Communicating Science to the Public: Write, Tell & Pitch your Research Stories

**Objective**

This 1.5-day workshop strives to enable you to present your research topic in a variety of academic and non-academic situations:

- Develop your own communication solutions in the three exercise sessions: „Write it!“ – „Tell it!“ – „Pitch it!“
- Try out some „golden rules“ for effective science communication
- Create visual storyboards for your research topics

**Description**

Your research topic seems too difficult to communicate to laypersons? Presenting in front of an audience gives you stage-fright? Or you simply want to further your skills in how to communicate your research topic to a broader public? Then this workshop is for you!

We start day 1 with an overview of the current science communication landscape, discuss best-practice examples and work on texts for digital communication.

Day 2 focuses on your individual research projects and lets you practice presenting skills in our “Science Pitch” session, with the opportunity for feedback from the trainer and your peers.

At the end of this workshop we will also create science stories in teams of 3-4 people.

**Methodology**

- Several thematic inputs on science communication and best practice examples
- A variety of individual and group exercises with feedback from the trainer and your peers
- Activating question-answer sessions and short plenary discussions

**Organizational Information**

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<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Advanced Doctoral Candidates and Postdocs from all faculties</td>
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| Date           | Wednesday, 3 June 2020, 13:00 – 17:00  
                 Thursday, 4 June 2020, 9:00 – 17:00 |
| Registration   | For registration click here |