How to Take Your Proposals to the Next Level: Advanced Scientific Grant-Writing Techniques

Objective

This online workshop is designed to equip participants already familiar with researching calls and employing basic strategies for proposal writing with a variety of tools to boost the quality of their grant applications. It builds on the topics covered in the workshop “How to Get Your Research Funded: First Steps in Scientific Grant-Writing”.

Description

Early career researchers who know how to find interesting grant calls that fit their purposes and are able to put together all documents required have already taken important steps towards building vital skills when it comes to attracting external funding for their research. However, in order to improve their chances to succeed in an increasingly competitive third-party funding environment, applicants are well advised to employ a variety of methods to make their proposals stand out during the review process. Drawing on the principles of strategic communication science, grant-writers can enhance the memorability of their proposals and boost their emotional appeal towards reviewers. Throughout the workshop, participants are invited to instantly apply these principles by completing several practical exercises. Major topics covered:

- Understanding your audience: An analysis of the review process within differing contextual situations
- The art of budgeting: How budget tables and budgetary explanations can be utilized to increase the persuasive power of a proposal
- Improving memorability: Writing and layouting techniques for proposal drafts and CVs that alleviate cognitive processing and modulate reviewers’ moods in a strategic fashion

Methodology

- Expert input
- Plenary discussions and exchange in a virtual collaboration space
- Individual work in virtual teams

Conditions

Participants are expected to be familiar with basic grant-writing techniques. For the workshop, they need to

1. have an extended academic CV ready that they are willing to share and modify with others during the workshop. The CV should contain extensive information about applicants’ academic and professional experiences and mobility (research/teaching/service) as well as competencies, awards, etc.,
2. preselect a specific call for a third-party funded grant that they want to work on
3. have a working Google account in order to be able to participate in the virtual group work (Jamboard/ Google Docs, etc.).

Organizational Information

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<thead>
<tr>
<th>Language / Format</th>
<th>English / Online</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Advanced Doctoral Candidates and Postdocs from all faculties</td>
</tr>
<tr>
<td>Date</td>
<td>Friday, 10 February 2023, 10:00 – 16:00</td>
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<td>Registration</td>
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