



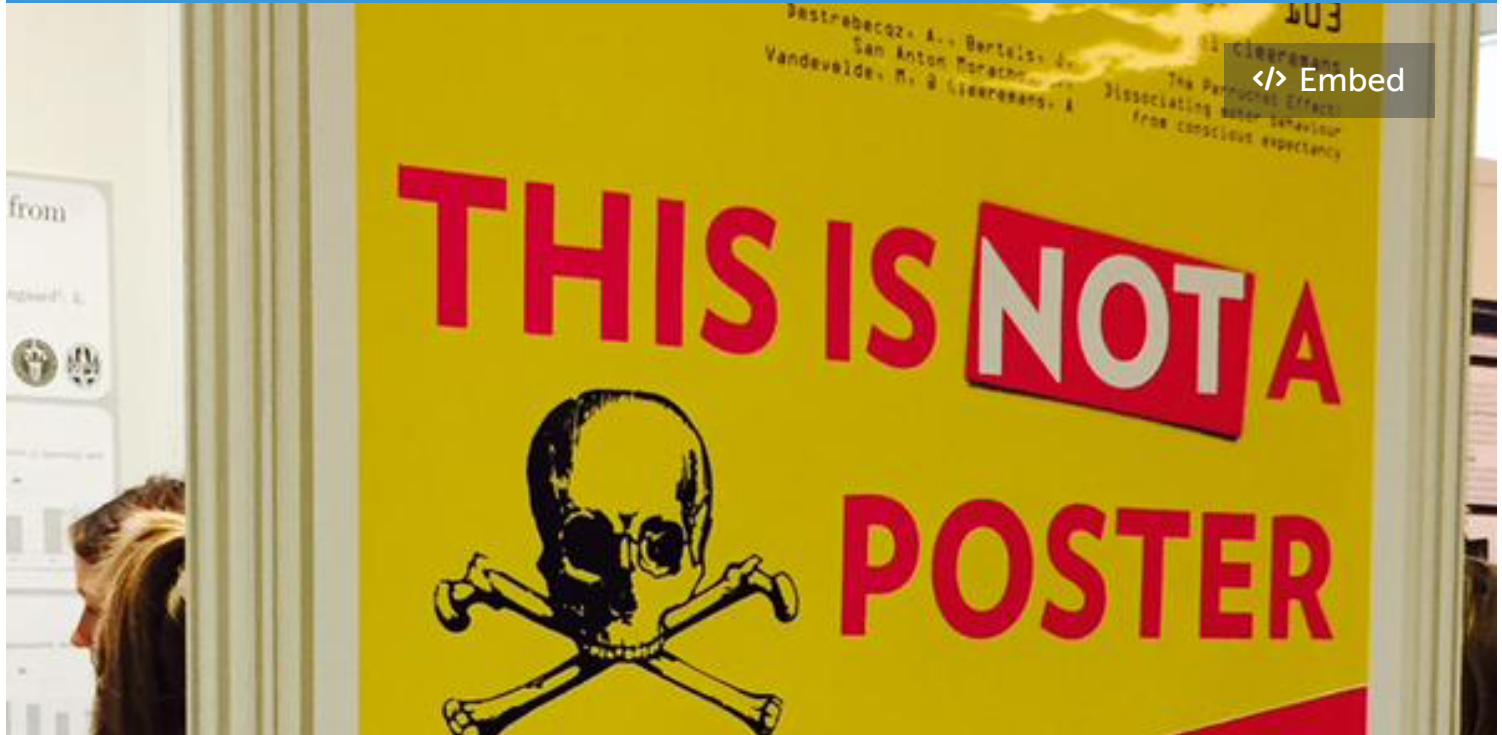
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This is not a poster

So instead of getting a talk at this year's ASSC meeting in Paris, I got a poster. I felt a bit miffed about it but quickly came to the conclusion that it was OK. I had hacked my abstract a bit too quickly and have been giving talks every year for over a decade at this meeting. So, a poster...

by  Axel Cleeremans 2 months ago 1,562 Views ▾

Trouble is, posters are über-hard to design properly and I am a design nazi. I had no time but I had a ready talk. So a somewhat goofy and devious idea germinated in my mind: I'd make a pirate, off-program talk in the hallways of the meeting venue, hacking the logistics on the way. The poster would simply be an invitation to attend the talk.

ULB CENTER FOR RESEARCH IN COGNITION & NEUROSCIENCES /CO3

Poster 103
axel cleeremans

Destrebecqz, A., Bertels, J., San Anton Moracho, E., Vandeveldre, B., & Cleeremans, A. The Perruchet Effect: Dissociating motor behaviour from conscious expectancy

THIS IS NOT A POSTER

... but an invitation to attend the 10th pirate talk I will give **Friday @ 12:15** at an undisclosed location on these very premises.

Write your email to be in the loop.

If 30 of you show up, all of you get drinks at the end. Aaarh!

yes, keep me posted
(better write clearly?)

fns LA LIBERTÉ DE CHOISIR

belspo

ULB

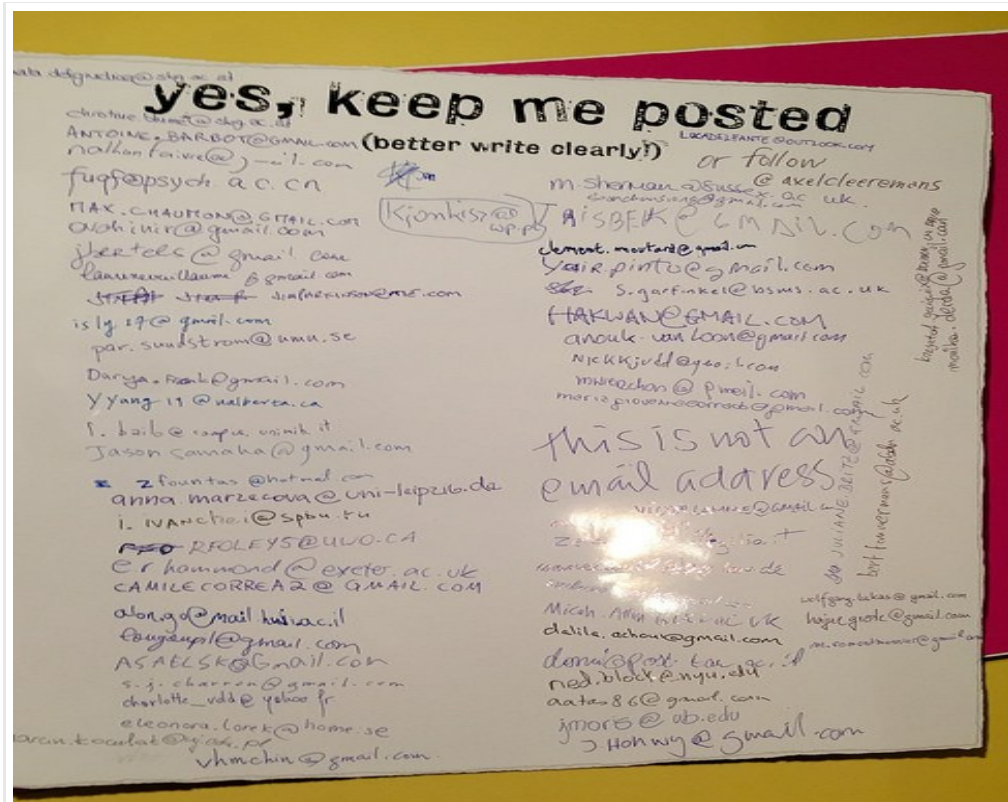
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PosterASSC19S3

AXC · 2 MONTHS AGO


70 people signed up on the poster, and thus it was a go!














































PiratePostersigs

AXC · 2 MONTHS AGO

Managed to fire off an email to about 50 people whose address I could decipher during the night...

From: **Axel Cleeremans** axcleer@ulb.ac.be 
Subject: pirate talk tomorrow @ 12:15 SHARP
Date: July 10, 2015 01:16
To: Axel Cleeremans axcleer@ulb.ac.be













































                                         

GREETINGS & THANK YOU FOR YOUR INTEREST.
10M PIRATE TALK WILL TAKE PLACE TOMORROW AT **12:15 SHARP** IN THE HALLWAY OF THE FIRST FLOOR (AT THE TOP OF THE STAIRS).

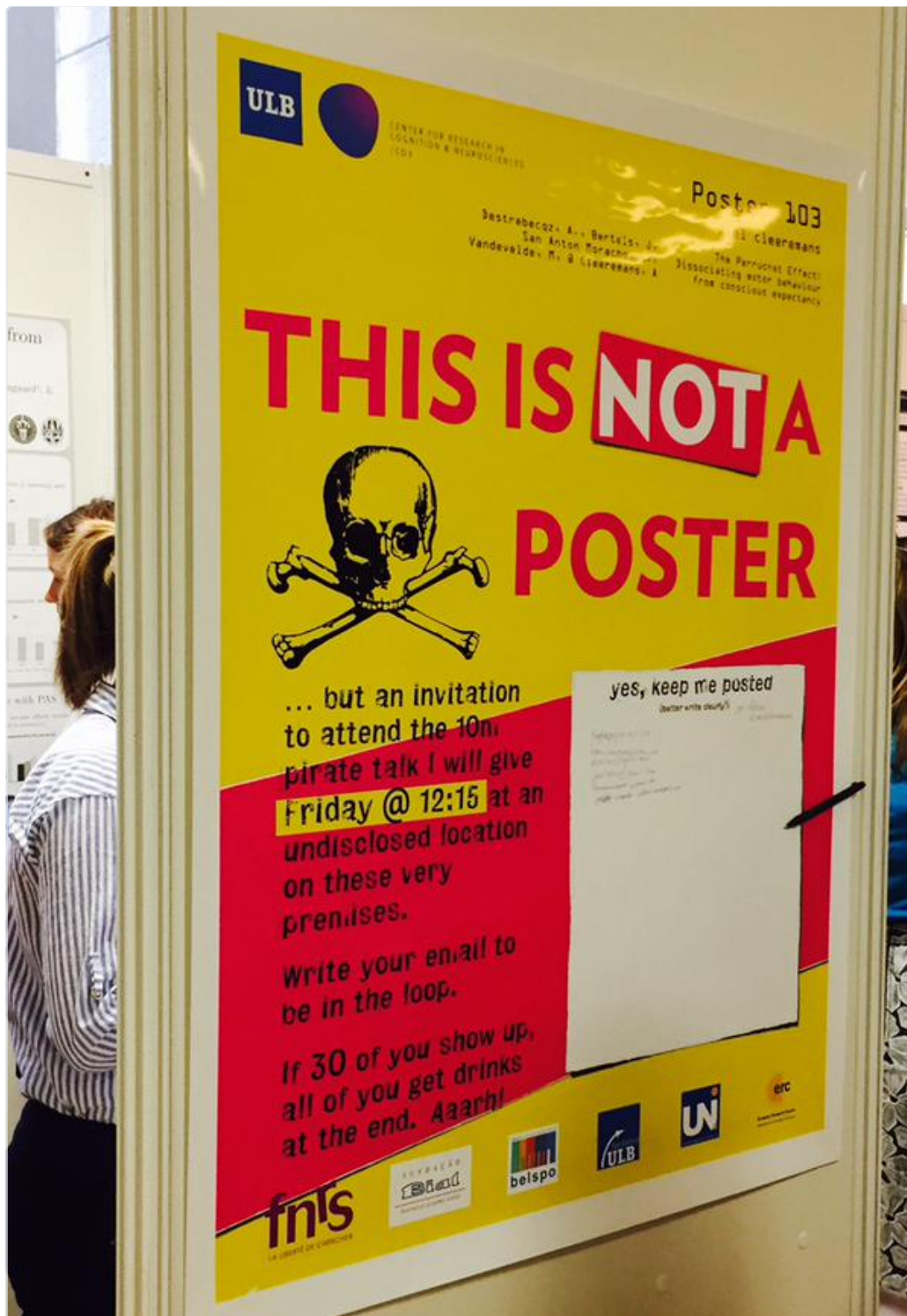
WE WILL LOOK AT A SIMPLE ASSOCIATIVE LEARNING PARADIGM IN WHICH PEOPLE DO THE OPPOSITE OF WHAT THEY CONSCIOUSLY EXPECT WILL HAPPEN

FOLLOW @axelcleeremans ON TWITTER FOR LAST MINUTE CHANGES AS WE MAY HAVE TO DODGE SECURITY

PirateTalkemail
 AXC · 2 MONTHS AGO

... and tweeted about it shortly before the talk, disclosing the location where I'd deliver the pirate talk.



Axel Cleeremans

@axelcleeremans

Follow

OK Pirate talk is ON at 12:15 first floor (poster floor) in the hallway at top of stairs #ASSC19

12:07 PM - 10 Jul 2015

4 3

... even though the meeting organizer, my good friend Sid Kouider, was not too hot about the idea...



Sid@ASSC19

AXC · 2 MONTHS AGO

And so at 12:15 I began my planned 10m guerilla talk, projecting on the ceiling of a hallway on the first floor of the Centre des Saints-Pères at Université René Descartes in Paris where [ASSC19](#) was taking place. About 60 people showed up. I got a few puzzled looks from the local occupants of the building, but other than that all was cool.



Irina Ovchinnikova

@Irina_spb

 Follow

Axel Cleeremans is making pirate talk on [#ASSC19](#) 2nd floor, right now!

12:22 PM - 10 Jul 2015 · Paris, Ile-de-France, France



Then [@neuroconscience](#) started tweeting about it gonzo style.



Micah Allen
@neuroconscience

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BREAKING NEWS: rouge cognitive scientist @axelcleeremans giving pirate talk in corridor! Authorities scramble #assc19

12:22 PM - 10 Jul 2015

  7  11



Mahiko Konishi

@mahiko

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So apparently there's an improvised talk going on in the 1st floor's lobby. It involves the Perruchet effect. [#assc19](#)

12:22 PM - 10 Jul 2015



Ten minutes into the presentation I noticed two of the main organizers of the meeting (my good friends & colleagues Sid Kouider and Catherine Tallon-Baudry) walking towards me together with a couple of student helpers and an iphone

blasting police siren sounds. The four of them actually seized me and dragged me away, interrupting the talk. This was a complete surprise and I was a bit unsure how far they'd take it. Even though it was clear this was all pretend play, they had managed to turn the joke on me!



Micah Allen

@neuroconscience

 Follow

DEVELOPING: @axelcleeremans has been seized by the #ASSC19 authorities for his heretic pirate talk!

12:25 PM - 10 Jul 2015

  5  5

Fortunately I was quickly released and allowed to finish my rogue presentation about consciousness, associative learning, and the "[Perruchet effect](#)", discovered by Pierre Perruchet, who, ironically, was affiliated with the very same Université René Descartes in 1985. The Perruchet effect is actually a very interesting and singular phenomenon where people's behaviour in response to an event is completely opposite to what they consciously had just indicated expected would happen.



Micah Allen
@neuroconscience

 Follow

DEVELOPING: pirate scientist @axelcleeremans has been allowed to finish his heretic talk, crowd goes wild #ASSC19

12:28 PM - 10 Jul 2015

  1  3

We concluded with a small guerilla cocktail and broke off for lunch ...



Darya Frank
@FrankDarya

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@axelcleeremans giving the coolest hallway talk ever!
#ASSC19

12:28 PM - 10 Jul 2015

  2  1

 **Axel Cleeremans**
@axelcleeremans [Follow](#)

official thanks to [@theASSC](#) and my audience for playing along with my pirate talk. Aaarh! Now back listening to excellent talks. [#ASSC19](#)

2:53 PM - 10 Jul 2015

   5

... and further thanks to my logistics team Julie Bertels (printing) Bert Windey (hardware), Martijn Wokke and Dalila Achoui (catering), who managed to surreptitiously secure and install a beamer, a power cord, tables, wine, glasses and a corkscrew.

[Also, apologies to my co-authors Arnaud Destrebecqz, Julie Bertels, Esti San Anton & Michael Vandavelde for turning them into unwitting co-conspirators.]

 **Margaux Larre-Perez**
@mrgxprz [Follow](#)

Une excellente idée pour mettre un peu d'animation à une conférence...!!! [#ASSC19](#) [twitter.com/axelcleeremans...](#)

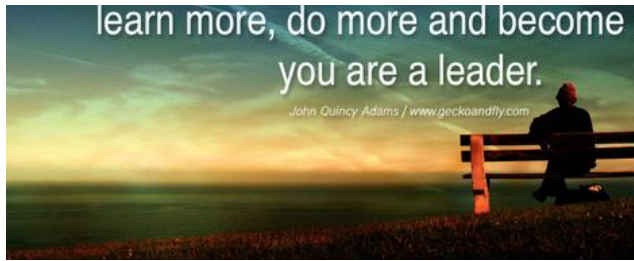
8:59 PM - 10 Jul 2015

   2



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PART 2! #tlap 6-22-15 Leading like a Pirate

How I Quit Spin

Whenever it's been possible, I've tried to send out a postcard to students' parents welcoming them and giving them a heads up. I've included a few forms I've needed parents to fill out, such as a permission slip to watch videos that may be rated PG. I've also included a list of things to check out the classroom a day or two prior to school beginning. Nowadays, the whole school meets their entire class of students outside before school, giving them a chance to meet their parents. All of these things help ease the worry and make for a better first day of school!

QUESTION 1: What have you done in the past to help your day of school? What are you planning to do this year?

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