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**UNIVERSITÄT
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Effective Communication, Authentic Branding and Professional Networking for Scientists

Content

Part 1:
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"

Part 2:
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?

Vizerektorat Entwicklung

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 and advise to a reasonable extent up to 4 weeks after the workshop.

Instructors
Daniel Angerhausen, ETH Zürich, Amran Salleh, both www.Explainables.org

Target Audience
You wish to improve clarity and effectiveness of your scientific communication. 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.

Requirements
In advance of the workshop, we will publish a worksheet on ILIAS for you to fill and send a filled draft **(deadline Oct 19, 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.

Language	English
Nr of Participants	max. 15
Dates	Nov 2 & 3, 2020 1:30 p.m.-5 p.m.
Location	University of Bern / Mittelstrasse 43, room 216
Recommended ECTS	0,25