

**Learn to communicate science clearly and to the point:**

## **Workshop on Effective Science Communication**

Researchers need the skills to communicate clearly and to the point in a lot of situations: When interacting with industry and researchers with a different background; when writing applications; when asked to upload a video presentation on the web page of a scientific paper; when giving interviews to media, or when sharing knowledge on social media. During this Workshop on Effective Science Communication instructed by experienced science journalists, participants work hands on with communicating their own work. They learn the basics of the journalistic method and practice how to adapt it to their own work. They carry home a set of tools making it so much easier to explain their research the next time they need to do so.

**Target group:** PhD-students, postdocs, senior scientists, professors etc.

**Content:** The course is a 2-day workshop built on the principles of 'learning by doing'. The participants are invited to contribute actively in a comfortable learning environment, where they are offered professional, individual coaching by two dedicated instructors as well as constructive feedback from fellow participants. The workshop is dynamic, demanding and entertaining. Brief theoretical and practical instructions are followed by individual work or group work on issues like:

- How to analyze a target group in order to understand the needs and interests of the audience
- How to do a brief oral presentation and present science work on a video
- How to write a short journalistic text presenting the most important message first - not last like in academic writing
- How to translate science writing to a language understood by the public
- How to build a strategy to get a message through – either to the general public, through the press or social media; to future partners in industry or the public sector.

**Recommendations:** Evaluations of similar workshops at Danish universities show high satisfaction with an average score above 4 on a 1-5 scale. All former participants recommend the workshop.

**Duration:** 2 days from 9 AM to 4 PM. Plus 7-10 hours of preparations before each workshop day.

**ECTS credit:** The workshop is approved for 1 ECTS by PhD-Committees at six Danish universities.

**Instructors:** Kommunikationsbureauet Publicér, [www.publicer.dk](http://www.publicer.dk), experienced science journalists Marianne Bom and Rie Jerichow. Phone: +45 2628 2341. Mail: [bom@publicer.dk](mailto:bom@publicer.dk)

**How to organize:** Please contact Publicér if you consider a workshop. It requires a minimum of ten and a maximum of 20 participants to establish a dynamic workshop.