

## **Authentic Branding, Professional Networking and Marketing for Scientists**

*Please note that registration for this workshop excludes registration for the workshop: “Communication Skills for Scientists”. Thank you for only registering for either one of them.*

### *Content*

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.

### *Learning Objectives*

- benefits of personal branding
- self/brand assessment
- developing your brand and managing it online
- “product cycles” in science
- networking in academia

### *Individual Feedback*

Facilitators will be available via email for feedback/advise to a reasonable extent up to 4 weeks after the course.

### *Instructor*

Daniel Angerhausen, University of Bern, Amran Salleh, both [www.Explainables.org](http://www.Explainables.org)

### *Target Audience*

You wish to improve branding, networking and marketing 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.



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### *Requirements*

In advance of the workshop, we will publish a worksheet on ILIAS for you to fill and send a filled draft (deadline Jan 27, 2020, 09:00 a.m.) to Daniel Angerhausen (daniel.angerhausen@explainables.org) and Amran Salleh (amran.salleh@explainables.org) with Maj-Britt Niemi (maj-britt.niemi@entwicklung.unibe.ch) cc:ed.

<i>Language</i>	English
<i>Nr of Participants</i>	max. 15
<i>Dates</i>	February 11, 2020 1:30 p.m.-5 p.m.
<i>Location</i>	University of Bern / Mittelstrasse 43, room 016
<i>Recommended ECTS</i>	none