

Public science outreach

Topic area:	Science communication
Format:	Online or in-house workshop or individual coaching
Workload:	4 webinars of 2-2.5 h each = 2 workshop days
Trainer:	Karin Bodewits or Philipp Gramlich
Target group:	Science managers and administrators



Public science outreach is becoming a requirement in many third-party funding schemes. Research funders increasingly emphasise the need to communicate scientific results to the broader public, ensuring that research benefits are accessible beyond academic circles.

This workshop is designed specifically for research cluster science managers who are pivotal in bridging the gap between scientists and society. Participants will learn effective strategies for public engagement, from crafting compelling narratives to using diverse communication platforms.

You can use this workshop to work on a concrete outcome that is useful for your work, e.g., an outreach event you organise for your research cluster. You can see a list of examples of successful science communication on [this website](#) of the DFG (German Research Council).

The workshop will explore:

- Understanding funders' expectations for public science communication.
- Informing the general public about the cluster's work, e.g., in the context of outreach events like open days, meet the scientist speed dating, or interactive posters.
- Representing the cluster's work to the academic boards, funding bodies, and collaborators.
- Analysing the interests of your audience, your research cluster and the productive overlaps between the two.
- Exploring which communication channels fit the setting the best and allow you to reach diverse audiences: Traditional media (newspapers, TV, radio), social media, websites, presentations and pitches.
- Translating complex research into engaging, accessible stories.
- Building collaborative outreach initiatives: Facilitating partnerships between researchers, educators, and communicators for broader impact.

We can arrange individual coaching sessions if you feel that the communication challenges you want to work on are too unique for a group workshop.