

## Storytelling for scientists

<b>Topic area:</b>	Science communication
<b>Format:</b>	Online or in-house workshop
<b>Workload:</b>	4 webinars of 2-2.5 h each = 2 workshop days
<b>Trainer:</b>	Karin Bodewits or Philipp Gramlich or Peter Kronenberg
<b>Target group:</b>	All (PhD students to professors)



Learn to craft a narrative for scientific presentations, networking events, publications, theses, and science festivals.

We all enjoy a good story, whether during a presentation, a job interview, a conference coffee break, or simply during a pub night. Why? It activates the same areas of our brain that would be activated during the actual event. Consequently, audiences feel much more engaged when they hear a narrative about

your real-life research experiences or how you finally chased that superbug down—much more than if you monotonously talk them through a list of bullet points on a PowerPoint slide. But to be understood when talking about one's own research work, let alone to speak about yourself, is not easy for many researchers. During this seminar, you learn to enchant a wide range of audiences with science stories and to captivate a lay audience with complex research results. Because... speaking science can be magical!

### The power of storytelling

- Why do we need a story?
- When to use story?
- What we can learn from TED talks
- Explain science through your story

### Storylines

- Using the ABT model
- Why stories need conflict

[info@naturalscience.careers](mailto:info@naturalscience.careers)

Tel: +31 (0) 6 1960 0588 (Karin); +31 (0) 6 824 54 258  
or +49 (0) 152 0600 5189 (Philipp)  
[www.naturalscience.careers](http://www.naturalscience.careers)

<b>Types of stories</b>  From mystery to comedy	<b>1 sentence and 1 paragraph stories</b>  Your key message
<b>5 steps to crafting a narrative</b>  - Planning a narrative - Characters in your story - Write an outline - Craft the story's body - Adapt the story to your audience	<b>Using story at/ in/ for:</b>  - Networking events - Scientific presentations - Publications/ thesis - Science festivals - Pint of science/ science slams/ storytelling shows

### Course flow online

Day 1	Day 2	Day 3	Homework	Day 5
Live webinar:  - Kick off - What is storytelling?	Live webinar:  - How do stories work? - Best practice examples	Live webinar:  - Crafting your narrative - Group work	Submission of your 3-5 minute science story/ narrative	Live webinar:  - Debriefing - Feedback
Individual feedback from the instructor				
The participants work through the materials (eBooks, podcasts, movies, example posters) and assignments. The instructor provides regular feedback.				

### About making notes during the course

All participants receive a script of the course in PDF format for offline and future use so that they can work through the material offline as well as after the course.

*This online course can be followed up by a lively (online) evening programme (e.g. at a retreat) with personal- or science story contributions from all course participants. The evening programme will be moderated by us with humour and absurdity.*

