

CAMBRIDGE CAMPUS

Academic Writing and Presentation Skills

Gdansk, 24 June 2023

This is a short course on academic publishing strategies and career building. In the course, we will look at what constitutes a successful publishing strategy and how to implement it and examine the dangers along the way. There will also be a focus on Cambridge University and UK academic careers.

Target Group

- Academics working in disciplines of medicine, science, and technology
- Writers of articles, conference papers and book chapters
- Writers of grant proposals

Key Facts

- Content
 - Academic publishing strategy
 - Approaches to publishing
 - Publishing channels: journals and other outlets
 - Journals and Impact Factors
 - Designing a good paper and making it attractive
 - UK academic life: how Cambridge academics build a career
 - The UK system
 - Cambridge University career paths
 - Daily life as a Cambridge academic
 - Discussion and exchange of experiences
- Group size: 10-12
- Fee: 185 Euro ([includes the proofreading and editing of one academic paper per student up to 5000 words](#))
- Timetable
 - 09.00-12.30
 - Working lunch
 - 13.30-15.00

Contact

Mark Perkins, cambridge@prometricum.eu



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Mark Perkins Phd MA MA LTCL



Dr Mark Perkins is a dynamic educator in business and academic training, and an expert on business and academic writing. Mark has edited a large number of academic papers and helped many academics from over 10 universities in Poland to publish in respected journals. A few years ago, he was asked to edit a 15,000-word Horizon bid in one day! The bid eventually succeeded, and Mark currently provides project support in English (Biotrain, Łódź University of Technology).

In his training career, Mark has trained undergraduate students in Italy and Czechoslovakia, postgraduates in Sweden, personnel at all levels from large European companies, senior academics from Polish universities, and European politicians.

Sometime lecturer of English in Italy (Bari) and Czechoslovakia (Prague), he was Head of Teacher Training (English) at the Folk University of Sweden. Mark owns MPL with its team of highly qualified teachers and editors. Today, Mark regularly attracts large lecture audiences among Chinese university students and faculty (up to 1,000 participants).

Collegium Prometricum Cambridge Service includes three main components. The first is a pre-sessional study skills course offering training in speaking, listening, writing, and reading related to healthcare topics and coordinated with the MBA. The second includes the Cambridge Study Tour for Collegium Prometricum MBA students. The third component concerns the proofreading and editing of documents in English such as academic articles, reports, and funding proposals.

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