

Branding your research and networking in academia using a scientific poster

Your final product will be a “signature research idea” for which we develop a set of conversation starters that will be combined with a polished poster for your next conference appearance.

Content

Part 1: A branding strategy can be a crucial step in winning grants, building a scientific reputation and advancing your career. Networking at all career levels and between disciplines is a key skill to establish professional relationships within academia or the job market in the industry. How do I establish an authentic personal brand? Which are my options for sharing information? How do I build and maintain relationships in my community or with potential future employers in the industry? We will help participants to develop their personal brand and exercise their networking skills. In interactive exercises and games we will provide participants with the necessary tools for successful academic networking.

Part 2: We will provide a hands-on introduction on how to create effective visual products to communicate your research. We will explore some fundamental principles of graphic design and how they can be applied to scientific posters. In collaboration with the instructors you will work actively on crafting your poster in class. The concepts the instructor will show should also be applicable to google slides, Powerpoint, Keynote, Latex, Adobe Illustrator, InDesign and Photoshop.

Learning Objectives

- You will be able to learn how to apply visual design principles to guide your process of creating scientific visuals
- You will be able to effectively communicate your research with a scientific poster
- You will be able to use some useful tips and tricks about various layout software tools
- You will learn which technical pitfalls to avoid for digital and printing products (file formats, color spaces, image resolution, text, etc.)
- You will learn the benefits of personal branding
- You will do a self/brand assessment
- You will develop your brand and manage it online
- You will learn “product cycles” in science
- You will learn how effective networking in academia



Individual Feedback and Requirements

You will be asked to work on a challenging poster of your choice (ideally a poster of your own research in **PDF format**). To guarantee personal feedback on your project during the first course day, please submit your presentation and worksheet **before Mar 3, 2021 09:00 a.m.**:

<https://drive.google.com/drive/folders/1PybeWYV0tdnhYrO-irxTH2IY11pH3z3V?usp=sharing>

Make sure it is in pdf Format. File name should be your full name. In case somebody does not submit a project, this person's participation is cancelled and the place will be offered to participants on the waitlist.

Programs and devices to work on your poster are required during the course.

Instructors

Dr. Daniel Angerhausen (daniel.angerhausen@explainables.org), ETH Zürich, Amran Salleh (amran.salleh@explainables.org), both www.Explainables.org

Target Audience

You wish to improve clarity and effectiveness of your scientific communication. You wish to improve branding, networking, marketing and design skills within your scientific communities or with partners outside of academia. You will be able to benefit from this course regardless of your field of research or the language required for scientific communication in your field.

<i>Language</i>	English
<i>Nr of Participants</i>	max. 12
<i>Dates</i>	Mar 17 & 24, 2021 9:00 a.m. – 5 p.m.
<i>Location</i>	University of Bern, Main Building, Hochschulstrasse 4, room 104
<i>Recommended ECTS</i>	1