in 2015.

This is your chance to communicate your research interests in this unique format, and if you wish, use it to engage with a larger audience online.

View Claire's video blog on YouTube: <http://bit.ly/2tUqyG1>