

Communication Skills for Scientists – Storytelling and Message Distilling

Please note that registration for this workshop excludes registration for the workshop: “Authentic Branding, professional Networking and Marketing for Scientists”. Thank you for only registering for either one of them.

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. Recent psychology and brain research shows that information is better remembered when coupled with emotion and transported into stories. That is why storytelling and message distilling are two of the most important tools in science communication.

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?

In interactive exercises and games we will provide participants with the necessary tools for successful science communication.

Learning Objectives

- Communication strategies for scientists
- Introduction to the basics of storytelling
- Introduction to the fundamentals of message distilling
- Functions of emotions, techniques and methods for using emotions in SciComm
- Development of metaphors and analogies
- Development of "first lines / last lines"

Individual Feedback

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

Instructor Daniel Angerhausen, University of Bern, Amran Salleh, both www.Explainables.org

Target Audience

You wish to improve clarity and effectiveness of your scientific communication. 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
**UNIVERSITÄT
BERN**

Vizerektorat Entwicklung

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 7, 2020 1:30 p.m.-5 p.m.
<i>Location</i>	University of Bern / Mittelstrasse 43, room 016
<i>Recommended ECTS</i>	none