

## Trainer



**Bettina Maria Heiss, Ph.D**  
Research Support, Goethe  
University, Frankfurt

- Serves as the Liaison Officer for National Research Funding and Early Career Researchers at Goethe University's Research Support
- Began her career as a grant-writing consultant at Heidelberg Research Service in 2013 after working as a postdoctoral researcher at Heidelberg University's Max-Weber-Institute of Sociology
- Received her Ph.D. in Organizational Communication from the Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles, in 2010
- Worked as an experiential learning facilitator at USC's Marshall School of Business from 2004 to 2008



Research  
Service Center



## 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

Language / Format	English / Online
Target group	Advanced Doctoral Candidates and Potsdocs from all faculties
Date	Friday, 10 February 2023, 10:00 – 16:00
Registration	<a href="#">For registration click here</a>