

## **Best Practices for Storytelling with your scientific Presentation**

**Please note that one is eligible to book either the ‘Branding’ or the ‘Storytelling’ workshop, not both.**

In this two-day format we will efficiently combine scientific storytelling and presentation design in one workshop. Our communication and graphic design coaches will help you develop a comprehensive storyline around your research topic, and consistently combine that story with a refined slide deck. Your final product will be an engaging 3 minutes narrative combined with the right visuals, designed as a template to help you speak effectively and responsively with multiple audiences.

### **Content**

Science Communication is more than outreach. Every time scientists communicate within or outside their communities, at conferences, in proposals or with policy makers, communication skills are key. We will focus on communicating our science clearly and vividly. Our techniques utilize improvisational theater exercises that will help you connect with an audience, pay close and dynamic attention to others, read nonverbal cues, and respond freely. We also will practice code switching your message effectively for different audiences, including defining clear goals in communicating, identifying your main points, explaining meaning and context, responding to questions, and using storytelling techniques, metaphor, examples, and incorporating details to make your story come alive. We will explore the following questions during our workshop: How does a scientific lecture become an exciting and understandable story? How do I come up with a fitting, relatable and emotional analogy for my research to be remembered? How do I distill a core message for a specific audience and wrap it in a story?

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 presentations. In collaboration with the instructors you will work actively on crafting your presentation 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 or presentation
- You will be able to use some useful tips and tricks about various layout software tools

Vizerektorat Entwicklung

- You will learn which technical pitfalls to avoid for digital and printing products (file formats, color spaces, image resolution, text, etc.)
- You will be able to tell an engaging 3' scientific story
- You will be able to focus their attention on the needs of the audience, read verbal and nonverbal cues, and adjust their communication on the fly, as needed
- You will be able to practice using storytelling techniques effectively, including evoking emotion, using clear, vivid language and making personal connections where appropriate

### Individual Feedback and Requirements

You will be asked to work on a challenging presentation of your choice (ideally a short presentation of your own research in **PDF format**). To guarantee personal feedback on your project during the first course day, please submit your presentation to the trainers **before May 15, 2023 09:00 a.m.**:

[https://drive.google.com/drive/folders/1QqDKtQoh2vJ8tJm6BrEgi4nqy1TyKwhu?usp=share\\_link](https://drive.google.com/drive/folders/1QqDKtQoh2vJ8tJm6BrEgi4nqy1TyKwhu?usp=share_link)

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 presentation are required during the course.

### Instructors

Dr. Daniel Angerhausen ([daniel.angerhausen@explainables.org](mailto:daniel.angerhausen@explainables.org)), ETH Zürich, Amran Salleh ([amran.salleh@explainables.org](mailto:amran.salleh@explainables.org)), both [www.Explainables.org](http://www.Explainables.org)

### Target Audience

You wish to improve clarity and effectiveness of your scientific posters and/or presentations. 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.

<b>Language</b>	English
<b>Nr of Participants</b>	max. 12
<b>Dates</b>	June 5 & 7, 2023 9 a.m. – 5 p.m.
<b>Location</b>	University of Bern, Main Building, Hochschulstrasse 4, room 104
<b>Recommended ECTS</b>	1 (25-30h workload)