

Storytelling for scientists

Topic area:	Science communication
Format:	Online or in-house workshop
Workload:	4 webinars of 2-2.5 h each = 2 workshop days
Trainer:	Karin Bodewits or Marloes ten Kate
Target group:	All (PhD students to professors)



We all enjoy a good story, whether it's 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 so much more engaged when they hear a narrative about your real-life experiences as a researcher 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!

<p>The power of storytelling</p> <ul style="list-style-type: none"> - Why do we need story? - When to use story? - What we can learn from TED talks - Explain science through story 	<p>Storylines</p> <ul style="list-style-type: none"> - Using the ABT model - Why stories need conflict
<p>Types of stories</p> <p>From mystery to comedy</p>	<p>1 sentence and 1 paragraph stories</p> <p>Your key message</p>

<p>5 steps to crafting a narrative</p> <ul style="list-style-type: none"> - Planning a narrative - Characters in your story - Write an outline - Craft the story's body - Adapt the story to your audience 	<p>Using story at/ in/ for:</p> <ul style="list-style-type: none"> - Networking events - Scientific presentations - Publications/ thesis - Science festivals - Pint of science/ science slams/ storytelling shows
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Course flow online

Day 1	Day 2	Day 3	Homework	Day 5
<p>Live webinar</p> <ul style="list-style-type: none"> - course kick off - what is storytelling? 	<p>Live webinar</p> <ul style="list-style-type: none"> - how do stories work - best practise examples 	<p>Live webinar</p> <ul style="list-style-type: none"> - crafting your narrative - group work 	<p>Submission of your 3-5 minute science story/ narrative</p>	<p>Live webinar</p> <ul style="list-style-type: none"> -debriefing - Feedback
Individual feedback from the instructor				
<p>The participants work individually through the materials (eBooks, podcasts, movies, example posters) and assignments.</p> <p>The instructor provides regular feedback.</p>				

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.

