

## Politics, Society, Science: Make an Impact

### Objective

In this online workshop, we'll work on how you, as a scientist, can make an impact on society and the public debate.

Scientists know a lot about their research topics, which are often of high societal relevance. Yet public debates are often dominated by people with little understanding of science or even contempt for the scientific approach altogether.

Our voices are heard only very softly, partly due to scientific objectivity, a high value we absolutely need to retain. Does this mean that we can't state an opinion at all? Are we not allowed to extrapolate our findings into statements about the pros and cons of specific policies? How can you be heard by people outside of the ivory tower? How can they understand? How can you make your message relevant to them.

### Description

#### Clear communication

- Big picture and details: How to put both together in different settings?
- How to find a storyline that's relevant to your audience
- Argumentation strategies adapted to the setting

#### The public debate

- Phases of a public debate and how this influences your communication style
- Analyze the interests of various stakeholders in a public debate
- Effectively publicizing your topic

#### The PhD stereotype

- Why no one listens to you if you sound too much like a scientist
- Does scientific objectivity allow you to make clear statements?

#### Recruiting help

- How to build a network of mutual support
- How can you reach out to high-level people?

### Methodology

We use interactive webinars, which are mixed with self-paced work on our online learning platform. Course instructors are available throughout the course duration for direct communication.

### Conditions

Laptop or tabletop computer with microphone and webcam. Built-in versions are sufficient.

### Trainer



**Dr. Philipp Gramlich**  
NaturalScience.Careers

He has studied and researched chemistry (>2800 citations, Google Scholar 2021) at five universities in Germany, Australia and Scotland. He gained experience in industry, first at baseclick, a biotechnology start-up and later at Eurofins Genomics as Teamleader R&D, QC and Analytics, being responsible for up to 22 staff. Since 2016, he is fully focusing on his work as co-founder of NaturalScience.Careers. He specialises in seminars and talks about career development, leadership and presentation skills. Since 2016, he regularly writes career columns for *Nachrichten aus der Chemie*.

### Organizational Information

Language / Format	English / Online
Target group	Doctoral Candidates at all stages and Postdocs from all faculties
Date	Wednesday-Friday, 31 May - 2 June 2023, 9:00 – 11:30
Registration	<a href="#">For registration click here</a>