

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

Objective

This 1,5-day online 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?
- 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 (14:00-17:00) with an overview of the current science communication landscape, discuss best-practice examples and work on texts.

Day 2 consists of 2 plenary sessions (10:00-11:30 / 15:30-17:00) and an individual exercise over noon. It lets you practice presenting skills in our “Science Pitch” session. We will also look at science storytelling and possibly come up with ideas for your own research stories.

Methodology

- This online workshop consists of 3 plenary sessions (6 hours total) and individual coaching (30 min.). Appointments will be scheduled within the workshop.
- Several thematic inputs on science communication and best practice examples
- A variety of exercises with feedback from the trainer and your peers
- Activating question-answer sessions and short plenary discussions

Trainer



Nadine Lux
science³ communication,
Berlin

- Science communicator and trainer
- Physical geographer, media researcher and spatial planner
- Research topic climate change communication
- Co-founder of science³

Organizational Information

Language	English
Target group	Doctoral Candidates at all stages and Postdocs from all faculties
Date	Thursday, 15 April 2021, 14:00 -17:00 Friday, 16 April 2021, 10:00-17:00
Registration	For registration click here